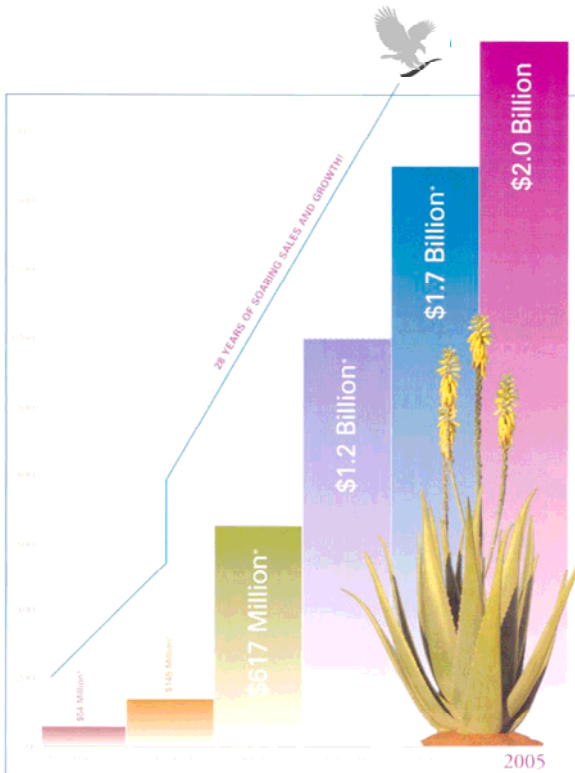


# Weight Management Programme

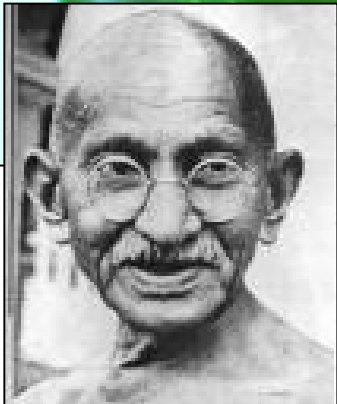


# Forever Living Products

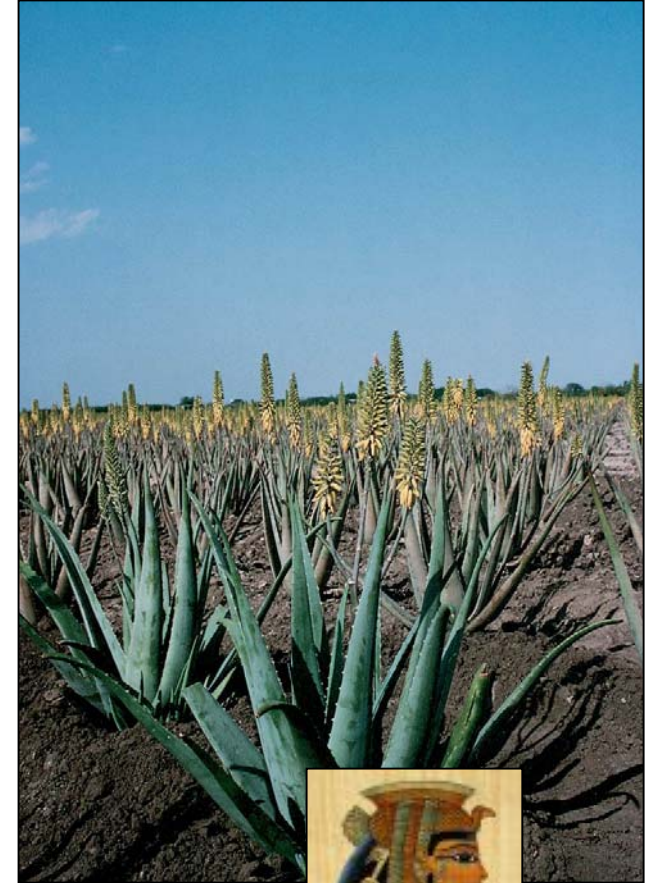


- Founded in 1978
- 110+ countries
- Over \$2.0 billion global turnover
- Debt free
- \$1.5 billion assets
- £36 million (FLP UK)

# Aloe Vera... the Natural Answer



- Natural remedy
- Thousands of years
- Known to the ancients
- Cleopatra, Gandhi...



FOREVER 



# Why FLP Aloe Vera?



- Unique stabilisation process
- Patented
- Grown naturally
- Harvested by hand
- Unfiltered inner gel
- Cold pressed



Not Tested on Animals



PETA



60 Day Satisfaction Guarantee



# Even the Rich and Famous...

## Say aloe to a healthy new you!

Your Self

### Check out how aloe vera can help you ...

**Aloe Vera Gel** - this drink is stuffed full of different vitamins and claims to help arthritis sufferers. There's also Aloe Berry Nectar which has a twist of apple and cranberry juices.

**Aloe Heat Lotion** - designed for treating any aches, pains or muscle strains, soothing aloe is teamed with warming agents for instant relief.

**Forever Bright Toothgel** - a non-abrasive toothpaste to help with annoying gum problems. It also has a great minty taste.

The range also includes shampoo, deodorant, liquid soap, vitamins and even tanning lotion.

These products are made by American company Forever Living, which has independent distributors all over the UK. Its products range in price from £2 to £20.

Aloe vera's not only a great-looking plant, it can also help you look and feel fantastic. *By Emma Manston*

**M**odel Sophie Dahl swears by it. Posh Spice always has a tube handy in her car. No, not expensive Creme de la Mer - but the wonder plant aloe vera.

And it's not just for common people - even Lady Victoria Hervey used it to soothe her sunburn on the Caribbean Isle of Barbados.

When plus-size Sophie wanted to shed a few pounds, she gulped a shot of aloe vera juice each day.

With the help of a specially designed diet and exercise regime, she soon shrank from size 16 to 12.

Victoria Beckham even mentioned

the healing properties of aloe vera in her recent biography, *Learning To Fly*. Posh told how, just before she shared her first kiss with soon-to-be hubby David Beckham, she had rubbed some ointment into a graze on her arm.

Many cultures have recognised the prickly plant's healing properties. Researchers found it was used by the ancient Chinese and Indians in their herbal remedies. Egyptian queen Cleopatra even used it as a major part of her beauty routine.

In Britain, we know how good it is in moisturisers. But there's a whole range of ailments aloe vera can help cure. Fans of the plant say it can be used to treat everything from eczema and psoriasis to thrush and athlete's foot.

And clinical trials are starting at Cardiff University to test aloe's effectiveness on digestive problems like irritable bowel syndrome.

But it's not just humans who benefit. One cat who'd been fed a capful of the plant's juice every day lived to the ripe old age of 31!

Sophie Dahl's personal trainer David Marshall, who also made sure



Posh Spice and Dervla Kirwan trust the healing properties of aloe vera



Steps' Faye Tooley and Ballykissangel star Dervla Kirwan got in shape for a charity run, says it's an essential part of his fitness programme.

"I always recommend aloe vera to help aid digestion and boost general well-being," he says.

Robbie Williams ex-lover Tania Strecker finds it gives her a boost.

"I drink a shot of it every day - it really helps with energy levels," she says.

GMTV presenter Penny Smith has been a fan for years. She drinks a shot each day and uses the propolis (a natural antibiotic product of the beehive) cream.

"It's amazing," she says. "Being healthy starts from the inside and I saw the effects after just a few months. My skin is healthier and I feel better. I'd tell anyone to give it a go."

### "It really helps with energy levels"

### Aloha aloha! Aloe for ya

We have 50 sets of Forever Living Aloe Vera Gelly and Aloe Propolis Creme, worth £21.05, to give away. For your chance to win, call our hotline on 09015 605055. Winners will be picked at random when lines close midnight, Saturday, November 24, 2001.

For more information on aloe vera or a free Forever Living brochure you can write to Melanie Rees, 17 Fullerton Road, London SW18 1BU, e-mail camilla.may@virgin.net or call 020 7806 0316.



SUNDAY MAGAZINE

**M**odel Sophie Dahl swears by it. Posh Spice always has a tube handy in her car. No, not expensive Creme de la Mer - but the wonder plant aloe vera.

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### "It really helps with energy levels"

# Our Market Place



Animal  
Care



Weight  
Management



Skin Care  
&  
Cosmetics



Personal  
Care



Health  
&  
Nutrition

# Forever Living Products

Presents

CLEAN + LEAN



FOREVER 

# The Problem



# The Rise in Obesity

Adult obesity rates have almost quadrupled in the last 25 years. Now 22% of Britons are obese and 75% are over weight

*bbc.co.uk – Nov 2004*

Over 30,000 deaths a year are caused by obesity in England alone!

*bbc.co.uk – Nov 2004*

The chief medical officer has referred to obesity as “a health time bomb” that needs defusing

*Annual report of the Chief Medical Officer 2003*

**Rise in obesity is set to cripple health service**

**Unhealthy kids will die before their parents**

**Fatne bigger ki**

**Two t overw**

By BOB ROBERTS  
Deputy Political Editor

MPs yesterday called for drastic action to stop the obesity epidemic which will kill our children and cripple the NHS.

A report by the powerful Commons Health Committee said that the numbers of obese people had shot up by 400 per cent in 25 years. Two thirds of Britons are now overweight or obese.

The MPs said that would lead to more people with heart disease, cancer and kidney failure, putting massive strain on the National Health Service.

They estimated that fatness costs the nation \$7.4billion a year.

Obesity-related diabetes could also lead to rising numbers of amputees.

Obesity in children has tripled in the past 20 years meaning many fat kids will die before their parents.

The report added: "On present trends obesity will surpass smoking as the greatest cause of premature loss of life. It will bring levels of sickness that will put enormous strains on the health service, perhaps even making a publicly-funded health service unsustainable."

The committee attacked Government efforts to tackle the problem as "appalling, haphazard and scandalous".

Committee chairman David Hinchliffe said: "Our inquiry is a wake-up call for Government. The causes of ill health need to be tackled by many departments, not just health."

"It is staggering to realise that on present trends half of all children in England in 2020 could be obese."

The MPs also hit out at food manufacturers and advertisers for hampering attempts to improve the nation's diet.

And they made 99 tough recommendations to tackle the obesity timebomb including checking children's body mass index – an indicator of fatness – once a year. They also want better food labelling and operations to staple fat people's stomachs, to stop them over-eating, carried out on the NHS.

But Health Secretary John Reid insisted ministers were already tackling the problem. He said: "We share the committee's concern about the seriousness of the health impact of obesity."

"It is one of the key issues which will be addressed in the 'Paper on Public Health' later this year."

Martin Paterson, of the Food and Drink Federation, said: "The entire food and drink chain from farmers to caterers is clear that our industry must be a part of the solution."

"However, the problem is complex – there are no quick fixes."

Deputy Prime Minister John Prescott yesterday poked fun at the idea that he and Education Secretary Charles Clarke could lead the anti-fat campaign.

Sixteen stone Prezza said they were known as "heavyweights", and went on: "You mean we are fat." And he added: "I'll have great difficulty giving up my fish-and-chips diet."

Voice of the Mirror: Page 6  
bob.roberts@mirror.co.uk

**HOW TO SOLVE IT**

- **BAN** on junk food adverts aimed at children to stop them using peer power on parents
- **VAT** on cakes and biscuits and super-size portions banned
- **RED, amber and green labels** to warn of unhealthy options
- **JUNK** food vending machines banned in schools
- **PUPILS** to get three hours a week physical education
- **LOW** calorie and healthy foods should be cheaper
- **FOOD** technology lessons to teach children how to cook healthy meals and understand labels
- **CAMPAIGN** on obesity foods such as fizzy drinks and crisps which spells out risks of being fat.
- **MORE** initiatives to encourage people to take exercise
- **NEW** Council of Nutrition and Physical Activity set up to co-ordinate all groups working on obesity
- **STOMACH** stapling operations available on the NHS

**WEIGHT KILLS CHILD, 3**

A CHILd of three died of obesity-related heart failure, the MPs report revealed.

The unnamed youngster was being treated by doctors at the Royal London Hospital children's obesity clinic. National Obesity Forum president Dr Ian Campbell warned: "The fact a child of three has died is at one extreme."

"But there are children of seven and eight seriously overweight," MPs said children are getting so fat many may die before their parents.

CAMPAIN: John Reid

Daily Mirror article 2004

FOREVER 

# Over 20% of all children are overweight in the UK!



## Obesity explodes from teens to

The number of obese children has tripled in 20 years. 10% of six year olds are obese, rising to 17% of 15 year olds

*bbc.co.uk – Nov 2004*

## Even toddlers overeating in U.S

A recent study in Leeds suggested that schoolchildren now require trousers two sizes larger than did their counterparts only 20 years ago

*The Guardian, 7 April 2004*

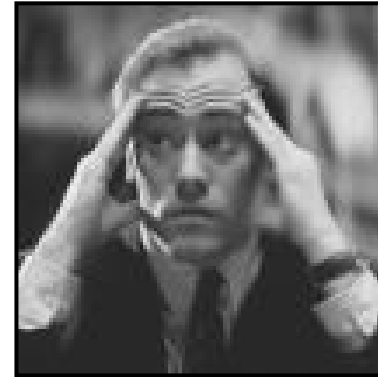
# Why are People Gaining Weight?

- Eating the wrong types of food
- Overeating – portions are twice as big. (Super Size it!)
- Excess calories – the average person eats 680 calories more a day than they need to



# How Many of Us...

- Enjoy a glass or two of alcohol?
- Live busy & stressful lives?
- Drink tea or coffee all day?
- Live or work in a city?
- Do little or no exercise?
- Live on fast food or unhealthy snacks?
- Drink far too little water?



**We need to detox!**

# Why Detox?

“The body stores foreign substances and toxins in its fatty deposits. So in many cases, people may be carrying up to 10 or more extra pounds of unhealthy mucus – harbouring toxic waste!”

*Dr Gillian McKeith*

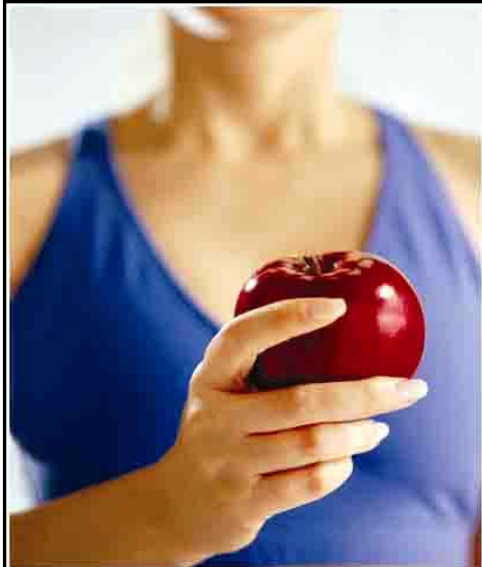
*Author “You are what you eat”*



# The Solution

# Forever has a tried and proven plan

- It is convenient and simple
- Helps your body maintain healthy energy levels
- You'll lose weight
- Contains no harmful chemicals
- Caffeine free



CLEAN  $\oplus$  LEAN



FOREVER 

# The Difference

## Yo – Yo Diets

Reduced Calories  
=  
Reduced Nutrition

Body needs nutrition & craves  
food



CLEAN+LEAN

Reduced Calories  
=  
Increased Nutrition

Body is satisfied, lose body fat &  
stay slim

CLEAN+LEAN

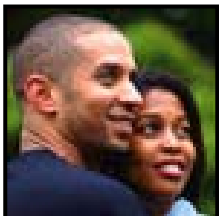
***- Rapid sustainable weight loss***

FOREVER 



# CLEAN + LEAN

- Tastes great
- Easy to follow
- Full support & guidance
- Flexible for a busy lifestyle
- Quick & lasting results
- Boosts energy levels & improves health
- Includes daily planner to track results & motivate
- Educates for a lifetime of healthy living



***LOOK GOOD – FEEL GREAT***

FOREVER 

# It all starts with pure Aloe Vera Gel

## Aloe Vera Gel



- Promotes a healthy digestive system
- Aids absorption of the nutrients you consume
- Supplies your body with a powerful blend of nutrients, amino acids, minerals and vitamins
- Purest aloe barbadensis gel

# Boost energy with Forever Bee Pollen

## Forever Bee Pollen



- Abundant in vitamins & minerals, including the B-group
- A healthy and natural way to boost energy and stamina without using dangerous stimulants
- Rich in amino acids
- Complete food
- Aids metabolism of fats

# Reduce fat with Garcinia Plus

## Garcinia Plus



- Slows the body's process of converting carbs into fat
- Contains chromium, an essential mineral that 9 out of 10 Americans are deficient in
- Helps curb your appetite
- Breaks down fat
- Builds lean muscle
- Rind of small tropical fruit (produces HCA)

***“Fruit fights back – Appetite curbing drugs can be dangerous but HCA, a natural appetite suppressant found in a tropical fruit is working wonders in the weight loss war”***

*Jane Pleshette – Healthy Living Magazine*

# Control Calories with Forever Lite

## Forever Lite



- Complete meal replacement
- 50% of your recommended Daily Allowance of vitamins & minerals
- Great tasting
- Available in 'low carb' or 'regular' formula
- Choice of 2 delicious flavours
- Mix with milk or juice

|                     | <b>GI</b> | <b>GL</b> |
|---------------------|-----------|-----------|
| <b>Banana</b>       | 51        | 12        |
| <b>Ultra</b>        | 24        | 0.34      |
| (with skimmed milk) | (56)      | (5.14)    |

# Get the balance right with Probiotic

## Forever Active Probiotic






- Gives balance to the body
- Enhances nutrient absorption and immune function
- Unique combination of six beneficial strains of microbes

***Promotes a healthy digestive system***

FOREVER 



# Water

-  Essential for cleansing & digestion
-  Natural appetite suppressant
-  Prevents liver storing fats



# 9-day cleansing



**Clean 9 Pack**

- The perfect jump start program to a cleaner, leaner you
- Easy to follow
- Cleanse your system and take control of your health



# Clean 9 – for a healthier you

## Phase 1 Days 1 - 2

A 2-day complete body cleanse

Consume only the following natural products:

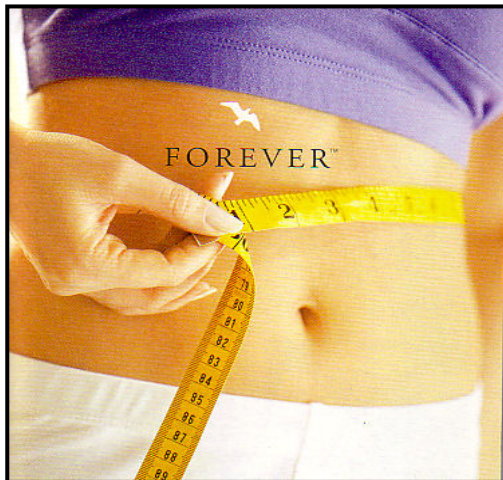


- Aloe Vera Gel
- Garcinia
- Water
- Bee Pollen
- Forever Lite

# Clean 9 – for a cleaner you

Phase 2 Days 3 - 9

Introduce 600 Calorie meal daily



Puts you on the path to a cleaner, healthier you, whilst cleansing your body of unnatural chemicals

# Weight management



**Lifestyle-30 Pack**

- Provides you with the knowledge and tools you need to develop long-term weight management and fitness habits
- Achieve a realistic balance for a lifetime of healthy living
- Lose, gain or maintain weight
- Introduce a variety of foods
- Introduce the Forever Active Probiotic
- Understand how to calculate your BMR & AMR

# Does It Work?

When the Clean & Lean programme was launched I weighed myself and found I was an unbelievable 15 stone 6 lbs, I felt and looked fat. All I could think of was the number that stared up at me from the scales.

The following day I started the programme. I followed the Clean 9 plan to the letter, I drank the Aloe Vera Gel, took the supplements, and drank bucket loads of water. I also took up exercise again at the gym at 6.30 every morning.

After a review of my diet and eating habits my wife arranged healthy tasty meals and snacks encouraging me to eat properly and not miss out on meals.

End of week 1 – weight loss 1 stone, wow I feel fantastic.

End of week 2 – weight loss 1 stone 9 pounds

End of week 3 – weight loss 2 stone

End of week 4 – weight loss 2 stone 5 pounds

I feel so much healthier, fitter, slimmer and my wife tells me looking the handsome devil she married seven years ago!



**Richard Armstrong**

FOREVER 

# Does It Work?



After I gave birth to my son in August 2002 I was devastated to find I had gained 5 stone in weight. My confidence was at an all time low. 3 months after the birth I started to use the programme. It was great, easy to use, I did not feel hungry & I had more energy.

By Jan 2004 I had lost 4 and a half stone and I felt GREAT!

Since then I have now lost another stone. So in total I lost 5 and half-stone. How good do I feel? I now weigh less than I did 3 years ago!

I still continue with the maintenance programme because it has become part of my daily routine, and I have found that I can eat what I like, and the weight has not crept back on.



**Lisa Palmer-Silcock**

FOREVER 

# Change Your Spending

Old You



New You

- Alcohol
- Junk food
- Tea & Coffee
- Processed food



- Water
- Clean 9
- Lifestyle 30
- Fresh foods
- Herbal Teas

Drop & Swop

# What price to achieve a cleaner leaner YOU?



**Clean 9**

£99.40

**Just £11.00 / day**



**Lifestyle 30**

£167.31

**Just £9.00 / day**



*Safe, effective*  
60 Day Satisfaction Guarantee

FOREVER 