



# ALOE VERA 40X

## Most Concentrated Aloe in the World



NON-GMO



VEGAN



SOY-FREE



DAIRY-FREE



PALEO-FRIENDLY



Grown organically in the Caribbean, we create the highly concentrated Aloe 40X by removing the fibers and water. With Aloe Vera 40X, you get a purer, more effective Aloe product that is more environmentally friendly to ship.

- Supports healthy immune function
- May aid in healthy digestion
- May support healthy joint function
- May support healthy blood glucose levels

#### SUGGESTED USE:

Dilute one teaspoon into purified water, juice, green drink, or any cold beverage and drink daily.

**DO NOT DRINK UNDILUTED.**

#### Supplement Facts

|  |          |
|--|----------|
| Serving Size: .167oz                                     | 1 tsp    |
| 40x Aloe Vera Concentrate<br>( <i>Aloe barbadensis</i> ) | 0.167oz* |

\* Daily values not established.

#### OTHER INGREDIENTS:

Potassium Sorbate 0.08%,  
Potassium Benzoate 0.08%

## Supports Healthy Immune Function & Healthy Skin



| PRODUCT                   | SIZE           | ITEM  | SKU          | CASE | WHOLESALE | MSRP  |
|---------------------------|----------------|-------|--------------|------|-----------|-------|
| Aloe Vera 40x Concentrate | 4.2 oz. liquid | 87040 | 091401870408 | 12   | 19.18     | 31.95 |



**Pure Planet's Aloe Vera 40x** is the strongest Aloe Vera juice available. Our Aloe Vera juice is extracted from the most therapeutic (and non-toxic) portion of an organically grown *Aloe barbadensis Miller* plant and is then concentrated until it is 40 times more potent than 100% pure Aloe Vera juice (which is 99% water).

#### **Why we offer Aloe Vera 40x:**

Aloe Vera contains one of the highest concentrations of valuable plant polysaccharides. At Pure Planet, we believe that it is an invaluable part of the diet and an integral part of a household's natural "apothecary" (or "pharmacy"). We offer our Aloe Vera in a highly concentrated form because it dramatically reduces the carbon footprint for shipping and bottling Aloe Vera in the distribution chain and is also easier to lift and consume. Drop for drop, the 40x concentrate creates the most potent Aloe Vera available in the world today.

#### **Interesting Facts:**

There are over 1000 varieties of Aloe Vera, but less than a handful contain the full spectrum of polysaccharides that make Aloe Vera a superstar of natural healing. Aloe Vera does not develop the full spectrum of polysaccharides until it is more than 3 years old. Aloe Vera is now grown on all five continents, proving its desirability and its adaptability. 100% Aloe Vera juice is 99% water, we remove the water in order to create our 40x concentration.

#### **History:**

Aloe Vera has a storied history and was thought to be used originally in ancient Egypt and Sumer.

#### **Aloe Vera Timeline:**

4000 BC - Drawings of aloe were found in tombs in Egypt – referred to as "Plant of Immortality" and thought to be used to embalm the bodies of pharaohs.

2200 B.C. - Sumerian clay tablets found in the city of Nippur. Whole leaf Aloe was used as a laxative agent, no other uses are mentioned.

1550 B.C. – Aloe uses mentioned in the Egyptian "Papyrus Ebers;" 12 formulas used for healing both internally and externally using aloe were documented. Hippocrates (Greek Physician, "The Father of Medicine," 460 – 370 BC) became its greatest advocate and called Aloe Vera "The Potted Physician." He encouraged every household to grow several plants for their curative properties. Aloe Vera means "the bitter truth" in Latin because of its astringent taste.

#### **Potential Benefits:**

There are six specific types of polysaccharides in Aloe Vera, each having its own unique benefit or effect on the body. Aloe Vera can increase circulation dramatically, up to 700%. This helps create faster healing of skin both internally and externally. Aloe Vera dramatically increases the basal activity of skin cells creating younger, fresher looking skin. Aloe Vera also helps antioxidants remain stable in blood serum which increases their benefit to the body.

#### **How it is made:**

The Aloe Vera is organically grown and then the mature Aloe Vera leaves are harvested and the inner fillet is separated from its tough green skin. The pulp is separated from the liquid, or juice, and using reverse osmosis, 80% of the water is pulled away, creating the world's finest Aloe Vera juice concentrate.

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## ***Super Concentrated***

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