

ISSUE 5

also life

The Giving Issue

FOREVER GIVING, RISE AGAINST HUNGER AND THE MEALS THAT FUEL HOPE.
BE A GIFT-GIVING SUPERHERO
A LEGACY OF KINDNESS: POWERFUL STORIES OF LIVES CHANGED BY GIVING
HOW TO SHOP WITH YOUR HEART



FOREVER®

Helping others
look better
and feel better

OPPORTUNITY FOR EVERYONE. EVERYWHERE.

Join Forever Business Owners in more than 160 countries who are using their love of our products to help people all over the world look better, feel better and pursue new opportunities. Be part of the Forever Family and support our mission of improving lives everywhere.

**To get started, talk to
the person who gave
you this magazine.**

The
Aloe Vera
Company



Editor's Letter

Celebrate the spirit of giving



Giving is incredibly powerful. It's something that enriches us on a personal level and deepens our connection with humanity. But what does giving mean to you?

In this issue of Aloe Life, we'll explore acts of giving big and small and introduce you to people like Mmapula Letswalo, who opened a preschool and daycare center in one of South Africa's poorest areas.

The meals Mmapula received from Forever's partner organization, Rise Against Hunger, allowed her to provide much needed nourishment to the children in her care so she could put more funding toward improving and expanding the preschool. You can read her inspiring story on **page 13**.

You'll also learn about our charitable organization Forever Giving and how through our partnership with Rise Against Hunger we've provided hundreds of thousands of meals to families all over the world.

But you won't only find stories of grand-scale giving in this issue. After all, it's the spirit of the gift, not the size that really makes an impact. That's why we've included some ideas of small ways you can give back that make a big difference.

And since we're in the season of giving, we can't overlook the enjoyment we get from giving gifts to the people we care about. But we all know how frustrating it can be to draw a blank when it's time to shop for certain people on our list. So, we've put together the ultimate gift-buying guide on **page 33** and followed it up with some tips that will help you nail the presentation with some clever gift basket ideas.



I hope this issue inspires you to consider how you can make a difference in the lives of others as well as your own. This season is a great time to contemplate the things we've done and can continue doing to improve our world and the world around us. Let's all celebrate the season of giving knowing that the joy our kindness brings to others will only multiply.



A. Armer
Executive Director of Marketing
Forever Living Products

What's inside?



Welcome to the latest edition of Aloe Life!

In this issue we're exploring the concept of giving. As you flip through the pages of this magazine, you'll find inspiring and uplifting stories that will help you discover that there are many ways to give back and make your mark on the world.

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Pure and powerful

Forever Aloe Vera Gel®



Drink in the benefits of Forever Aloe Vera Gel®.

Our aloe vera drinking gel is made of 99.7% pure inner-leaf aloe with no preservatives for an experience as close to nature as you can get! **Forever Aloe Vera Gel®** supports healthy digestion, promotes proper immune function and optimal nutrient absorption.

Forever Aloe Vera Gel® | SKU 715

The Aloe Vera Company

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The incredible science of a smile



Smiling can help even when you don't feel like it

While most of us think of a smile as a reaction to a positive experience, it turns out that just deciding to smile even when you don't feel like it can lift your mood. In other words, fake it until you make it. Research shows that forcing yourself to smile can actually release endorphins that are crucial to lifting your mood. Just by smiling, you can trick your brain into thinking it's happy. Buddhist author Thich Nhat Hanh put it perfectly when he said that while joy can be the source of your smile, sometimes your smile can be the source of your joy.

Smiling is contagious

When it comes to spreading happiness, there's nothing like a smile. In one study, participants were asked to frown every time they saw a picture of someone smiling. Easier said than done. Just the sight of someone smiling triggers an automatic response to smile back!

Smile more and reap the benefits

Let your smile shine and see how the world around you responds. By making a conscious effort to smile more you might just find that you feel happier, healthier and like the best version of yourself.



Smiling makes you more attractive

Did you know smiling instantly boosts your attractiveness? According to a study published in the journal *Neuropsychologia*, you actually become better looking when you smile. That's because seeing a smiling face activates a part of your brain that processes sensory rewards, so when you see a person smiling it provides a sense of gratification. Other studies have shown that both men and women are more attracted to images of people who smile and make eye contact.

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THE CHEMICAL REACTIONS THAT TAKE PLACE IN YOUR BRAIN WHEN YOU SMILE BENEFIT BOTH YOUR PHYSICAL HEALTH AND HAPPINESS.



The lifeblood of Forever's global connection

There's a lot that happens behind the scenes when it comes to delivering products to more than 160 countries around the world.

Forever Direct in the Netherlands is the heart of the company's global distribution network and the key to ensuring Forever can deliver products to customers when they need them.

Through a combination of cutting-edge technology, environmental responsibility and great people, Forever Direct has set itself apart as an example for the industry. Keep reading to learn more about the technology and people that make Forever's global reach possible.

Driving performance with technology

Precision and efficiency are on display everywhere you look at Forever Direct. Amid the rows of shelves stacked high with Forever products is some of the most advanced sorting and picking technology on the planet. A system called cubing determines the best shipping box to use based on the weight and dimensions of each product in the order. The system will automatically calculate the shipping box size or divide the order into multiple smaller packages.

This not only allows the staff to package orders far more swiftly and efficiently, but also reduces the need for wasted space. This means they use only as much packaging as necessary and keeps the entire process more environmentally friendly.

Another key technology used at Forever Direct is the pick by light system. This technology

simplifies the order picking process by switching on a light at each product station to show which products need to be added to an order.

Once the products are added at a station, the light is switched off and the box heads to the next station until the order is complete. This system means orders can be picked and filled quickly so customers get their orders even faster.

Inspections are performed by hand and with the assistance of specialized technology to ensure every product is packaged properly and ready to reach any destination in the world in perfect condition.

Reducing environmental impact for a better planet

Forever Direct is committed to environmental responsibility. All the shipping boxes are made with 85% recycled materials and printed with environmentally-friendly ink. The plastic air cushions used to protect products during shipment are not only recyclable but can be punctured to take up less space. These cushions are also carbon neutral compared to paper filling.

To reduce its carbon footprint even further, Forever Direct has installed eco-lighting across the entire facility and only uses eco-friendly cleaners.

Yet, with all the advancements and continuing commitment to using the latest, environmentally-conscious technology, there's one other factor that really sets Forever Direct apart: the people.

The people of Forever Direct



Güny Dursun:
Coordinator

Every team member is proud of the work they do at Forever Direct. They live by the motto: “create a masterpiece.” This means that great care is taken when preparing any package for shipment to ensure every customer receives their order in perfect condition.

But the quality on display comes from something deeper than a strong work ethic and commitment to excellence. The team is very much a family. They look after each other and help each other grow. Here, coordinators work side-by-side with those on the packaging and labeling lines to help ensure everyone grows and improves together.

In fact, many of the supervisors started their careers doing the same thing and were able to advance thanks to the guidance and support of others. With all the technology and innovation on display at Forever Direct, it’s the people who make this facility the envy of the industry and help get Forever products all over the world.

Keep reading to meet some of the people who make Forever Direct the center of Forever’s global distribution network.

“**THE LONGER I STAYED AT FD, EXPERIENCED THE ATMOSPHERE AND CAREER OPPORTUNITIES, THE MORE I WANTED TO STAY”**

Güny thought he knew exactly where his life was headed in the summer of 2015. He’d just completed an education program in leisure and hospitality but needed to nail down some work while he looked for a career in his chosen field.

He found Forever Direct through an employment agency and began working in the order fulfillment department.

“At first, Forever Direct was an intermediate solution,” Güny remembers. “I’d earn money, save and keep looking for something that fit with my academic career. But the longer I stayed at FD, experienced the atmosphere and career opportunities, the more I wanted to stay.”

Over time, Güny was deployed less and less to Forever Direct through the employment agency and started picking up shifts at other companies. He quickly realized the other companies weren’t at all like Forever Direct.

“I missed the atmosphere and fun interactions with colleagues,” Güny says. “Forever Direct also had unique possibilities and career opportunities. I wanted to go back!”

Güny decided to contact his former supervisor at Forever Direct to ask if he could come back and get hired on directly. The supervisor agreed and a short time later he was back. It felt as though he’d never left. Within a year he was offered a contract and was promoted to Coordinator of the order fulfillment department.

More recently, Güny had the opportunity to put educational background to work at Forever Direct as a tour host guiding Forever Business Owners during their visits to the warehouse. He says he is the most proud of the career progress he’s made during his time at FD, starting at the loading docks and working his way up to coordinator.

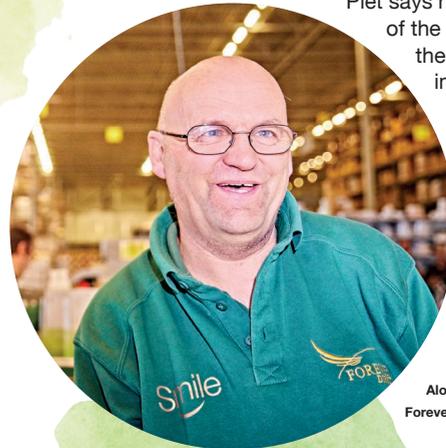
While Güny didn’t exactly follow his intended path, he found one more fulfilling and rewarding than expected. He’s made lifelong friends and grown his job into a career to be proud of.

Piet Jongenelen:
Packaging & Labeling

Piet found Forever Direct through a social employment agency called WVS, which helps people with a distance to the labor market due to mental or physical disability find work. Since 1983, WVS had placed Piet in many different positions from post office work to small scale production.

A few years ago, WVS introduced him to Forever Direct where he would pack and label Forever products like **Aloe Blossom Tea** and **Aloe Ever-Shield®**.

“I like working with my coordinators,” Piet says. “They are really nice. I can always talk to them if I need to or if I’m having trouble with something. I also have some very nice colleagues who I see regularly outside of working hours. We even go on holiday together. They make working at Forever Direct fun!”



Aloe Ever-Shield® | SKU 067
Forever Aloe Blossom Herbal Tea® | SKU 200

Piet says he’s proud to be part of the Forever family because the company sees the importance of giving people with disabilities a place in the workforce. In fact, Forever Direct is the largest employer of people with disabilities in the southwest region of The Netherlands.

The hub of a worldwide family

The work done at Forever Direct is essential to Forever’s worldwide family of customers and Forever Business Owners. This heart of our distribution network is key to making sure the highest quality standards are upheld, while distributing the best products at the best price.



Tony Duijck:
Packaging & Labeling

Tony learned about Forever Direct on the outside looking in. She’d heard great things about the company from friends and tried for months to get placed through the employment agency she was working with.

After six months of trying, Tony reached out to a former colleague who’d started working at Forever Direct. She gave Tony the phone number to the in-house employment agency. Her persistence paid off and soon Tony started working with Forever Direct.

“I immediately felt at home,” Tony remembers. “I enjoyed the work I was doing, which was right in line with what I’d done in my previous positions.”

Tony says the best part about working at FD was the way her colleagues made her feel like she belonged and she felt a sense of family from the very first day.

“I FEEL LIKE I’VE FOUND MY PLACE... I WOULDN’T WANT TO WORK FOR ANYONE ELSE. I HOPE I NEVER LEAVE FOREVER DIRECT.”

One of Tony’s proudest moments came after she’d been working with Forever Direct for just over two years and was offered a permanent contract. She remembers that moment as the happiest of her tenure so far.



The power of giving



The impact of kindness is something that outlives the time we spend on Earth. There's a ripple effect that happens when you improve someone's life. That person is empowered to improve conditions for their family and community, building off your legacy of kindness.

In the following pages you'll learn about Forever Living's partnership with Rise Against Hunger and read the stories of selfless women who changed countless lives through their compassion for others. You'll also discover some great ways you can give back and start your own chain reaction.

Forever Living and Rise Against Hunger: On a mission to eradicate hunger worldwide

More than 820 million people worldwide don't get the nutrition they need to live an active, healthy lifestyle. Providing a meal to a child in need offers more than a full stomach, it allows that person to focus on learning, dreaming and growing instead of worrying about where the next meal will come from.

That's why Forever's charitable organization, Forever Giving, has teamed up with Rise Against Hunger and support its mission to eradicate hunger globally by the year 2030.

Forever Giving has donated or contributed to Rise Against Hunger to help provide more than 5 million meals to children and families. For 2018 and 2019, a new two-year goal of 5 million meals was set.

At Forever's Global Rally event in May, Forever hosted a meal packing event that pushed the two-year goal over the 3 million mark, but more donations are needed to hit the 5 million meal goal.

The partnership began in 2015 and its impact was immediate. Just one year later when Forever's Global Rally event came to Johannesburg, South Africa, Forever Business Owners got to see first-hand the impact they were making with their time and donations and why the project is so crucial.

A short bus ride took FBOs away from the comfortable living of Johannesburg into rural villages where they came face to face with the living conditions and the realities of rural South African towns. When they stepped off the bus, the families and children greeted them with hugs and curiosity.

Amid the difficulties of everyday life, the visitors saw how much small acts of generosity could impact the lives of families in need. Children who not long before lived in danger of malnutrition had healthy meals and medical services.

The visit left a big impression on Forever's executive team, who vowed to do everything possible to expand the impact of the partnership. Forever Business Owners heeded the call and today Forever is well on pace to meet the 5 million meal goal, but more help is needed.



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FOREVER GIVING HAS DONATED OR CONTRIBUTED TO RISE AGAINST HUNGER TO HELP PROVIDE MORE THAN 5 MILLION MEALS TO CHILDREN AND FAMILIES.

You can help Forever Giving change even more lives

You can help Forever Giving reach its 5 million meal goal in several ways. By donating to Forever Giving monthly, your money will go directly toward packaging meals for Rise Against Hunger, disaster relief, medical services and improving the lives of families living in poverty around the world.

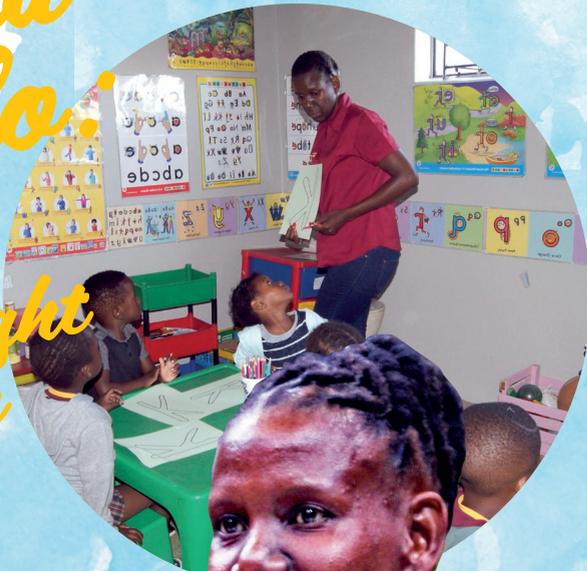


When you purchase a tee shirt or Aloe Baby on foreverliving.com all the proceeds will go directly to Forever Giving. But donating isn't the only way to get involved. Register for a meal packing event in your area to get involved for a hands-on experience you'll never forget.

Read two real life stories of giving in action beginning on the next page.

Mmapula Letswalo:

On the front lines of the fight against hunger



For many South Africans, the sprawling slums of Diepsloot are synonymous with poverty, violent crime and hopelessness.

It can be hard to find hope in a place where running water and sanitation are scarce and piles of trash encroach onto the entrances of makeshift shacks where people live without electricity.

Yet Mmapula Letswalo is someone who still sees hope among the patchwork of corrugated iron shacks that make up a large portion of Diepsloot's poorest slums. The settlement outside Johannesburg started as a small encampment of a few ramshackle homes more than 20 years ago and has grown to a township of roughly 400,000 people.



“ IN 2010, MMAPULA PARTNERED WITH RISE AGAINST HUNGER, A NONPROFIT DEDICATED TO ERADICATING HUNGER ACROSS THE WORLD. ”

The majority of Diepsloot residents are young and without enough schools, jobs or businesses, many people fall back on a life of crime. You can't find a resident here who hasn't been impacted in some way by violence, hunger and financial desperation.

Mmapula however, hasn't given up on the youth of Diepsloot or her vision to care for, teach and feed every child living under weight of poverty. She opened the Lammatau Preschool in 2008 to serve children between the ages of two and six years old, but quickly found that she'd need financial help to keep the school afloat and help as many children as possible.

In 2010, Mmapula partnered with Rise Against Hunger, a nonprofit dedicated to eradicating hunger across the world. The organization helps Mmapula provide meals to her students, allowing her to put more money toward improving and expanding the school with more classrooms, improved sanitation, and an afterschool program.

That partnership remains strong today and together, Mmapula and Rise Against Hunger have turned Lammatau Preschool into a model

for what is possible when compassion is fueled by generosity. With the help of Rise Against Hunger, Mmapula has been able to purchase much-needed materials, implement teacher training and incorporate a phonics program.

She's also become a mentor for other women who run schools in the area by running a training program in which she shares curriculum, experiences and best practices to help increase the quality of education in the area. And if that doesn't keep Mmapula busy enough, she also hosts a monthly workshop program that teaches parents how to be more engaged in their children's learning through reading activities like bedtime stories.

Mmapula views the world through a very special lens. Where others poverty and desperation, she sees opportunity, hope and a future where empathy and kindness change not only the landscape of Diepsloot, but the hearts of all who call the settlement home.

*Where there's a well,
there's a legacy*

Legacies start simple. Long before they become lasting reminders of selflessness, they're moments when one action, taken at one time, can solve one problem.

When you jump into the well of compassion, you find an ocean of opportunities to change lives and turn around entire communities. Perhaps Dorothy Wood had a vision for a nation free of disease and full of food supply. Or maybe she was just doing what she always had done – heeding the call when a friend was in need. Either way, once Dorothy decided to explore the depths of that physical and metaphorical well, nothing – not even terminal illness – could stop her from setting in motion events that would define a legacy for her and her family.

That family includes her daughter, Jayne Leach, who watched helplessly as her mother was admitted to a hospital for an aggressive form of skin cancer. From early in her stay, doctors told the family the prognosis wasn't good. Those are words no one wants to hear, words that cause most people to understandably think of how to make their own days better.

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DOROTHY PASSED AWAY IN APRIL OF 2005. BY THE FOLLOWING SEPTEMBER, JAYNE WAS IN MALAWI WITNESSING FIRST-HAND THE PROFOUND AFFECT HER MOTHER'S SIMPLE DREAM AND DECISIVE ACTION FROM A HUMBLE HOSPITAL BED HAD HALF A WORLD AWAY.



No one would have faulted Dorothy if she chose to live out her time this way, but doing things for herself was never her style.

There was someone else who was by Dorothy's side every day during her hospital stint, too: a nurse named Otilia who came to the U.K. from the tiny, landlocked African nation of Malawi. Otilia spoke at heartbreaking length about the lack of clean drinking water in the community, about children forced to drink from a polluted stream and the cholera outbreak that had the villagers under its deadly grip.

The village, Otilia said, needed a new water well in the worst way. It would change the way of life in Kanyenda almost immediately, as tends to happen when basic needs are met. For twelve years, Otilia and her family had been saving up to fund the project, the cost of which was £2500 to build the well and £100 per year to maintain. When Dorothy heard this, she knew what her mission was, and from her hospital bed she got started.

With Jayne serving as her mother's Malawi mission representative at a team meeting, the money for the well was raised in less than an hour. And from a hospital bed, a legacy began to crystallize.

When Otilia heard the news, she was beside herself with excitement. As the project took shape, the village locals sent photos of smiling children and thankful elders to the U.K.,

where Dorothy, Jayne and Otilia could see the emotional results of their vision.

For the first time, villagers could drink clean, fresh, cold water straight from the ground right where they lived. They no longer had to walk miles just to collect filthy river water they knew would make them sick. Their prospects for healthier, happier lives were at an all-time high.

Dorothy passed away in April of 2005. By the following September, Jayne was in Malawi witnessing first-hand the profound affect her mother's simple dream and decisive action from a humble hospital bed had half a world away.

That wasn't the last Jayne would see of the village. Even with the well in place, she was struck by the hardship and struggles the beautiful people of this village still endured on a daily basis and knew that to truly deliver on her mother's vision she had to do more.

In 2006 it was the rebuilding of a dilapidated school and the implementation of a breakfast plan for students. Children who once sat on bare ground and wrote in the dirt were given proper desks, chairs and blackboards.

The medical center that sits on land acquired by Jayne and her family opened in 2013 and now treats between 100 and 150 kids and adults every day, providing the necessary vaccinations that will save children from malaria. The facility's name? Of course, Dorothy's Clinic.



A legacy of giving: Start small to give big



Sometimes even the smallest acts of giving can have a profound and lasting impact. While you may not be able to dedicate the time and money to give on a grand scale, you can help change lives by taking small and meaningful steps.

1 Donate Blood

Giving blood doesn't take much time and has a powerful, life-saving impact. Donating to the Red Cross is free and the need is always high around the world. Your donation could be used to help cancer patients, trauma victims, burn patients and people with chronic illness. Just a few minutes of your time can help add years to someone's life.

2 Donate your belongings

Consider donating your old clothes or belongings to a good cause. An old suit that doesn't quite fit anymore could go to someone who needs it for a job interview. You can donate cars, furniture or appliances and even get a tax deduction for your efforts. More importantly, your donation could provide someone with the leg-up they need to improve their life.

3 Donate your credit card rewards

Most credit card companies give you the option of donating your cash back, miles or points to charity. Supporting a good cause is as easy as shopping. Even if your credit card company doesn't offer this option, you can always redeem your rewards and make the donation yourself.

4 Ask for donations instead of gifts

When family and friends ask what you want for your birthday or holidays, consider asking for a donation on your behalf to your favorite charity. There are plenty of charities out there that make it easy for you to set up a campaign on social media to gather birthday donations.

5 Donate your time

Just a few hours a month can make a big difference when it comes to improving the lives of others. Consider spending a few hours at your local food kitchen, homeless shelter, senior center or animal rescue.

6 Donate your talents

Your talents can be a great asset for your community. If you like to sing, you can give back by joining a local church or community choir, using your natural ability to spread joy. If you like to paint, donate a piece of your artwork to a charity auction. No matter your special skill, there's a way you can use it to make a difference.



Understanding Bee ingredients

It's amazing that a creature as small as a bee can play such a vital role in the balance of our planet. So many of the things we take for granted simply wouldn't be possible without the hard work of the humble honeybee.

Without bees, an estimated three-quarters of plants that produce 90% of food crops would go unpollinated. According to the World Bee Day Foundation, the global value of pollinated food crops is as much as \$577 billion a year. Bees not only help keep the world fed, but also play a role in keeping agricultural economies healthy.

In addition to being crucial to the world food supply, bees create wonderful sources of nutrition and energy, which humans have harvested since the dawn of time. Ancient Egyptians, Assyrians, Greeks and Romans used honey as food and a natural remedy for wounds and burns. Egyptians revered the substance so much it was used as a sacrifice to their deities.

Fast forward to modern times and people today continue to harvest honey along with other natural wonders from the hive, including propolis, royal jelly and bee pollen.

Honey: more than just a delicious natural sweetener

Bees make honey by collecting sweet nectar from flowers and taking it back to the hive. Inside the hive, this nectar is consumed, digested and regurgitated to create honey. The honey is stored as food for bees.

The flavor and color of honey can vary dramatically based on the region where the nectar was gathered and the types of flowers visited. While honey contains only trace amounts of vitamins and minerals, it is high in bioactive plant compounds. A study conducted by the University of Illinois and published in Science Daily shows that darker honey may have more health promoting agents than lighter honey due to the crops that bees collect nectar from.

High quality honey can contain important antioxidants like phenolic compounds and flavonoids. Studies have shown that antioxidants promote everything from heart health to healthy skin and have anti-aging benefits.

It's important to remember that high-quality honey will be far richer in beneficial plant compounds and antioxidants. Many low-cost and low-quality brands cut honey with processed syrups that don't have the same nutritional value. Always look for pure, 100% bee honey.

Bee propolis: protects and fortifies the body

Propolis is a resin-like material that bees use to build their hives. It's made from the buds of cone-bearing trees and has been shown to have properties that combat bacteria, fungus and viruses. These natural protective properties help keep the hive free of microscopic dangers that could threaten the health of the colony.

In fact, propolis has been shown to have over 300 natural compounds including amino acids, polyphenols and other beneficial substances.

Propolis has been consumed by humans for thousands of years, including by Greeks and Assyrians who believed it promoted good health.

Bee propolis contains flavonoids, the same type of nutrition found in fruits and vegetables, which can help support the body's natural defenses.

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HIGH QUALITY HONEY CAN CONTAIN IMPORTANT ANTIOXIDANTS LIKE PHENOLIC COMPOUNDS AND FLAVONOIDS.

Forever Bee Honey® | SKU 207



THIS DELICIOUS GOLDEN SUBSTANCE IS PACKED WITH BENEFICIAL PLANT COMPOUNDS THAT MAKE IT A MUCH HEALTHIER OPTION THAN SUGAR.



Bee pollen: a natural superfood from the hive

Bees make bee pollen with a mixture of flower pollen, enzymes, nectar, honey, wax and secretions.

Pollen collected from plants is taken to the hive, where it is mixed with other substances and stored as food for the colony.

Bee pollen has gained a lot of attention recently as scientists learn more about the health benefits for humans.

It contains hundreds of active compounds including nutrients, amino acids, proteins, antioxidants and lipids

The levels of these active substances will vary depending on what type of plant the pollen was collected from as well as the season when it was collected.



*How to choose
Bee products
with the right ingredients*

With all the bee products on the market today, it can be hard to determine which is the right option for you. Even small details can impact the nutritional quality, including the region where the bees live, the types of plants they collect from and the levels of ingredients used in the final product. Knowing what to look for as a consumer will help you make the right choice.



Buying honey: The key to buying honey is looking for a product that is both natural and pure. Make sure the honey you buy isn't cut down with syrup to stretch the supply. You'll notice honey being sold in a wide range of colors. Different colors aren't necessarily an indication of purity, but a result of the plants bees used to gather the nectar.

Buying bee supplements: Quality natural ingredients make the best supplements. Read the label to ensure that the bee supplement you choose includes the right levels of your desired ingredient and that all the ingredients are natural.

Experience the full spectrum of nutrition from the hive: You can work the full range of bee nutrition into your daily routine. Honey, bee propolis, bee pollen and royal jelly can work synergistically together to support your health and energy. Fuel your day with the natural nutrition you can only find in the hive.

A match made in hive heaven

Experience the perfect combination of Forever Aloe Blossom Herbal Tea® and Forever Bee Honey®.

Together the balanced blend of herbs and aloe blossoms pair perfectly with the naturally sweet and complex flavor of honey. Kick back and savor every sip.



Forever Aloe Blossom Herbal Tea® | SKU 200
Forever Bee Honey® | SKU 207

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Discover

Sip of the Season

Invigorate your senses with hot cider like you've never experienced before.

This winter warmer features the sweet, spicy aromas of Forever Aloe Blossom Herbal Tea® and Forever Bee Honey® for a wonderfully complex take on a seasonal favorite.

1 8oz.
Apple Cider

2 1 Bag
Aloe Blossom
Herbal Tea®

4 1 Stick
of Cinnamon

3 2 tsp.
Forever
Bee Honey®

Heat apple cider in a saucepan over medium heat until simmering. Pour the cider into a mug, add one bag of Aloe Blossom Herbal Tea® and Forever Bee Honey®. Use the cinnamon stick to stir in the honey and leave the stick in while you drink.

Rethinking your concept of Success



Everyone is striving for success. Feeling accomplished and being perceived as successful is a dream that spans the world over. Yet so many people still struggle when it comes to defining what success means to them personally.

If you don't define success on your own terms, you could end up chasing someone else's version of it. Of course, there are common notions of success like owning your own home, driving a nice car and having the financial freedom to travel and make time for yourself and your family.

But, there are also benchmarks of success that require you to think beyond money. When was the last time you thought about the things that make you feel happy right now, in your current financial situation? This is a good question to ask yourself because if you don't know what makes you happy without money, you aren't likely to find happiness once you have it.

Author and Harvard researcher Shawn Achor wrote in his book "The Art of Happiness" that people who prioritize happiness over financial gain are much more likely to achieve a traditional notion of success.

What Achor and his team of researchers found was that money doesn't buy happiness. It is a bi-product of leading a happier life right now. If you can do that, you're on your way to achieve any notion of success you embrace.

How the definition of success is changing today

In the past, having a steady job that you could hold onto for years and rise through the ranks was a very common vision of success. And why not? This was a viable path to home ownership, financial stability and a quality family life.

But times, and the job market, are changing. Our fast-moving technology and internet culture offer more people than ever opportunities to branch out, become entrepreneurs and pursue a lifestyle that doesn't revolve around a steady nine-to-five gig. This is also changing the way people view success.

It isn't all about salary, position or possessions. People today are measuring success in terms of personal fulfillment, work-life balance, time off, flexibility and personal growth. If you don't typically view these as measurements of success, maybe it's time to start. Perhaps you're already more successful than you think, or at least farther down the path than you realize.

How you can reshape your personal concept of success

The journey toward success is a personal one. In today's world more than ever we are bombarded by images and notions of what success should look like. But does that match the life that you want? By shifting your mindset and being honest with yourself about what's important to you, you can reshape your concept of success. When you do this, success becomes a more well-rounded picture of accomplishment, growth and contentment.

1. The quality of your work:

Think about your work not in terms of your salary or title, but by what kind of difference you are making in the lives of others. Do you help people solve problems and become more productive? Maybe you connect customers with products that genuinely improve the quality of their lives. No matter what line of work you are in, think about the good you are doing for those around you to bring a sense of meaning into your life.

2. Flexibility:

The ability to balance your personal and professional life is an important measurement of success. Having the freedom to work from home or spend more time doing what you love or being around the people you care about is priceless.

3. Personal growth:

When was the last time you sat back and considered how much you've grown personally and professionally over the past few years? If your mind becomes consumed with thinking about where you want to be, it's easy to forget about all the things you've done to become smarter, more experienced and reliable. All the skills you've developed on your path, the knowledge you've gained and the people you've welcomed into your life are all important measurements of your personal success.

4. Avoid the pitfall of comparison:

Today more than ever it's easy to get caught up in the comparison game. Whether you're watching TV, flipping through a magazine, walking down the street or scrolling through your social media feed, you can't escape the idea of success that others are putting into the world.

When you see that friend on Facebook posting pictures of a new car, an expensive night on the town, Caribbean getaway or their perfect relationship, it's easy to measure your life against theirs. But it helps to remember that what you are seeing is someone sharing the best parts of their life. Don't assume that someone else's life is perfect. They probably face many of the same challenges that you do. The number of "likes" on a social media post isn't an indication of how content or fulfilled your friend really is.

If you find yourself getting caught in the comparison game or feeling like you don't stack up, take a break from social media and spend some time doing something you enjoy.

Comparing yourself with others only serves to silence your true inner voice, the one that knows what you really need to feel successful. When that happens, you're left chasing someone else's version of success, a one-way road to disappointment.

How will you define your success?

Will you take the challenge to put happiness and personal fulfillment first and remember that success doesn't have to be a race to the top? Take the journey at your own pace and with your own concept of success in mind. Stay true to yourself and make the most of your journey.



Ace your Gift-giving

Life hack: give with a personality based approach

Do you tend to draw a blank during gift-giving season? You're not the only one who dreads the thought of buying a gift that ends up unused, tucked away in the back of a drawer or even worse... regifted. You could take the easy road and buy a gift card, but sometimes that just feels too impersonal.

If your ideas keep coming up empty or lacking that certain spark, it might be time to switch up your approach. Consider putting together a gift basket that complements someone's unique interests and personality. Whether you're shopping for a creative trendsetter or someone who's always looking toward the next adventure, this guide will help you up your gift-giving game and leave a lasting impression.



1 'The Minimalist'

Buying for the minimalist in your life:

Some people just like to keep things simple. If this sounds like someone you're shopping for this season, why not find a gift that's easy to use?

Consider an effective way to elevate their skincare routine with little hassle. **Forever's Sonya™ daily skincare system** combines aloe with powerful botanicals in a gel-based system that is specifically designed for combination skin. **Forever's Sonya™ refreshing gel cleanser, illuminating gel, soothing gel moisturizer and refining gel mask** provide four easy steps to make skin look and feel its best. You'll be giving your favorite minimalist top quality skincare that uses natural ingredients in a straightforward routine that's gentle and easy enough for daily use.

And why not make packaging simple for someone who doesn't want clutter? For starters, consider a "basket" that can be repurposed and used. Maybe it's a woven bag that can be used as an eco-friendly grocery bag, or something that doubles as a laundry basket.

Next, add an experience to the gift basket like workshops and classes. You can find anything from mixology classes for the home bar enthusiast to guitar lessons or woodworking for the constant hobbyist. Fill the empty spaces in your basket with items that relate to your chosen experience. If you bought guitar lessons, throw in some guitar picks, an extra set of strings, a clip-on tuner or a metronome.



2 'The Adventurer'

What to get the adventurer:

Those who have a case of wanderlust are often too busy daydreaming about their next adventure to think about keeping themselves adequately supplied.

You can make the journey easier for the traveler in your life by looking out for their needs. Start by thinking about some of the basic items that would come in handy when someone is out in the elements or away from home for an extended period of time.

Instead of going the traditional basket route, make the foundation of your gift an adventure-ready backpack and stuff the inside with thoughtful and useful gifts that will come in handy on any journey.

For rugged, lightweight sun protection that's easy to pack and fit into pockets, something like a neck gaiter is perfect. This versatile piece of clothing is used as a bandana, ponytail holder, sun guard, neck protector, dust screen and more. It's the perfect skin protecting gift for someone who loves being outdoors. Don't forget the small but important items your adventurer might be overlooking, like a lip balm with SPF protection (**Forever Sun Lips**) or long-lasting waterproof sunblock like Aloe Sunscreen. Little things like a compass, waterproof journal or some quality snacks like boutique trail mix always make a nice finishing touch!



3 'The Perfectionist'

When the devil is in the details:

Some people just don't think a job is worth doing if you don't pay attention to every detail. After all, there's nothing wrong with being a little meticulous if it means things get done right.

This person doesn't necessarily mind spending a little extra time on their daily routine if it means covering all the bases and addressing every concern.

If this sounds like someone you're shopping for, start with a basket that will come in handy for the super-organized, detail-oriented person – like an organizational crate to help keep the clutter at bay.

Forever's skincare for targeted results is an excellent gift option to add to your basket. Every product in this collection is designed to address specific areas of concern and work seamlessly with someone's existing routine. Choose two or three from the product line that will zero in on a specific area of skincare. The person on your list will appreciate a thoughtful gift they can use to fill out their skincare collection.

CHECK OUT PAGE 28 FOR TIPS ON NAILING THE PRESENTATION OF THIS PERFECT COMBINATION!

Odds are pretty good the person on your list keeps a pretty meticulous eye on their daily calendar. Consider throwing in a unique take on

planning, like a wardrobe planner book that will help determine the week's fashion choices in advance. The person on your list will love adding another layer of scheduling and appreciate the time saved when it comes to getting ready in the morning. Tie the whole gift together with some nice pens, colored pencils or color-coated sticky notes for marking pages.



4 'The Giver'

Great Gifts for people who love doing good:

What do you get for someone who loves giving to others? Help the charitable person on your list pay it forward with gifts that help make the world a better place.

The star of the show can be a donation made in someone's name to a charity they care about. Most non-profits have this option and will even give you a card or certificate that you can add to the gift basket showing your recipient where the donation was made and how much was given.

To fill the empty space, consider adding smaller products from companies that share their profits with a good cause or have a positive impact on the world.

For instance, there are several clothing, shoe and eyeglass companies that donate one item to someone in need for every product sold. Other companies pledge a certain percentage of profits to charitable or environmental organizations every year. And of course, reusable items always make a great gift for the socially conscious person on your list. Consider stainless steel water bottles or reusable grocery bags made from recycled materials.

Did you know that Forever Living donates all the proceeds of every Aloe Baby sold to its charitable organization Forever Giving. Give the gift of an adorable Aloe Baby of your choice and let the person receiving this gift know that all the profits go directly toward feeding and improving the lives of children all over the world. You can also donate directly to Forever Giving on behalf of someone at ForeverGiving.com.



5 'The Creative'

Buying for the quirky or creative person in your life:

Don't be afraid to venture outside the norm when it comes to buying for the creative person in your life. You can make a real impact by choosing gifts that will help someone put their most quirky foot forward.

Make the centerpiece of this gift a nice pair of noise-cancelling wireless headphones. There's nothing like being able to drown out the distractions of the outside world with some music that will fuel the muse and increase productivity.

Watercolor sheet books are a great addition to any artist's gift basket. These portable watercolors look like a small pocket flipbook, but include a full spectrum of colors to unleash creativity whenever and wherever inspiration strikes!

Or consider the type of finishing touch you just don't see every day. Metallic temporary tattoos can make a real statement at music festivals, art galleries or a night on the town. The look can get even bolder if you throw some **Sonya™ Precision Liquid Eyeliner** in the mix. The thin brush is perfect for clean lines that make a real statement.

You'll probably still have some space to fill in your gift basket and luckily, there are plenty of creative options out there. A smartphone camera lens set will allow the creative on your list to express his or her photography skills with fisheye, macro and wide-angle lenses. For someone who likes to spend time unwinding alone, an adult coloring book or a set of colored pencils will fill space nicely.

Don't forget to do some recon...

No matter who you're shopping for, a little investigation will make your gift-buying job much easier. A little peek inside the closet or desk drawer isn't out-of-line when your intentions are good – and you know the person well enough to not be in trouble if you're caught. A few subtle, well-placed questions aimed at your recipient can always spark some additional ideas if you're not too obvious! The extra effort will always pay off when you surprise someone with a thoughtful gift that they'll use and enjoy day-after-day.



How to: Putting together a memorable gift basket

When it comes to gift giving, it isn't just about what's inside. Presentation can create a memorable experience and a lot of joy for the gift receiver. There's also something gratifying about beautifully packaging a gift for someone you care about. A simple gift can turn into something more meaningful with some extra time and attention.

At the very least, it's a craft project that will make you feel not just proud of the final creation, but also excited for giving it away. Gift baskets can take a bit more time to assemble, so that's why we've put together some helpful pointers that will take your gift basket making skills to the next level.

Start by planning for personality

Adding in extra little touches can make your gift basket stand out! The best way to start planning is to follow the theme! For instance, using the example on the next page, consider putting together a gift basket for an outdoor enthusiast.

Stick to the theme by throwing in a few pinecones or weaving some small pine twigs into the basket. You can also use print out some road or trail maps and use this to wrap smaller gifts. Think about alternative baskets, as well. Think of something clever your outdoor love could use, like a small backpack or cooler.

Maybe the person on your list is a music fan and you've gathered some music related gifts for your basket. Try wrapping the smaller gifts in the basket with sheet music and throw in some small, fun instruments like a harmonica or a small shaker. Adding some small elements that match the gifts could go a long way!

SEE OUR
COMPLETE GIFT
GIVING GUIDE ON
PAGE 33 FOR IDEAS ON
PERSONALITY-BASED
GIFT BUYING.

Get your supplies in order...

Make sure you have the basics on hand before you begin. Use your imagination to make your basket as eclectic and unique as possible, and even tailor the gift basket to the theme. No matter what personalized elements you decide to use, the supplies listed overleaf are a great place to start.

Supplies:

1. BASKET
2. PAPER
3. PAPER SHREDS (FOR DECORATION)
4. PIPE CLEANERS
5. PACKING TAPE
6. SCISSORS
7. RIBBON
8. CELLOPHANE
9. WRAPPING PAPER (FOR SMALL GIFT ITEMS)

Step 1

Finding the perfect basket or alternative is the key to everything coming together. Choose one with a wide base or that fits all of the items well. You don't want anything spilling over or too crowded.

Step 3

Once you have the paper at the right height, add a layer of paper shreds to add more depth and layers. Choose a color that goes with the theme or style of the basket.

Step 5

Once your basket is filled and you're happy with the way it looks, you can start putting on the finishing touches. Lay out a large square of cellophane and place the basket in the middle. Bring the cellophane up over the handle of the basket, twist it closed and tie it off with a pipe cleaner.

Step 2

Crumple up any kind of paper you want to pad the bottom. Tissue paper or old newspaper works great. You'll use this paper to elevate your gifts to your desired height.

Step 4

When arranging the gifts, put larger, heavier items in the back with the shorter items in the front so everything in your gift basket is visible. Small items like individually-wrapped chocolates, candies or small theme-based items can be used to fill in empty spaces where you need them.

Tip: Forever's Aloe Lips also make great fill-ins for every theme!

Step 6

Use ribbon or alternative to tie a bow around the cinched cellophane and you've got a beautiful gift basket!



Just for you

Elevate your skincare with products designed to pinpoint specific concerns and work seamlessly with any routine.

Forever's targeted skincare line lets you pick products based on your needs, such as dullness, dry skin, blotches, sun damage, puffiness and dark circles.

Don't ditch your routine. Enhance it with products that maximize results.



smoothing exfoliator | SKU 612
balancing toner | SKU 560
aloe activator | SKU 612
aloe bio-cellulose mask | SKU 616
awakening eye cream | SKU 561

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