



alofé

AFRICAN CAPE ALOE

Beauty direct from nature

New Century Skincare Science

The Power of African Cape Aloe

Alofé brings you a range of Skincare treatments containing the **powerful active ingredients** locked up in the African Cape Aloe, effectively penetrating your skin to offer immediate and unmistakable results. The Alofé range of products is the result of rigorous research and development concerning the African Cape Aloe or *Aloe ferox*, a member of the Asphodelaceae family that grows in the wild throughout the Southern Cape Province of South Africa. As the plant is neither commercially cultivated nor chemically treated, it is totally free of pesticides, fertilizers and fungicides. For over a thousand years tribal healers have used the plant in its unrefined form to treat burns and to accelerate the skin's healing process.

In 1967 the remarkable powers of the African Cape Aloe plant were first substantiated in Cape Town, South Africa. Professor M.C.Botha, a fellow surgeon on Dr Chris Barnard's team (who performed the world's first heart transplant) decided to dedicate his scientific research to the study of the African Cape Aloe (*Aloe ferox*) plant and its properties.

He discovered that the application of African Cape Aloe encourages the repair of damaged skin tissue and provides soothing relief from a wide range of dermatological conditions. (M.C. Botha, pers. Comm.) (P.Tisnes - A.M. Moulet-Scott - Monograph of major plants used in cosmetology).

Studies also revealed that the plant contains a high concentration of amino acids (study conducted by the Kirstenbosch Botanical Garden in Cape Town). Furthermore, certain of these amino acids were shown to act upon fibroblasts, thereby stimulating collagen production (Van Schalkwyk, 1987).

In addition, recent in vitro studies on skin cell cultures have demonstrated a 52% proliferation in fibroblasts than without any treatment and significantly higher than *Aloe vera*.



~ BEAUTY DIRECT FROM NATURE ~

Our quest for wellness and beauty has taken us far and wide. What this journey has taught us is to value the extraordinary potency of plants humans have relied on through the ages.

African Cape Aloe is nature's ultimate healer and rejuvenator. It is indigenous to South Africa and unique in the concentration of its active ingredients and the versatility of its application.

African Cape Aloe is particularly well suited for skincare. It is rich in polysaccharides and other plant metabolites, as well as contains amino acids and minerals, so it contributes to soft and smooth skin that is hydrated, nourished and rejuvenated. Independent tests have shown its superior amino acid content in comparison to other aloe species.

The Benefits of African Cape Aloe

- assists the skin in retaining moisture through its hydrophilic properties
- stimulation of cell growth and cell regeneration, thus allowing the skin to maintain a more youthful and smooth texture
- soothing properties:
 - » provides relief from skin irritations, sunburn and other dermatological conditions
 - » ability to calm superficial inflammatory conditions

Our customers repeatedly confirm the belief we've built our range (and our company!) on:
it's simple, it's powerful and it's affordable.

**African Cape Aloe
consists of:**

Proteins which:

- promote skin regeneration
- have moisturising properties
- form building blocks for the skin

Lipids which:

- balance the pH of the skin
- are highly rejuvenating
- maintain the skin's health
- maintain the skin tone
- condition the skin

Enzymes which:

- are essential to the well-being of the human skin

Mineral salts which:

- help to regulate skin functions
- act as humectants (attracting moisture from the atmosphere)
- include: calcium, sodium, potassium, manganese, magnesium, iron

Mucopolysaccharides which:

- retain moisture in the skin
- act as a carrier of active Ingredients deep into the skin

What results can you expect using Alofé:

- increased skin elasticity
- a younger, healthier-looking skin
- improved hydration levels in the skin
- reduced appearance of fine lines and wrinkles
- refinement of skin texture
- soothed skin irritations
- reduced inflammation (acneic skin)
- alleviation of excessive dryness or oiliness
- decreased skin sensitivity

Alofé is indicated for:

- general maintenance and preservation of a healthy skin
- prevention of pre-mature ageing
- prevention of further damage to the skin after health restoration
- treatment of minor abnormalities, manifesting in the skin
- prevention of environmental damage to young skin types
- treatment of sensitive and/or temporarily sensitized skin



The Alofé Promise

- Alofé commits itself to delivering Skincare products of the finest quality and equal efficacy in order to meet and exceed the consumers' expectations
- Alofé is committed to the conservation and preservation of nature and product development is carried out subject to protecting the integrity of active ingredients. This ensures the purity of such ingredients and allows for optimal results
- Alofé guarantees that all harvesting of African Cape Aloe in the wild is done in an ecologically friendly manner and under supervision in order to preserve its natural occurrence
- Alofé commits itself to Fair Trade practices

The quality, safety and efficacy of the Alofé range of products have been proven through its use and popularity across the globe.



FACE CARE

Cleanse	Cleansing Foam	Rejuvenate	Anti-Ageing Aloe Serum
	Skin Toner	Purify	Refining Facial Scrub
Hydrate	Age Defying Day Cream	Rebalance	Gel Mask
	Moisturising Day Lotion		
Nourish	Age Defying Night Cream	Eye care	Anti-Ageing Eye Gel



C L E A N S E

Alofé Cleansing Foam

Alofé Cleansing Foam washes away make-up and impurities without harming the skin's natural moisture barrier. It is recommended for all skin types and skin conditions, due to the soothing and pH balancing capabilities of the African Cape Aloe

Key Benefits

- Effectively removes make-up and impurities
- Gently hydrates
- African Cape Aloe extract soothes the skin, leaving it radiant and smooth to the touch

Alofé Skin Toner

A gentle combination of African Cape Aloe extract, witch hazel, and allantoin, for all skin types. It is a calming, healing and hydrating toner that restores and protects the skin.

Key Benefits

- Alcohol-free
- Witch hazel refines and refreshes the skin
- The powerful combination of allantoin and African Cape Aloe extract, maximize hydration in the skin and protects the skin against environmental damage



HYDRATE

Age Defying Day Cream

This facial formulation with a soft aroma contains substantial amounts of the soothing and regenerating African Cape Aloe extract. It assists in the natural hydration and rejuvenation of the skin.

Key Benefits

- Powerful humectants and natural moisturising factors maximize hydration of the skin
- Restores the skin's natural pH balance
- Soothes away dryness, leaving a protective layer on the skin

Moisturising Day Lotion

A lightweight, non-greasy facial formulation with a soft aroma, containing substantial amounts of the soothing and regenerating African Cape Aloe extract.

Key Benefits

- Hydrates and balances the skin
- Absorbs easily into the skin, without leaving an oily residue
- Suggested for younger, oily-proned and combination skin types



N O U R I S H

Age Defying Night Cream

This extra nourishing facial formulation with a soft aroma contains substantial amounts of the soothing and regenerating African Cape Aloe extract. Supports regeneration of new skin cells at night, soothes away dryness and restores the moisture and pH balance of the skin.

Key Benefits

- Prevents moisture loss
- Contributes in preventing skin ageing
- Rejuvenating and anti-ageing properties, result in a smoother, hydrated and supple skin



REJUVENATE

Anti-Ageing Aloe Serum

A high quality gel consisting of a combination of active ingredients: African Cape Aloe extract, retinyl palmitate and allantoin. This combination effectively delivers superb anti-ageing results, enhancing the skin's ability to regenerate and rejuvenate itself, leaving it with improved elasticity and youthful radiance.

Key Benefits

- Retinyl palmitate improves skin complexion and reduces the appearance of fine lines and wrinkles
- Contains a unique blend of African Cape Aloe and allantoin to maximize hydration and prevent moisture loss
- Increased regeneration of new skin cells, resulting in a more youthful, vibrant and radiant complexion



PURIFY

Refining Facial Scrub

This soft facial scrub removes impurities and gently scrubs away dead skin cells, leaving the skin smooth, rejuvenated and vibrant. Refining Facial Scrub is recommended to be used in every skin care regime.

Key Benefits

- Increase regeneration of new skin cells
- Polyethylene granules gently lifts dead skin cells to reveal a more youthful looking skin
- Helps to improve the appearance of all skin types



Anti-Ageing Eye Gel

Enriched with African Cape Aloe extracts, this all-in-one lightweight eye gel has been specifically developed for those who are concerned with dark circles and puffiness around the eyes.

Key benefits:

- assists in reducing fine lines and crow's feet
- relief from puffiness and dark circles around the eyes
- regenerating and soothing
- lifting and firming areas around the eyes through the protection of collagen and elastin fibres
- whilst tightening the skin the unique algae-based skin tightener provides a long term effect by strengthening the skin's connective tissue



BODY CARE

Nourish

Hand and Body Cream

Hand and Body Lotion

Restore

African Cape Aloe Gel

Relieve

Leg Aftershave Gel

Feet

Foot and Heel Balm

Men's care

Top 2 Toe Shower Gel

Cooling Aftershave Gel



N O U R I S H

Hand and Body Cream

This cream enriched with African Cape Aloe extract and glycerine, rejuvenates hands that are dry and rough. It is also ideal for the whole body to nourish and protect the skin, leaving it velvety soft.

Key Benefits

- Leaves a protective film on the skin, to lock in moisture
- Assists in the healing process, ideal for extra dry hands



Hand and Body Lotion

A light, non-greasy formulation enriched with African Cape Aloe extract and Almond oil that moisturises and protects the skin leaving it soft and supple.

Key Benefits

- Absorbs into the skin completely, leaving it well hydrated and nourished
- Almond oil ensures maximum hydration, without leaving an oily residue on the skin



RESTORE

African Cape Aloe Gel

A perfected all-purpose skin care preparation containing the natural gel found in the fresh African Cape Aloe plant. Alofé Aloe Gel helps restore the pH balance of the skin, whilst calming and soothing skin irritations. Users testify to its soothing and healing effect on sunburn, all other burns, insect bites and other dermatological skin conditions.

Key Benefits

- Calms and soothes the skin, aiding in accelerating the healing process
- All in one "first aid kit"
- Known to assist in treating the following skin conditions:
 - Sunburn and other burns
 - Radiation burns
 - Insect bites and Wounds
 - Psoriasis and Itching
 - Bed sores and Piles
 - Abscesses and other dermatological skin conditions



Leg Aftershave Gel

The unique properties of this cooling gel, enriched with African Cape Aloe extract, will facilitate a quick recovery by soothing the harsh effects of shaving, leaving the skin feeling silky, smooth and revitalized.

Key Benefits

- Alleviate the discomfort of razor rash
- An effective, non-allergenic gel that aids in the healing process of shaving rash, itching or burning as well as other skin irritations



Foot and Heel Balm

A perfect combination of African Cape Aloe extract, camphor and tea tree oil. A very rich formula that effectively addresses the problems associated with cracked heels whilst moisturising and softening rough skin

Key Benefits

- Tea Tree Oil is a natural antiseptic, germicide, antibacterial, fungicide
- Camphor is readily absorbed through the skin and produces a feeling of cooling similar to that of menthol and acts as slight local anesthetic and antimicrobial substance



Top 2 Toe Shower Gel

A gentle combination of African Cape Aloe extract and herbs, specially formulated as a multi-purpose cleanser for use over the entire body.

Key Benefits

- A rapidly foaming formula, which softens water and is ideal for hair and body
- Deep cleanses and moisturises, leaving body soft, fragrant and fresh

Cooling Aftershave Gel

The unique properties of this cooling gel will soothe and protect your skin all day, easing the harsh effects of shaving and helps to alleviate the symptoms of razor rash.

Key Benefits

- Increases the regeneration of new skin cells
- Nourishes and protects the skin, leaving it fresh and revitalized





www.alofé.com

A product from South-Africa, manufactured exclusively for Alofé