

Aloe-Aid

The incredible health benefits of Aloe vera were first documented in Egypt over 3,500 years ago. You can still see these writings at the Leipzig University in Germany.

What we now know is that Aloe vera works inside your body just like it works on your skin. When the 200 nutrients from the Aloe vera vegetable are unleashed inside your body, a flood of health benefits follows.

A big cause of pain, aching joints and stiffness in your body is excess inflammation. Researchers have found that Aloe vera greatly assists your body in its fight against inflammation.

Dr. Robert H. Davis of the University of Cincinnati School of Medicine said, "One morning my students and I were evaluating an extract we were working on for anti-arthritis activity. By accident, we used an Aloe extract as a treatment control. **It turned out that the Aloe vera produced the best response we had ever seen from a natural substance.**"

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REDUCE PAIN

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The pain killing properties of Aloe are legendary. These are the seven ways clinical research has shown that Aloe vera helps reduce the inflammation in your body.

1. Aloe Contains Plant Sterols

Plant sterols, like steroid drugs, have an anti-inflammatory effect, however, steroids also inhibit the healing of tissue. Aloe vera does just the opposite - it promotes healing! Less inflammation = less pain.

2. Aloe Contains Salicylic Acid

The salicylic acid found naturally in Aloe disrupts the production of inflammation causing prostaglandin hormones. Unlike aspirin, which contains synthetic salicylic acid, which can cause stomach or intestinal bleeding, Aloe vera assists digestion and healing. Less inflammation = less pain.

3. Aloe Breaks Down the pain chemicals

Aloe vera contains the enzyme "bradykinase", which breaks down the pain causing chemical bradykinin.

4. Aloe Has a COX-2 Inhibiting Effect

Researchers in Mexico found that Aloe vera naturally inhibits COX-2, another enzyme that causes inflammation. Less inflammation = less pain.

5. Aloe Improves Protein Absorption

Poor absorption of proteins creates food remnants. Your body views them as a threat and it seeks “protection” through inflammation. Aloe vera helps your body cut down on these “false alarms” that result in needless inflammation. Less inflammation = less pain.

6. Aloe “Polysaccharides” Remove Toxic Waste

Aloe vera helps the immune system remove toxins. This has an anti-inflammatory benefit.

7. Aloe Squashes Inflammation Causing Free Radicals

Aloe is a powerful antioxidant. It mops up excess free radicals or “pro-oxidants” before they can cause swelling and damage joints.

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NO STOMACH PAIN OR INTESTINAL DISTRESS

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More than 1 billion people worldwide take antacid pills! If you have a stomach problem or just want the benefits of good digestion, science is showing that Aloe vera may help - and provide much needed relief.

This is because researchers believe that Aloe vera soothes the lining of the intestines and stomach in the same way that Aloe vera used on the skin helps heal wounds and burns. This may explain why many people report that taking Aloe vera helped their ulcers. Plus, Aloe vera has been shown to inhibit the production of excess stomach acid and slow down the emptying of the stomach.

In a clinical trial, leading scientist Dr. Jeffrey Bland from Tufts University found that Aloe vera helps your gastrointestinal function in these six ways:

- **Makes your digestion easier without causing diarrhea**
- **Normalizes your pH by acting as an “alkaline” agent to balance acid levels**
- **Reduces yeast content**
- **Promotes a more favorable balance of good and bad bacteria in the gut.**
- **Improves bowel regularity**
- **Increases energy levels**

In the United Kingdom, a double blind, placebo controlled study was conducted involving people with mild to moderate ulcerative colitis (a type of Irritable Bowel Disease). In just four weeks, 47% of the participants taking Aloe vera twice daily experienced a complete remission of the condition or an improvement in symptoms.

A study in Russia involved giving Aloe vera to ulcer patients. The researchers found that Aloe treatment was just as effective as commonly used anti-ulcer drugs, but with the added advantage of no adverse effects.

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DIABETIC IMPROVEMENT

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Numerous studies have shown that Aloe vera can be part of your solution to maintaining normal blood sugar levels. This is important because elevated blood sugar increases your risk of diabetes, heart disease and immune disorders.

The anti-diabetic Aloe vera benefits were demonstrated in a double blind study of 78 people. The study was published in the journal Phytomedicine. After six weeks of taking Aloe daily, the average blood sugar level of the participants declined 43%. On the other hand, participants who did not take Aloe vera had an average blood sugar increase of 2.4%.

Researchers at the Biochemical Research Laboratory in Tokyo, Japan conducted a clinical trial of 70 people who were diagnosed as borderline diabetic. The study results found that regular intake of Aloe vera helped reduce levels of fasting blood sugar and glycated hemoglobin.

The same Japanese researchers published an important study in the Biological & Pharmaceutical Bulletin. In this work, they discovered the secret to Aloe vera's anti-diabetic activity. They were able to trace the benefits to five phytosterol compounds (also known as plant sterols) found naturally in Aloe vera. Other phytosterols tested did not produce the benefits of the five Aloe phytosterols. Combined with good diet and exercise choices, Aloe vera can be a great tool for helping you keep blood sugar in check.

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HEALTHY CHOLESTEROL & TRIGLYCERIDES

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O.P. Agarwal M.D. completed a landmark study in 1985. In that study, 5,000 patients with heart disease were studied over a five-year period. The participants were instructed to add Aloe vera to their diet – it was added to bread eaten at lunch and dinner. After just three months, 93% of the patients experienced a significant improvement in serum cholesterol and triglyceride levels. Even better, during the five year study, not one of the 5,000 patients suffered a new heart attack. This is a great example of how the nutritional benefits of Aloe vera and good lifestyle choices can have an immediate positive effect on your health.

In 2000, scientists at Kyung Hee University in Seoul, Korea conducted a double blind animal study. The purpose was to analyze the impact of Aloe vera supplementation on cholesterol over an extended life period. The results were amazing. The test group that received Aloe vera ended the study with an LDL cholesterol level that was 30% less than the control, or placebo, group.

The cholesterol benefits of Aloe can help your heart. Heart disease is still the #1 cause of worldwide death. Put the power of Aloe to work for you!

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AVOID KIDNEY STONES
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Scientists at Khon Kaen University in Thailand gave a daily dose of Aloe vera to 31 men in the test group. After just one week, the men in the test group had a significant decrease in the chemical "oxalate" in their urine. This is important because a high concentration of oxalate in the urine contributes to kidney stone formation. In addition, there was less calcium in the urine, which is another "marker" that indicates the Aloe vera was helping to prevent kidney stone formation.

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BOOST POTENCY OF OTHER VITAMINS
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Surprisingly, many people do not get the full benefit of nutrients from food and vitamins they take. Why? The nutrients simply do not get efficiently absorbed into the bloodstream. This is especially problematic as you get older.

Dr. Joe A. Vinson at the University of Scranton showed that Aloe vera increases human absorption of vitamin C and vitamin E by 204% and 269%, respectively. Researchers from the University of California at Davis Medical Center found that Aloe vera intake increases the absorption, or bioavailability, of vitamin B-12.

This is just the start of a whole new area of Aloe vera research. We expect that future researchers will find Aloe vera helps you absorb other key nutrients as well. By taking Aloe vera, you are getting a bonus dietary supplement for free! Your Aloe vera actually pays for itself.

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MANY RESEARCHERS PRAISE ALOE VERA
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Boost Heart Health: Over 5 years, O.P. Agarwal M.D. gave aloe to 5,000 heart patients. After just 3 months, **93% experienced significant improvement in serum cholesterol and triglycerides.** *Not 1 patient suffered a fresh heart attack!*

Normalizes cholesterol: Over eight weeks, University of California Davis researchers found aloe **significantly improved total cholesterol by 20 points**, from a borderline high 206 mg/dl to 186 mg/dl. Separately, University of Scranton researchers found that cranberry juice increased

good HDL cholesterol by 10% -- an improvement thought to **lower the risk of heart disease by 40%**.

Blood sugar control: Researchers in Thailand tested whether aloe could help diabetic patients who were unresponsive to the blood sugar drug *glibenclamide*. After 6 weeks the aloe group experienced a **48% drop in blood sugar levels** and a **52% drop in triglycerides**.

Improves Digestion: Dr. Jeffrey Bland at the Linus Pauling Institute found in a clinical trial that aloe vera makes digestion easier, helps balance acid levels and improves bowel regularity. A Russian study found aloe to be just as effective as a commonly used anti-ulcer drug, but with no toxic adverse effects.

Protects Urinary Tract and Prostate: Creighton University researchers found cranberry **reduces the recurrence of urinary tract infections (UTIs) by up to 65%**. A study in the British *Journal of Nutrition* found cranberry significantly improved all six categories of prostate health tested, including PSA levels and urinary flow rates.

Smooths wrinkles: A new study by the South Korean FDA found that taking aloe for 3 months significantly reduced facial wrinkles and improved elasticity of the skin.

Protects against Kidney stones: Scientists at Khon Kaen University in Thailand found that drinking aloe daily may help prevent kidney stone formation by decreasing oxalate and calcium in the urine.

Supports Tooth Health: Researchers from UCLA and the University of Rochester showed that cranberry helps stop the formation of dental plaque and tooth decay by preventing the plaque causing bacteria *Streptococcus mutans* from sticking to teeth.

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THE PROBLEM WITH MANY ALOE VERA PRODUCTS
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Aloe vera has so many important health benefits, just about everybody should use it, but, here is the problem: The Aloe vera used in the clinical studies mentioned above is very high quality Aloe vera powder.

To be price competitive, much of the Aloe vera sold today – as much as 75% according to industry sources – is not pure Aloe vera! A lot of Aloe vera sold has been “adulterated” in some way with “fillers” to save the manufacturer money, or beneficial nutrients in the Aloe vera are destroyed by shortcuts taken during processing after the plant is harvested.

This is the main reason why Healthy Habits® decided to produce our own Aloe Aid. We wanted to insure that you are getting all the purity and potency of Aloe vera.

Superior products deliver high quality, exceptional benefits to the consumer. Today's savvy consumer expects more effective and consistent products – ones they can depend on time after time. Healthy Habits® offers to you what others who want to cut costs cannot -- Standardization!

The ACTIValoe® guarantee provides assurance that Aloe Aid retains the beneficial properties of the aloe vera plant.

Aloe Aid exceeds the standards established by the International Aloe Science Council's (IASC) Certification Program for content and purity, but, more importantly, we guarantee that Aloe Aid contains 10% polysaccharide (dry weight) retention through a unique patented process. Additionally, Aloe Aid has enhanced the usual aloe vera efficacy by increasing the polysaccharide content in the molecular range of 50,000 to 200,000 Daltons. Only Healthy Habits® can guarantee the retention of all the healthy benefits of Aloe vera in Aloe Aid.

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ONLY USE WHOLE LEAF ALOE
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What separates Aloe Aid from other Aloe vera products is that Aloe Aid is made from the whole Aloe vera leaf. This is important because the whole leaf gives you extra potency and effectiveness.

Most Aloe vera products are made from just the inner gel. You don't want that! The outer part of the Aloe leaf contains up to 200% more of the beneficial Aloe nutrients than the inner gel. The inner Aloe gel is mostly water and functions as a “storage” place for the leaf’s nutrients. The outer leaf is where Aloe vera’s 200 nutrients are manufactured in the plant, therefore, there is a very high concentration of nutrients in the outer leaf.

Aloe Aid gives you the both the inner and outer parts of the Aloe leaf. Just like nature designed the remarkable Aloe vera plant!

PLUS, it is a great-tasting product, without sugar, fructose, corn syrup or artificial sweeteners!