



THE SCIENCE OF ALOE VERA AND HEALTH

MORE ABOUT ALOESORB™

Over the past 5 years, Lily of the Desert's management and research team have spent over \$1,000,000 in developing a new technology unlike anything in the aloe vera industry. That new technology has resulted in Aloesorb™. Aloesorb™ is a patented process that isolates the high molecular weight aloe polysaccharides and infuses them back into products at 60mg per 2 ounce serving. The synergistic effect of the lower molecular weight aloe polysaccharides and the high molecular weight aloe polysaccharides maximizes the efficacy of Lily of the Desert aloe vera products enhanced with Aloesorb™.

A consumer taking products enhanced with Aloesorb™ receive the maximum benefits for digestive health support, absorption and bioavailability of nutrients and supplements, increased immune support, and toxicity level reduction. This technology is the first of its kind in the aloe vera industry and it sets Lily of the Desert apart from the rest of the field.

Each of the clinical studies demonstrated that Lily of the Desert products with Aloesorb™ had significant impact on improving absorption/bioavailability of supplements and vitamins. The absorption/bioavailability study showed a twenty fold increase in the absorption of taking vitamin C in the first hour verses when taken with water.

Aloesorb™ acts a delivery system by carrying the biological components of aloe as well as when interacting with other vitamins, mineral, and herbs, assist in carrying these components to necessary cells for maximum efficacy.

DIGESTIVE HEALTH SUPPORT

Aloe vera, when taken orally, provides a thin layer of nutritional coating in the lining of the stomach, esophagus, and gastrointestinal tract that remain intact for forty-eight hours. This coating serves as the foundation allowing polysaccharides to enter into the digestive tract with the other naturally occurring constituents and begin the healing process.

Lily of the Desert aloe products contain no more than 1-4 ppm of anthraquinone provide safe and effective cathartic effects to support constipation and regularity. Recent studies have shown that aloe vera can promote tissue and cell regeneration and a healthy digestive system including support of: Acid Reflux, Heartburn, IBS (Irritable Bowel Syndrome), and Constipation.

ANTI-INFLAMMATORY SUPPORT

Studies confirm that aloe vera contains glucomannans, a special cell-surface receptor which repair damaged tissue. Plant hormones in aloe vera called auxins and gibberellins accelerate

healing by stimulating cell replication. The combination of salicylic acid and magnesium work together like an analgesic to soothe and relieve pain on contact.

The sodium in aloe vera helps prevent calcium build up in joints and bones. The absorption benefits allow the penetration and absorption of other active constituents to maximize their known benefits of joint and anti-inflammatory properties. Dr. Ian Tizard of Texas A & M University did research on aloe's effect on inflammation. Results showed that aloe has a second anti-inflammatory mechanism by blocking certain bacteria or viruses that invade the body. Evidence has been presented to show that certain aloe-derived carbohydrates bind specifically to carbohydrate-binding sites. In doing this, they significantly reduce swelling and redness in some models of experimental inflammation.

IMMUNE SUPPORT

Macrophages are specific cells of the immune system. Studies show that aloe has a stimulating effect of the acetylated mannan (polysaccharides) on this primary cell, and that macrophages interact with other cells within the immune system to play a vital role in the body's defense system. Studies confirm that aloe polysaccharides above the dalton weight of 100,000 provide immune support. The higher the molecular weight, the greater the immune support. Studies show that polysaccharides may increase the action of white blood cells, thus increasing the production or what is referred to as the "killer" in T-cells.

Researchers report that aloe vera has been proven to enhance the immune system's response by promoting the growth of new and healthy cells and reducing the overall viral load within the body thereby revitalizing the body. Aloe may support immune depressed conditions. The immune study showed a 16% increase of white blood cell counts of those taking Lily of the Desert products versus the control group.

ANTIOXIDANT STUDY

The ORP (Oxidation Reduction Potential) study showed a 40% increase in the antioxidant level support.

DETOXIFICATION STUDY

The ORP (Oxidation Reduction Potential) study showed also showed an 11% reduction of nitrates which is related to toxicity level support.

SKIN HEALTH

Studies show that aloe vera can penetrate three epidermal layers of the skin. High polysaccharide aloe vera gel may improve absorption of other botanical herbs and vitamins. Typically, aloe vera products should contain a significant quantity of aloe vera in the formula (30% - 99%) to be most effective on human skin.