

THE DIFFERENCE

VIVALOE®

INTRDUCTION:

Aloe Vera: the rising super food

Aloe Vera's rise to superfood status has been a long time in the making. Since the 1960s Aloe gel has been commonly used as a topical ointment for burns, sun damage and skin abrasions. But more recently, the healthcare community has been focusing on the plants' healing abilities when taken orally and with it has been surge in demand for Aloe Vera based beverages. Around the world consumers are becoming more health conscious in their diets and more informed about the health benefits of Aloe Vera and they want a beverage that is both delicious and efficacious.

Aloe Vera based beverages have proliferated with the popularity of Aloe Vera and with the increasing awareness of its health benefits. However, all the choices can confuse the consumer and make it difficult differentiate quality products- ones using natural ingredients and real Aloe and real juices - against those that are adding filler - gums and gels to imitate the Aloe taste and texture but not really providing real fresh cut Aloe pulp and juice. We get this question all the time. How is VIVALOE different what makes it special? To answer this let's first better understand Aloe Vera and why this plant is making a sensation.



ALOE VERA:

The Nature's Healing Beverage



Aloe is a variety of cactus that contains 16 amino acids including isoleucine, leucine, lysine, methionine, phenylalanine, threonine, valine, tryptophan...etc. and 20 minerals such as calcium, sodium, iron, magnesium, potassium, copper etc... with an array of health benefits. Aloe extract finds wide application in the food, pharmaceutical and cosmetics industry because has been known to help alleviate skin related problems and cardiovascular diseases, aid in weight loss, cure bowel disorders, reduce inflammation and acid reflux, boost the immune system, and enhance antioxidant effects of Vitamins.

IS THE ALOE DRINK IN YOUR HAND REAL?

The Tricks behind Powder

Consumers are so excited about Aloe Vera beverages because they want to have a delicious “better for you” beverage. And they want the benefits of Aloe Vera. So, its disconcerting to discover that most of the cheaper Aloe beverage products on the market are made with processed powders and filler gels instead of fresh aloe juice and pulp from the aloe plant. Processed powdered Aloe Vera is a dehydrated gel that is then ground into powder form and this process removes much of the nutritive value, defeating the purpose of a “better for you” beverage. Additionally, these powder-based products include thickening gums and gels, not real aloe pulp. Many of these ingredients are not natural and are just more processed foods consumers want to avoid. VIVALOE was created to provide an authentic delicious alternative.



VIVALOE CREATED FOR THOSE WHO SEEK THE REAL THING:

To be beneficial Aloe beverages need to use fresh aloe juice and pulp (one is stripped of the aloin component as aloin is the unhealthy coating around the succulent nutritious juicy pulp - see picture). The focus is on simple ingredients and great taste. That is simply what’s behind VIVALOE. It’s a premium authentic Aloe beverage - better for you but blended with fruit juices that make it fun to drink. VIVALOE: Live Passionately Embrace Good Heal

ABOUT THE ALOE CONTENT

Is it the MORE The BETTER?

Another thing to think about is that while most of the producers highlight the aloe content in their products, **IS IT REALLY THE MORE THE BETTER?**

Too much of anything is not good for you. And the key to getting the most out of Aloe Vera is the right balance. You don’t want to overdo it. According to the guidelines of numerous nutritionists, too much pure aloe juice can lead to side effects such as heart palpitations, stomach cramping, muscle weakness and kidney problem. The amount varies but we believe the perfect balance is about 50mg a day. So, our VIVALOE 500ml bottles contain 50mg of aloin-free Aloe Vera juice & pulp. We then top it off with a blend of fruit juices like Watermelon, Mango and Coconut Water to create a perfectly balanced absolutely delicious beverage

