

# CURED by cactus juice!

**P**am Murchek believes cactus juice changed her life by taking away the bone-grinding pain of arthritis.

Four days after downing a morning glass of the liquid from the desert plant, Pam says the pain of her crippling disease disappeared.

"I know how this must sound," she laughs, "but it's a miracle. Sometimes I can't believe it myself."

The relief is so complete that 53-year-old Pam have just spent a holiday in Portugal playing golf every day.

For years, arthritis in her hands, arms and legs meant Pam's life was destroyed by extreme pain.

She could not sleep and needed help even to get out of bed. She walked with the aid of sticks and feared driving would soon be impossible.

Every day was a miserable fight against acute pain. She went for regular physiotherapy which seemed to make her worse. A specialist suggested

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By Barbara Argument  
cortisone injections in her knees and eventual joint replacement.

"Nothing helped. I'd had arthritis for years in my arms and hands but then an X-ray showed how badly my legs were affected. It just got worse and worse."

In September a neighbour who sells aloe vera products suggested daily doses of the gel might help.

"I was desperate at this point," says Pam. "I was willing to try anything no matter what it cost. But I didn't hold out any hope that it would help."

Days later she got out of bed and realised with astonishment, she had done it without her husband's help.

"It was incredible," laughs Pam, who lives in Hunningham, near Warwick.

The villagers who used to see me walk around crying with pain were astonished. I think they all buy the stuff now!

"I suppose I still have the problem in my bones and muscles if you look on a X-ray, but I feel no pain and it's just wonderful."

## Lifelines

### MANY CLAIM ALOE VERA IS A WONDER TONIC

IT IS plain cactus juice, freshly squeezed from succulent desert plants. Hailed by millions as a miracle treatment for everything from spots to arthritic joints.

The beauty industry discovered aloe vera years ago as a magic ingredient to soothe skin and shine hair.

Now enthusiasts swear it makes them feel on top of the world - amazing claims for a product which is 95 per cent water and five per cent minerals, vitamins, amino acids and trace elements?

So, what's so special about it? Aloe vera has been hailed as a health-giving elixir for 4,000 years. Cleopatra swore by it and those who use it today say when smoothed on the skin or taken as a drink it has an amazing healing effect.

Beauty companies latched on to the benefits years ago and there are countless products on the chemists shelves which include aloe vera.

But it's power as a medicine is only just being marketed on a large scale in Britain.

Taken internally daily, the juice and gel are said to relieve the symptoms of conditions from asthma and irritable bowel syndrome to sinusitis and ear inflammation.

The world leader in pure aloe vera products is Forever Living Products, a company which has it's UK base in luxurious Longbridge Manor in Warwick.

It's American owner, Rex Maughan, who lists TV's Southfork Ranch in Dallas among his assets, has built his company into a multi-million dollar business based on aloe vera grown on Texas plantations in the Rio Grande valley.

His 4,500 strong UK sales staff expect to sell £8 million worth of aloe vera this year (1995), three times last year's figure.

## BUYER BEWARE

### SOME ALOE VERA IS NOT WHAT IT SEEMS

Unfortunately, the labelling laws regarding Aloe Vera are not very stringent. This means that unscrupulous manufacturers are able to emblazon slogans such as 'Pure Aloe Vera Juice' on products which may contain as little as one percent actual Aloe Vera. As long as the juice was pure BEFORE they diluted it in water, they are not breaking any labelling law!

Aloe Vera gel or juice is very unstable once removed from the plant. If it is not quickly stabilised, it will oxidise and lose it's potency within a potency of Aloe Vera products.



Seal of the International Aloe Science Council

matter of hours. Fortunately, an independent body was formed in 1978, known as the International Aloe Science Council. This organisation was formed specifically to verify the purity, strength and

When purchasing any Aloe Vera product, be sure to look for three things on the label:

1. Is Aloe Vera the first listed ingredient (and therefore the greatest proportion)?
2. Does the label specify STABILISED Aloe Vera gel?
3. Does the product carry the seal of approval of the International Aloe Science Council?