

# forever*life*

## 40 Years of getting it right

WE CELEBRATE FOUR DECADES OF PURE LIVING THANKS TO ALOE VERA

# 4

HONEST  
PROFESSIONALS  
REVEAL WHAT IT'S  
LIKE STARTING  
A BUSINESS

PLUS TIPS & ADVICE | REAL LIFE STORIES | FUSS-FREE FITNESS | HOW TO FIND HEADSPACE



FOREVER

Forever is the largest  
grower, manufacturer  
and distributor of  
aloe vera in the world.



FOREVER

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Forever is a member of the  
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**Kate Ellice Hodge**  
Editor



**Angela Keeler**  
Art Director

## Welcome to the spring issue of *Forever Life*!

*Forever Life* is all about you, your health and your wellbeing, and this issue encourages you to reflect on both your mental and physical wellness. We feel it's important to take time out for you, to embrace an 'inner-cleanse' and to introduce lifestyle changes that enable your overall health to flourish, and we hope *Forever Life* will help you to focus on these priorities.

If you've been feeling a bit sluggish recently, and you're finding it difficult to think past the daily clutter, you will definitely benefit from the advice on pages 6-13. Headspace is a luxury many of us struggle to make time for, but it's absolutely essential to ensure your mentality remains healthy. If, however, you're more concerned about your physical health, you should adopt the hassle-free exercises and recipes suggested by former rugby star Ben Cohen (page 30) and try taking on the tips from fitness guru Elaine Keogh (page 42).

2018 is a very special year for Forever as we celebrate our 40th birthday and four decades of the amazing aloe gel that has transformed the lives of so many. You can learn more about this awesome plant on pages 15-19, and you may be surprised to learn that its consumption can also positively impact your overall wellbeing.

Our careers have a lot to answer for when it comes to mental wellness and this issue shares several inspiring stories from some incredible professionals who have decided to turn their backs on their careers in favour of embracing something new (page 23). If you're considering doing the same, make sure you flick to page 52 for an insight into what it's really like to swap a traditional career for your own business. Perhaps 2018 is your year to branch out and take on a new challenge!

See you soon,

*Kate Ellice*

**Kate Ellice Hodge**  
Editor

## Love *Forever Life*?

We'd love to hear your thoughts, stories and ideas so please feel free to get in touch!

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Special thanks to staff from Forever Ireland, for their help and assistance in gathering content, to Ben Cohen for his advice and input, and to Elaine Keogh for her helpful fitness tips. We'd also like to thank Sophie and the staff at House, Leamington, our featured Forever Business Owners (Amy, Antony, Dan, Hector, Neil, Philo, Rosie and Sarah), our Head Office models (Adam, Helen, Kuldeep, Sophie, Vanessa, Vic – and her gorgeous daughter Grace – and Virgyl) and, of course, the wider Forever team – you are all brilliant!

If you'd like to find out more about Forever and its products, speak to the person who gave you this magazine or visit [foreverknowledge.info](http://foreverknowledge.info) or [foreverliving.com](http://foreverliving.com).

If you are suffering from any condition or taking medication, please speak to your doctor before using any of the products featured in this magazine.



# Are you ready for spring?

Reset your body in just nine days with Forever's calorie-controlled weight management programme



FOREVER

C9: £108.95 | €128.42  
code 475 (vanilla), 476 (chocolate)  
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foreverlife

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# How to find *headspace*

*Stress is a notion that is just accepted in today's career-driven culture. We have normalised the demand for immediacy and perfection, high pressure drives daily activity without question, and the luxury of contemplation is something we are unknowingly deprived of. In fact, according to the Journal of Applied Social Psychology<sup>1</sup>, stress levels in people across almost every demographic have increased by approximately 24% since 1983.*

*So how do you take time out from all the hustle and bustle of daily life in today's society? While some stress may be unavoidable, there are several practices you can adopt to help you find the headspace you deserve...*

# DECLUTTER YOUR *life*

## CLEAR OUT THE *Clutter*

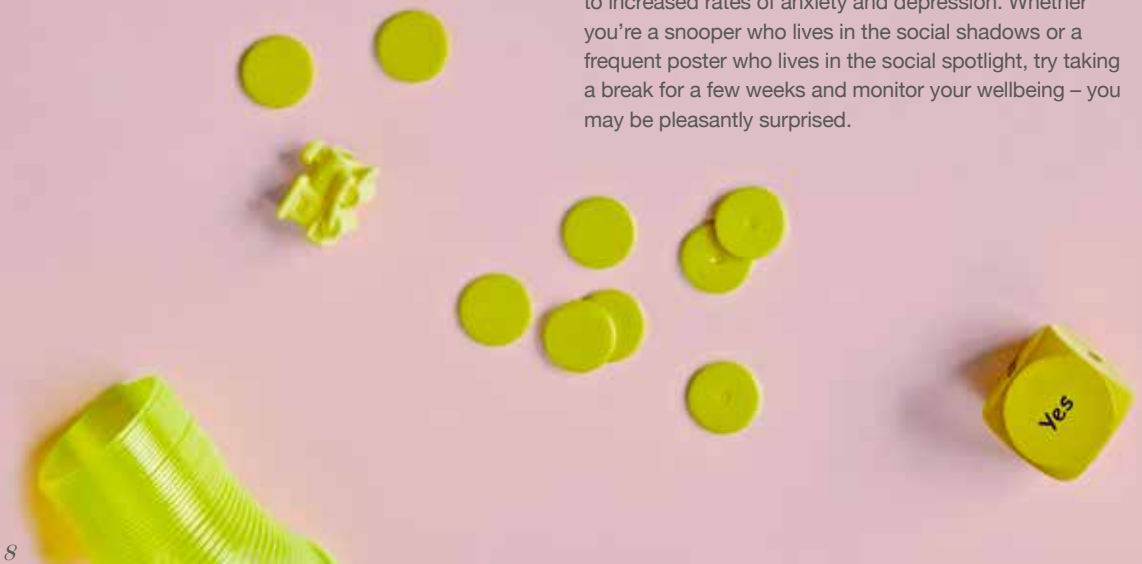
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You may be surprised to learn that clutter in and around your home can have detrimental consequences on your wellbeing. A study carried out by a PhD professor from Indiana University<sup>2</sup> found that those with clean and tidy homes were healthier than those with messy abodes, and in 2011, researchers at Princeton University<sup>3</sup> concluded that clutter can cause people to work inefficiently, distracting them from a completely unrelated task. While we may all be guilty of accumulating unnecessary possessions, the negative emotions that result from the clutter is not a punishment you deserve to endure, so it's time to take control – simply approach decluttering pragmatically, one room and one cupboard at a time.

## DITCH *Social media*

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It's easy to obsess over the lives of other people, and it's easy to fixate on your own social presence, but social media is ultimately a façade. It presents a created and manipulated world that can cause insecurities in normal but fabulous people. It's a dangerous tool that can cause others to feel inferior, uninteresting and unsuccessful, and the Royal Society of Public Health<sup>4</sup> has linked it to increased rates of anxiety and depression. Whether you're a snooper who lives in the social shadows or a frequent poster who lives in the social spotlight, try taking a break for a few weeks and monitor your wellbeing – you may be pleasantly surprised.





## DO WHAT *Matters most*

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How often do you take the time to stop and think about your priorities? Have you good friends you've not seen in ages? When was the last time you phoned your mother for an agenda-free chat? Do you spend your weekends running around ticking off chores or do you spend quality time with your partner creating memories? Life is far too short to let pass by, so sometimes it's a good idea to stop and re-evaluate what you want to assign your time to. Keep work within its set hours and keep technological distractions to a minimum in favour of embracing time to explore the great outdoors with the friends and family who matter most.

## ENJOY THE *Little things*

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It's so easy to rush the little things in life that bring joy, and it's even easier to take them for granted, but taking the time to appreciate small moments will help shape you into a positive person that sees the good and embraces opportunity. Whether it's a cup of cocoa, a lovingly prepared meal, a sunny day or a lazy morning, regularly feeling thankful for such instances will uplift your overall wellbeing, causing other stresses to fade into the background.





# DECLUTTER YOUR *body*

## SIMPLIFY YOUR *Wardrobe*

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Now your life is sorted, it's time to concentrate on decluttering your body, and what better place to start than taking a long hard look inside your wardrobe? You're bound to find items tucked away in the back that you've neglected to wear for months on end – those are the clothes you should ditch and donate to your local charity shop! This is the ultimate win-win situation: you'll feel good about giving to someone in need but you'll also feel release from emotional baggage you didn't even realise you were carrying. Clothes that remind you of your younger or thinner days, clothes with the tags on, clothes you attach a price to, get rid of the baggage and you're certain to feel lighter than yesterday.

## ADOPT *Healthy habits*

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Healthful living is often achieved by adopting healthy habits that become a normalised part of your daily routine. When it comes to diet, cut out snacks and keep an eye on your portions to ensure you don't over eat. If you feel like you've cooked too much for one but not enough for two, don't be tempted to consume a larger dinner, simply freeze the extra and add to it another night to bring it back up to a full portion. Laziness is another enemy of the cluttered body, and convenience food, unnecessary car journeys and hours on the sofa will only leave you feeling sluggish and fatigued. Don't let laziness suck time and energy from you – instead choose walking, fresh ingredients and catching up with friends.

## RESET YOUR *System*

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When it comes to your body, your mind plays a powerful role, so for any type of weight management programme to be successful, you must first address your attitude and mindset. The **C9** has been designed in a way that allows you to take back control of your body and lifestyle, it'll make you aware of calories and the importance of exercise, and it will help you to kick-start a healthy and achievable routine beyond the programme's initial nine days. The **C9** is a calorie-controlled diet and exercise programme revolving around the nutritional properties of **Forever Aloe Vera Gel**. The programme allows you to reset your system through simple steps, exercise ideas and delicious recipes.





## EMBRACE A *Routine*

Once you've reset, it's time to step your fitness up a gear by moving on to an exercise programme that enables you to embrace an attainable routine. **F15** is designed to build on your fitness gradually, but in a way that's sustainable and achievable. There are three levels to choose from (**Beginner**, **Intermediate** and **Advanced**) so you can choose the level that's right for you or work through all three programmes to achieve your target weight. Each **F15** level introduces you to a unique combination of products designed to fuel your body and keep you on track, and every pack also comes with a detailed guide book with recipe ideas, tips and exercise routines.



### Choose your level:

- **F15 BEGINNER:** New to fitness and nutrition? Then start with **F15 Beginner**. Learn the basics of fitness with customised body workouts, fundamental movements and basic cardio. Build your foundation with easy-to-follow guidelines, healthy recipes, weight management products and lifestyle tips.
- **F15 INTERMEDIATE:** Already moderately active but looking to step up your routine? Jump ahead to **F15 Intermediate**. With a selection of recipes, customised workouts, interval training, high intensity workouts and weight management products, **F15 Intermediate** will help you to take it to the next level.
- **F15 ADVANCED:** If you're already very active, but in search of a programme that better suits you, why not try **F15 Advanced**? With higher intensity exercise and food supplement support, **F15 Advanced** provides a more intensive regime for those looking for a challenge.



# DECLUTTER YOUR *mind*

## MAKE TIME FOR *Meditation*

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Meditation doesn't have to be about lighting incense and creating a space that feels super spiritual, it can simply be time you've set aside to listen to some relaxing music and reflect on your day and week ahead. According to John Hopkins University<sup>5</sup>, just thirty minutes of meditation a day can help to reduce anxiety and depression, but to be effective in the long-term, it's helpful if you try to set aside the same time slot each day, for example, first thing in the morning or last thing at night – it's much easier to form new habits if you have a rigid routine in place! Find a comfortable place to sit, free from distraction, and begin by concentrating on your breathing. This will help you to unwind and drift to that peaceful place.

## EXPERIMENT WITH *Apps*

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Not sure how to get in the zone when it comes to meditation? There are loads of useful apps out there to help you switch off from the distractions of the world, including our personal favourite, Headspace<sup>6</sup>. Headspace was fashioned when British student Andy Puddicombe quit his degree to become a Buddhist monk. After completing his training, Andy was determined to teach meditation and mindfulness to everyone he could and after connecting with stressed businessman Rich Pierson, discussion and skill-swapping led to the birth of Headspace. Headspace teaches you the essentials of meditation and mindfulness through bite-sized clips, relaxing narrative and reflective dialogue. You can download a basic version of the app for free from the Apple or Android app store.

### References:

<sup>1</sup>Journal of Applied Psychology: [www.mindful.org](http://www.mindful.org)

<sup>2</sup>Indiana University: [www.psychologytoday.com](http://www.psychologytoday.com)

<sup>3</sup>Princeton University: [www.psychologytoday.com](http://www.psychologytoday.com)

<sup>4</sup>Royal Society of Public Health: [www.rsph.org.uk](http://www.rsph.org.uk)

<sup>5</sup>John Hopkins University: [www.mindful.org](http://www.mindful.org)

<sup>6</sup>HeadSpace: [www.headspace.com](http://www.headspace.com)

<sup>7</sup>Utah University: [www.health.harvard.edu](http://www.health.harvard.edu)

<sup>8</sup>Segerstrom, S. and Sephton, S. (2010): *Optimistic expectancies and cell-mediated immunity: The role of positive affect. Psychological Science, 21(3), pp. 448-55.*





## BECOME A *Yogi*

According to research performed by Utah University<sup>7</sup>, yoga can help a person regulate stress in a way that's comparable to meditation, relaxation and socialising with friends. There are many different types of yoga but most classes practised in the UK combine physical poses with controlled breathing and a period of deep relaxation. The sport is believed to help participants manage anxiety and depression as well as being great for flexibility, muscle tone and strengthening, and circulatory health.



### Featured products:

**Forever Aloe Vera Gel:** £21.62 | €28.43  
code 15

**C9:** £108.95 | €128.42 | code 475 (vanilla),  
476 (chocolate)

\*Prices may vary in Ireland

To purchase featured products, contact your Forever Business Owner today



"I have a passion for hot yoga so I try and go two-to-three times a week. Hot yoga consists of practising a fusion of yoga styles, including Bikram at an extremely high temperature – over 32 degrees Celsius! I've been practising yoga for fifteen years, so it is a real love of mine. I took my first class in America during my twenties and immediately felt the benefits. I used to go to yoga classes four-to-five times a week when I was dancing; I found it so beneficial for both my body and mind!"

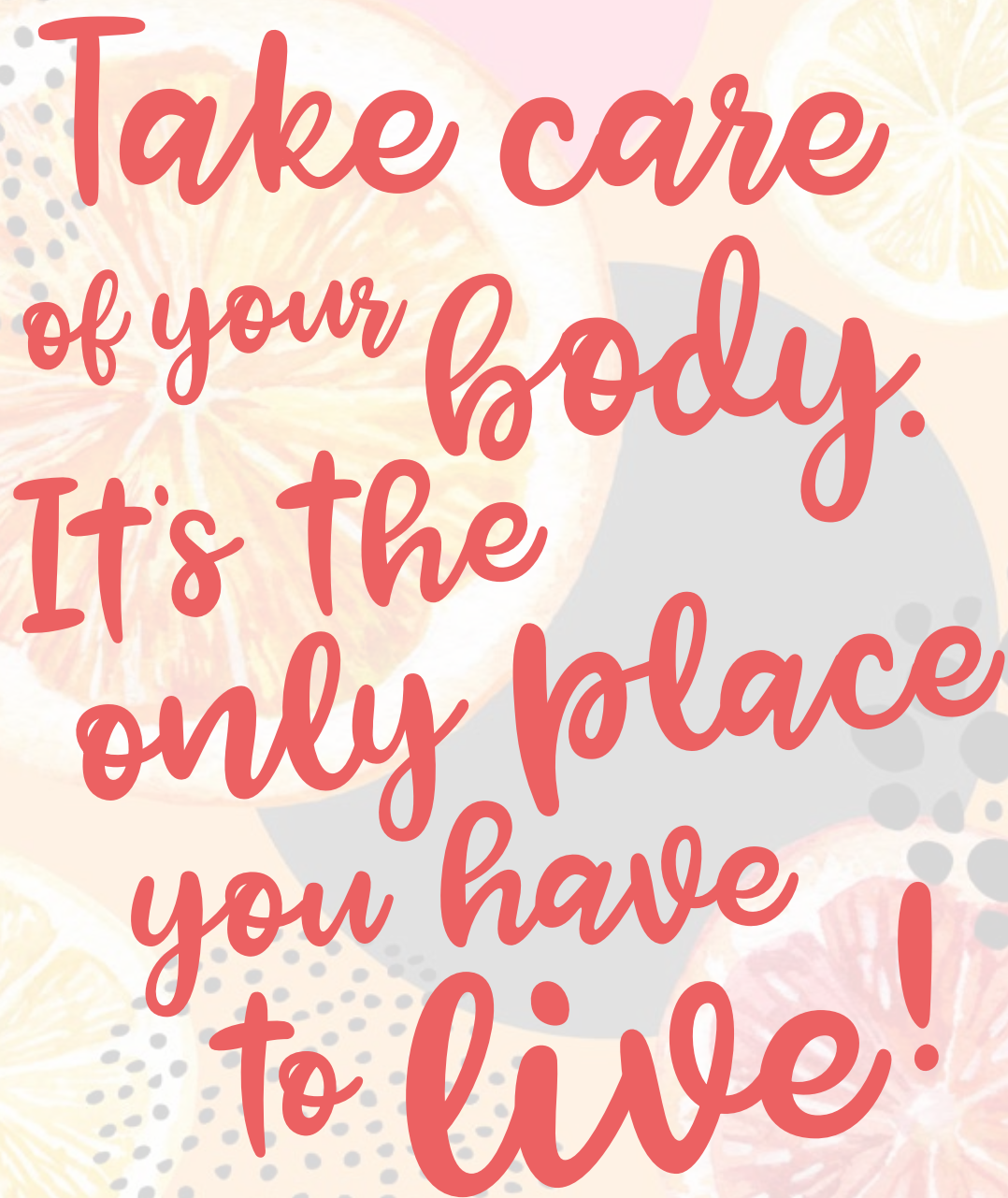
– Kristina Rihanoff,  
Forever Ambassador  
and Professional Dancer

## PRACTISE *Positive thinking*

Life will inevitably chuck bad things in your path, but how you deal with those incidences can impact your overall wellbeing. Suzanne Sergerstrom<sup>8</sup>, a positive psychology researcher, says, "Optimists are in general both psychologically and physiologically healthier." A person with a positive mindset presumes happiness will result and that any difficulty that should arise can be overcome. If you see circumstances as an opportunity to learn and grow and you consciously search for the silver lining, your sunny mindset will positively impact your physical and mental health. Why don't you give it a try?



**F15:** £118.95\* | €140.60 | Available in a variety of flavours and levels. Please speak to your Forever Business Owner for options.



Take care  
of your body.  
It's the  
only place  
you have  
to live!

- Jim Rohn



# 40 Years of *Getting it Right*

*This year, Forever celebrates its 40th birthday, and having started in the aloe industry back in 1978, we are so proud to see how much we have evolved over the last four decades.*

Not only have we expanded into over 150 countries worldwide, but our product range has also grown to include bee products, supplements, sports and weight management products, skincare, and personal care items that are guaranteed to deliver results! Our product line is inspired from Forever's patented aloe vera gel, with the majority utilising its beneficial properties, and this is not just because we want to include aloe in everything, but because we know that our aloe truly is an amazing ingredient that has so much to offer – we can't not include it!

We've stood by our flagship and founding product, **Forever Aloe Vera Gel**, since the very beginning, and because its unique formula is packed with so many nutrients, beneficial properties and 96% PURE aloe, this gel has literally impacted the lives of millions of people. We got it right in 1978 when we first introduced **Forever Aloe Vera Gel** to the market, and today, in 2018, we are still getting it right. Question is, are you?



40 years  
of getting it  
right...

## Aloe

You're probably wondering why we go so crazy for this ubiquitous plant, especially when there are over 300 species of aloe across the world, but we don't pick just any old aloe, we focus on the type believed to be the most powerful and beneficial to humans and animals – Aloe Barbadensis Miller.

Aloe vera is a succulent plant that thrives in arid regions, and Forever owns over 6,500 acres of land in countries that offer the perfect climate. This land is split across three plantations – one in Mexico, the US and the Dominican Republic – and the Aloe Barbadensis Miller produced makes up over 60% of the world's commercially grown aloe vera. In fact, Forever is the world's largest grower, manufacturer and distributor of aloe-based products, so if there is any aloe product you can trust, it's Forever's!

Unlike other brands on the market, Forever's aloe products boast purity. We control every part of the process, from the fields to the factory, and we've even patented the aloe's stabilisation process so that its purity and beneficial properties remain intact. Farming our own aloe vera means we can keep track of exactly how the crop is grown, what types of fertilisers are used, and the specific processes it goes through before it is finally added to other natural, pure and potent ingredients that make up our health, nutrition, beauty, skincare and weight management products. It can take three years for an aloe plant to mature, and once ready, the leaves are hand-picked, transported, washed and filleted. We proudly use the aloe gel rather

than the sap – there is little evidence of any health benefits in aloe sap – but the inner-leaf gel is bursting with nutrients. To ensure the quality and purity stays at its optimum levels, all the leaves are processed and packed for shipping to our manufacturing facilities within hours of harvest. Minutes after filleting, the raw gel is stabilised as this preserves the nutritional compounds and seals in the aloe's natural potency.

This critical process is one Forever has spent decades refining, and that's because we believe in the very best. We invest in people, the farmers and employees at the factories, the scientists at Aloe Vera of America, who work hard developing and improving formulas, and we ensure our practices remain ethical, safe and fruitful for both the economy and environment. We invest in a quality control team that's second-to-none. A highly skilled team of chemists and microbiologists test every ingredient of every batch. All raw materials are thoroughly tested to make sure there are no traces of microbes, fungus or heavy metals, and these raw materials are tested again before they go through the manufacturing process, and several times after the final product is made. These tests ensure that the right specifications are met for pH, viscosity and taste.

The quality and quantity of aloe used in products is important if you want to benefit from the plant's nutritional properties, but unfortunately, according to a study commissioned by US news outlet Bloomberg, some reputable retailers sell products that don't contain any aloe at all, despite the packaging listing aloe as an ingredient! To try and prevent such unethical practices, the International Aloe Science Council (IASC) was formed in the 1980s to offer an independent certification programme to monitor both the quantity and quality of aloe vera in consumer products. IASC has a strong code of ethics and carries out a strict inspection and testing programme on aloe-based products, which is why you should ensure that any aloe product you purchase displays the IASC logo. Forever's aloe vera-based products were the first to receive the International Aloe Science Council's (IASC) Seal of Approval for consistency and purity. In fact, when the company tested **Forever Aloe Vera Gel**, the drink was found to actually exceed IASC's strict aloe standards!

Helen  
IS GETTING IT RIGHT...



40 years  
of getting it  
right...

## Health and wellbeing

Due to its high aloe percentage and the patented process it goes through, **Forever Aloe Vera Gel** is incredibly close to the pure inner-leaf gel found in the actual plant. This means the unusual-tasting gel is packed with properties and nutrients that will work wonders for your skin, immune health, digestion and overall wellbeing! We'll be honest though, its flavour is unlikely to bring joy to your taste buds, but we do promise that when you start to brave your daily shot, you'll begin to notice a difference in the way you feel, and that's because this nourishing gel is a natural cleanser that delivers much needed goodness; goodness that will have you glowing from the inside out!



Sophie  
IS GETTING IT RIGHT...



### Skin

Aloe's association with skin health is nothing new – legend tells us that Queen Cleopatra used aloe to keep her skin soft and beautiful – but years of studies conducted by Forever's scientists and aloe specialists have taught us how to create effective products that combine aloe with ingredients that maximise its skin-loving benefits. We cater to all skin types, including sensitive skin, but it's not just the topical products that benefit skin health, the aloe content in a glass of **Forever Aloe Vera Gel** can also work wonders for your complexion.

### Digestion

Aloe has been highly acclaimed by many for its cleansing and purifying properties, and that's why it's the ideal digestive aid! A glass of **Forever Aloe Vera Gel** can help support gastrointestinal health and keep your digestive processes in check which is why **Forever Aloe Vera Gel** is the perfect way to start your day. Aloe is also highly absorbent, so it can start working straight away, giving you what you need, when you need it most!

### Immunity

Another strong benefit of aloe is that it is believed to contribute to immune function. If you lead an active lifestyle, work with people, children or generally just care about keeping healthy, you'll love **Forever Aloe Vera Gel**. Now we're not saying that a glass a day will keep the doctor away, but we are pretty confident that if you consume the gel consistently over a period of time, you will see a difference in your immune health and overall wellbeing, and you'll certainly begin to miss it if you forget your daily dose!



*Victor and Grace*  
ARE GETTING IT RIGHT...

40 years  
of getting it  
right...

## *An aloe for everyone*

**Forever Aloe Vera Gel** is not reserved for a particular demographic, personality type or profession, this life-changing gel is for anyone and everyone – literally, everyone has something to gain from this plant-powered pick-me-up! Forever offers several flavours to satisfy those who want the benefits without the raw aloe-taste, and although you may see many cheap aloe alternatives on the market, it's important to be aware that many contain fillers

and artificial colourings instead of the 100% natural aloe gel pulp used in Forever's range. There's absolutely no point in drinking aloe if its flavour isn't accompanied by the nutritional benefits that follow quality and purity – for aloe you can trust, choose Forever.

### 1 *The Sweet One*

A fresh and peachy version of Forever's famous gel, suitable for all the family! **Forever Aloe Bits N' Peaches** combines our fresh aloe with delicious sun-ripened peaches.

### 2 *The Original*

Our famous plain **Forever Aloe Vera Gel** has been our top selling product for decades and promotes overall health and wellbeing.



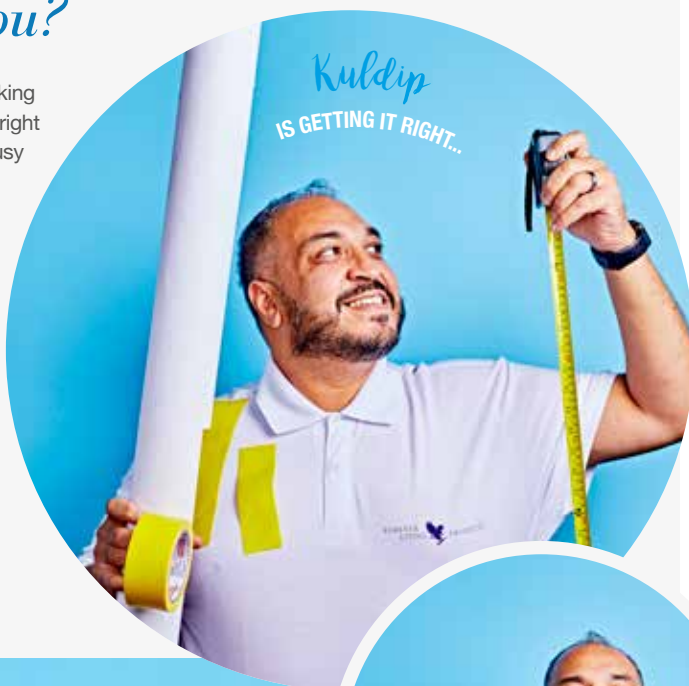
*Adam*  
IS GETTING IT RIGHT...

40 years  
of getting it  
right...

## Forever's getting it right-are you?

For the month of January, Forever UK ran a gel drinking challenge, encouraging people to start their day off right by having a shot of gel every morning. With such busy lifestyles, demands at work and expectations at home, health and wellbeing are far too important to take for granted. A daily shot of **Forever Aloe Vera Gel** can help support skin health, immune function, gastrointestinal health, overall wellbeing and it works as a digestive aid, so why would you risk starting your day any other way? Don't just stop the challenge after January like a failed New Year's resolution, keep on going throughout the year so that you're **getting it right** each and every day!

#HowDoYouAloe



3

### The Active One

This refreshing orange-flavoured gel contains added glucosamine, chondroitin and MSM – popular with those who lead an active lifestyle.

N.B. Contains shellfish (shrimp, crab and lobster).

4

### The Fruity One

Enjoy a burst of cranberry and sweet apple in your daily gel with **Forever Aloe Berry Nectar**.



#### Featured products:

1. Forever Aloe Bits N' Peaches: £23.59 | €30.96 code 77
2. Forever Aloe Vera Gel: £21.62 | €28.43 | code 15

3. Forever Freedom: £29.54 €38.79 | code 196
4. Forever Aloe Berry Nectar: £21.62 | €28.43 code 34

To purchase featured products, contact your Forever Business Owner today

# LET YOUR SKIN *Breathe*



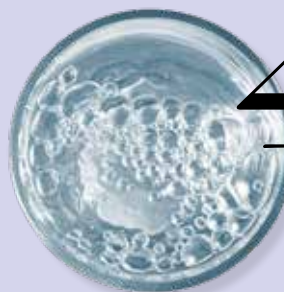
1

These supplements target the appearance of premature skin ageing thanks to vitamin C, biotin and added marine collagen. Vitamin C helps with normal collagen formation for the normal function of skin and biotin contributes to the maintenance of normal skin.



3

This unique tasting gel is rich in nutrients and it's amazing for skin health as well as your immune system.



4

We all know that water is good for so many reasons so it's unsurprising to hear that your complexion may also crave a refreshing glass (or eight). Keep your daily intake up and your skin will definitely thank you!



2

Avoid spreading bacteria to your face by using clean cotton pads instead of your fingertips when applying cleanser.

5



Surround your skin in a veil of moisture with our **Protecting Day Lotion**. This silky cream contains over twenty skin-conditioning ingredients and shields your skin from harmful UV rays due to its broad-spectrum sunscreen with SPF 20.

6



Scrub away dirt and debris with this environmentally-friendly exfoliator. Now you can enjoy clean skin and a clean conscience by using a face scrub that doesn't contain a single microbead!

Indulge your skin by eating fruits and veg that are high in skin-loving nutrients including copper, zinc, iodine, vitamins A and C, and B vitamins niacin, and riboflavin. We recommend you add cranberries, dark leafy greens, root vegetables, asparagus and broccoli to your diet.



Let your skin glow with this amazing skin defence cream. Combining aloe, AHAs, collagen and vitamins, this light cream will restore your skin's healthy-looking tone and texture.



Target uneven skin tone, dark spots and blemishes with the exclusive formula of *Forever Epi Blanc*.



This award-winning serum targets the signs of ageing by reducing the appearance of wrinkles and leaving you with a smooth, firm complexion that appears visibly younger.

11

Biotin is another nutrient that contributes to healthy skin and walnuts, pecans, almonds and sunflower seeds are all excellent sources.



Say goodbye to drab, dull and dry skin by treating your pores to a deep clean with the moisturising and conditioning properties of aloe vera, honey, cucumber and natural sea minerals.



12

#### Featured products:

1. **Infinite by Forever Firming Complex:** £48.79 | €56.38 | code 556
3. **Forever Aloe Vera Gel:** £21.62 | €28.43 | code 15
5. **Protecting Day Lotion:** £34.19 | €39.50 | code 557
6. **Forever Aloe Scrub:** £13.44 | €17.64 | code 238

8. **Forever Epi Blanc:** £16.97 | €22.28 | code 236
9. **Forever R3 Factor:** £28.25 | €37.08 | code 69
10. **Infinite by Forever Firming Serum:** £49.03\* | €56.65 | code 555
12. **Forever Marine Mask:** £19.09 | €25.06 | code 234

\*Prices may vary in Ireland

To purchase featured products, contact your Forever Business Owner today



FOUNDED IN  
**1978**

ADOPTS  
ETHICAL  
PRACTICES

VERTICALLY  
INTEGRATED

KOSHER, HALAL  
AND ISLAMIC  
SOCIETY  
CERTIFIED



LARGEST GROWER,  
MANUFACTURER AND  
DISTRIBUTOR OF  
**ALOE VERA**



  
**FAMILY BUSINESS  
WITH FAMILY  
VALUES**

**ANIMAL  
FRIENDLY**



**FOUNDED BY  
REX MAUGHAN**

  
**A PASSION  
FOR PEOPLE**

**FOREVER GIVING: SET UP TO  
WORK WITH CHARITIES THAT  
IMPROVE THE HUMAN EXPERIENCE**



## WHY FOREVER?

**ENJOY AN OPPORTUNITY  
THAT GIVES YOU...**



**AN INCOME STREAM  
THAT'S UNCAPPED**

**CONTROL OF YOUR  
INCOME AND CAREER**

**TIME AND  
FREEDOM**



**BONUS AND REWARD  
PROGRAMMES**

**FLEXIBILITY –  
IT WORKS  
AROUND YOU**

**JOIN A COMPANY  
THAT'S...**



**GLOBAL AND OPERATING  
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**PROUD TO OFFER HIGH  
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**SIXTY-DAY MONEY-  
BACK GUARANTEE**

**ESTABLISHED FOR**

**40  
YEARS**



**FOREVER**

  
**TRAINING  
AND SUPPORT**



# New *Beginnings*

*Sometimes it can feel like everyone else has their career sorted but you. You've had a bad day at work and you find yourself questioning your choices, and the next day you do exactly the same thing. Eventually, you just accept it as life, but did you know that your job doesn't have to make you feel that way?*

There are options out there that can give you everything you desire, be it flexible hours, additional income or recognition for your hard work. Are you prepared to start afresh and take on a new challenge? Read on to hear four inspirational stories from people who made the decision to embrace change and start something new – a decision which has given them the work-life balance they craved...

*"You can't change your life if you don't change your thinking."*



*It was February 2009 when I heard the phrase, "You can't change your life if you don't change your thinking!" At the time, I never really realised how true those words could be, and it wasn't until I decided to give it a go, when I decided to change my mindset, that I experienced the reality first hand...*

My background is in the construction industry and when I was twenty-four I became a qualified scaffolder. It was a profession that earned me a decent wage and one that involved a lot of travel, often overseas, and I stayed in this field for the best part of twenty-five years.

My world changed in May 2008 when I suffered a near fatal accident. Whilst dismantling scaffolding, I lost my balance after getting caught on a nail, and I fell approximately twenty feet. The impact shattered both my heels, my left wrist and arm, I broke my

back in two places and I suffered a crushed disc. After having major surgery, I was told I wouldn't work again and that there was a chance I may never walk again! I wasn't really sure how to take the news, but I knew I wasn't going to listen – I had to work, I needed to replace my income and I certainly wanted to walk again. I realised that my career in construction was over but I had no idea what else to do – scaffolding was the only profession I knew.

When my wife Julie and I were introduced to Forever I was very sceptical, but I was still determined to keep an open mind so we decided to give it a go. It took me a while to process all the information and although I realised the opportunity could replace the income I had lost, I just wasn't sure about the products – how could a guy from construction sell moisturiser and face wash? Then I remembered that phrase, "You can't change your life if you don't change your thinking", and I realised it was

time for me to change.

Forever has given me the chance to develop a whole new career and lifestyle and I now build the business alongside Julie. It turns out that when you have passion for something, it's easy to recommend that something to others, and I am so passionate about so many of Forever's products – I'm able to speak from experience, and the sixty-day satisfaction guarantee backs me up! The best thing Forever has given us is time. When I was a scaffolder I worked silly hours, and as a result, I missed my daughter Tara growing up, but now we have family time when we want to, not when someone else decides we can!

*Neil*

*Bridgend, South Wales*



*My background is as a manager for MAC cosmetics in Harvey Nichols but when I had my first baby (six years ago) I decided I wanted to spend as much time with him as possible. I didn't want to miss out on bringing him up so I left my job to set up my own business as a freelance makeup artist. I still run this business and I have over twelve years' experience in the industry - I've even been fortunate to work with VIP clients such as J K Rowling, Pippa Middleton and members of the Royal Family in Jordan.*

As much as I'm passionate about and love doing makeup, I did feel like my income was capped - there was only so much work I could take on by myself and I was left with very little free time at weekends for my family. This left me feeling exhausted which put a strain on our family as we didn't have any outside help, so I started to look for ways to supplement my income without the additional hours.

I heard about the Forever business opportunity through a past client I followed on social media, and I was curious about how it might work for me. When we met I was blown away by the business model, incentive schemes and company values, so I literally signed up that evening! One of the biggest things that appealed to me was the quality of ingredients used in the products. Aloe vera is beneficial for skin health and it's been used for thousands of years so I knew it wasn't a fad. Gorgeous makeup starts with good skin and **Forever Aloe Vera Gel** now plays a significant role in my skincare routine.

It's always been important to me to have my own career, income and sense of achievement, and for the past three years I've been fortunate enough to work my Forever business around my two young children and the makeup business. I love being my own boss as I am in complete control of my time and how I spend it. I can do all the school runs, I never miss a sports day and I don't have to ask for time off when my children are sick!

Being self-employed can sometimes feel isolating but it's the opposite with Forever as I'm surrounded by people I now count as close friends. I have also increased my income, and Forever rewards my hard work by paying for me to go on all-expenses paid, five-star trips to amazing locations all over the world - including South Africa, Greece and Dubai. I'm even able to take my husband and children along so we have created the most incredible memories. It really means a lot to be able to show them what I've worked for!

*Rosie*

*Edinburgh*

*"It really means a lot to be able to show them what I've worked for!"*



*“The flexibility that this business allows is a game-changer.”*



*Since I was a child I've always been a dreamer and I've always wanted to help people...*

I regularly had the urge to rebel against what society says should be the norm, that you should go to school and college, learn how to become a good employee, get a mortgage and work until you die, but after getting good exam results, I fell victim to society's trap and I went off to university to study mechanical engineering. Several years after qualifying and beginning my professional career, I realised I was unhappy. My job and lifestyle did not fulfil me and my career was not enabling me to help and impact others, so I quit. I completed a Masters in teaching and worked for a few years as a secondary school teacher until I set up my own business in the education industry. I really enjoyed helping and teaching my students, and I felt more fulfilled from the job satisfaction point of view, but I still craved freedom and flexibility, and

I wanted to travel the world!

It was through my partner that I came to know of Forever. She ran her own business and was doing well, so while I was still working, I watched her, helped her and observed the business from every angle. Attending events and trainings with her allowed me to meet lots of people that knew all about the industry, and this helped me to see the huge potential Forever offered. The freedom it provided was the answer to everything I had been craving for years, so as a personal challenge I decided to run my own Forever business. It was difficult at first because my network was already full of Forever people, and to make it harder I am originally Spanish, so English is not my native language, but I had passion, determination, and everything to gain.

Now I work from home, I can choose when I work and I can be there every morning when my baby daughter wakes up. Having my

daughter and partner around me all day is a blessing, and the flexibility that this business allows is a game-changer. I'm able to build an environment that encourages growth and development, but more importantly one that teaches my daughter that life is about helping others, dreaming big and enjoying what you do. I set my own goals and how much I want to earn, and I spend time improving myself to become the person who can make those goals happen. I've always loved helping people and have done a fair bit of volunteer work for non-government organisations (NGO) over the years, and now my aim is to help as many people as possible achieve their dreams using Forever as their vehicle.

*Hector*  
Co. Louth



*My background is in law and I spent many years working as a legal advisor to the Kenyan community in Britain. Although I was very successful in my career, I was struggling to achieve work-life balance and I found myself bogged down with work, financial commitments and stress.*

I was finishing my Master's degree when I first came across Forever, and despite the stress, my intention was always to continue working in the legal sector. I decided I'd try running a Forever business alongside my legal career, and although initially I found some aspects outside of my comfort zone, I was determined to take back control of my life. I continued juggling the two roles for some time but was amazed when I realised I was financially able to give up my legal job – it took less than two years to get to this point, which is pretty amazing when you realise I had only been working the business in my spare time!

I decided to shift my career and focus on Forever full-time. I was pretty excited, as although it was a big step, the move felt right. I'd spent the last two years building up my confidence, I enjoyed every aspect of the work involved, and I was in a place where I fully understood what it would take to build a successful business – it was a no-brainer and the best decision I have ever made.

Around the same time, Forever was starting to establish itself in East Africa. I grew up in Kenya so I had a lot of connections over there – family, friends, former class mates, etc. – so I decided to move back to Kenya to help the company build up its presence. In the beginning, there were no trainings available, so I initially opened an office where I could deliver trainings and have meetings with new business owners or people interested in learning more. By doing this I was able to grow a strong team and as a thank you the company rewarded us with cash incentives and global travel.

I continued working in Kenya for almost two years and left to return to the UK once the people I had trained had developed a strong foundation of their own. When I reflect on what's been achieved over the years, I am amazed – I am so glad I decided to take the chance! My journey with Forever has been financially rewarding and I certainly have the work-life balance I was searching for, but I've also created many friendships along the way. In fact, my Forever friends are more like family to me now.

*Philomena*

*Kent*

*"I am amazed – I am so glad I decided to take the chance!"*

# Brush up on... BUSINESS

Part time  
self-employment  
grew by

88%

between 2001 and 2015

(Source: Office for National Statistics)

GLOBALLY

5.3 million

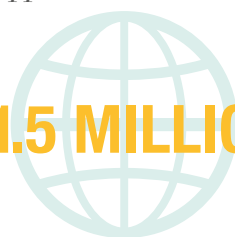
people are building independent  
businesses as direct sellers

(Source: Direct Selling Association)



In 2012, worldwide direct  
sales were estimated  
to provide earnings  
opportunities to over

91.5 MILLION



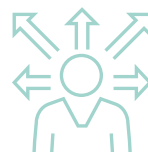
(Source: Direct Selling Association)



OVER 400,000 PEOPLE

are involved with direct selling in the UK

(Source: Direct Selling Association)



Becoming a Forever Business Owner costs  
less than **£200** but becoming a business  
owner of a franchise will cost you **THOUSANDS**

Self-employed people are generally  
**MORE SATISFIED**  
THAN THOSE HOLDING TRADITIONAL JOBS

(Source: McKinsey)



Network marketing is not just for  
women, in 2016 over



of direct sellers were men!

(Source: Direct Selling Association)

#### References:

Office for National Statistics: [www.ons.gov.uk](http://www.ons.gov.uk)  
Direct Selling Association: [www.dsa.org.uk](http://www.dsa.org.uk)  
McKinsey: [www.mckinsey.com/global-themes/employment-and-growth/independent-work-choice-necessity-and-the-gig-economy](http://www.mckinsey.com/global-themes/employment-and-growth/independent-work-choice-necessity-and-the-gig-economy)

# Pure. Natural. Nutritious.

Start your day off right with a refreshing glass of Forever Aloe Vera Gel.



Cleansing and purifying aloe vera is a soothing digestive aid that helps to support immune function, skin and gastrointestinal health.



FOREVER

Forever Aloe Vera Gel: £21.62 | €28.43 | code 15  
Please speak to a Forever Business Owner  
if you would like to place an order.

[www.foreverliving.com](http://www.foreverliving.com)

Forever is a member of the  
Direct Selling Association (DSA).





*Ben Cohen certainly knows what it means to be fit and thanks to strong management and training, Ben enjoyed a fruitful sporting career throughout the 90s and 00s, and he even played in the 2003 Rugby World Cup Final which saw England beat Australia 20-17.*

# Fuss-free *Fitness*

WITH BEN COHEN



To be part of a winning team that plays to the standard that England did during that game fifteen years ago takes incredible fitness, discipline, strategy and mentality, and even though Ben retired from rugby in 2011, he continues to adopt these qualities. His fitness levels have definitely remained high and in recent years Ben has taken part in *Strictly Come Dancing*, Channel 4's series *'The Jump'* – which he won – and he now also represents Forever as a F.I.T. Ambassador.

Fitting exercise and healthy eating in around three kids, celebrity commitments and the running of his charity 'The Ben Cohen StandUp Foundation' can't be easy, so we asked Ben to shed light on how he stays in shape now that his rugby days are behind him...

# Hassle-free *Exercises*

“It's important for me to stay fit mainly because I don't want any 'daddy injuries' – I still want energy to play around with my kids! I know that may sound silly but a while ago I stopped going to the gym, I got out of shape and I slipped. I actually really hurt myself, so I knew I had to get fit again. I'm glad I experienced this as it made me realise that I wasn't eating right, I had no energy and I wasn't sleeping properly, but when I started exercising again I realised that those other things also started to change for the better.

I don't like being a slave to the gym, but exercise is something I have continued to incorporate into my lifestyle. For me, training first thing makes me feel good and sets me up for the rest of the day, but you have to find what works for you and stick with it. You don't need to commit to a year's gym membership or splash out on all the latest designer gear. Being active costs nothing and it can easily become a part of your daily lifestyle. It could simply mean going for a power walk around the block and making healthier food choices. You also don't need to spend ages on it – I'm only in the gym for 30

minutes as 30 minutes of high impact exercise is more beneficial than spending 2 hours burning out!

I like to keep my workout as hassle-free as possible and I always tend to warm up by focusing on exercises that work my core. I really believe that having a strong core gives a great foundation to the rest of your physical fitness. I then begin my weight training, followed by a sprint on the treadmill at 15-16km/h on a 4% incline. I do this for 30 seconds to 1 minute each morning.

## Try these simple exercises at home...

The following exercises are relatively basic, but if your core is not engaged you won't remain in control and you'll find them more difficult. An unengaged core will put strain on your muscles, you'll end up using the wrong muscles and you'll probably find your body begins to flop mid-exercise. If you are struggling to engage your core, then you're much better off joining a class, doing circuit training or running around the block.”

## *How do you engage your core?*

To ensure you are exercising the correct muscles, you must first engage your core. Start by adopting correct posture: sit tall with your chest lifted and shoulders back – your spine should naturally curve inwards towards your lower back. Your deep abdominal core muscles are usually around your middle, just inside your pelvic bones and just below the top of your briefs. Gently draw these muscles in so that your stomach feels tight but do not over-brace. Your core muscles are now engaged and it's essential that they remain engaged throughout these exercises. Remember to breathe normally throughout the process.





## STANDARD PRESS-UP

TARGETS SHOULDERS, CHEST AND TRICEPS



# PRESS-UPS



### + Try changing the space between your hands to exercise different muscles:

- + Hands slightly over shoulder width: shoulders
- + Hands closer than shoulder width: triceps
- + Hands much wider than shoulder width: chest
- + Warning: if your core is not engaged you will overarch your back.

## SOFA PRESS-UP



## KNEE PRESS-UP

- + If you are struggling with the standard press-up, start with the knee press-up – you may find this easier.
- + Follow the standard press-up guide but put your knees on the floor instead; keep your knees comfortably apart.



## STANDARD LUNGE

### STRENGTHENS QUADS, GLUTES AND HAMSTRINGS



## SIDE LUNGE

+ Don't forget to keep your core engaged throughout these exercises.



## DIPS

### WORKS CHEST, TRICEPS AND SHOULDERS



## SWING THROUGH

### STRENGTHENS GLUTES, ABS, SHOULDERS AND BACK



+ It's important to use kettlebell weights you can manage otherwise you will cause injury.

+ You are less likely to complete the full range of motion required for the exercise if you choose heavy weights, so it's best to start off light and build up to heavier weights once you have mastered the exercise.

+ These exercises can also be done without kettlebells.

## LATERAL RAISES

### LATERAL RAISES TARGETS SHOULDERS AND UPPER BACK

+ Slowly lift weights out to side until parallel with shoulders

+ Elbows should be slightly bent

+ Stand tall, shoulders back and engage your core

+ Hold a kettlebell in each hand and keep arms at your side

+ Soften knees slightly

+ Lower weights down slowly

+ Do the same exercise but lift weights in front of you



## GOBLET SQUATS

### GOBLET SQUATS WORKOUT FOR THIGHS, LEGS, CALVES, HAMSTRINGS AND GLUTES

+ Hold kettlebell handle with both hands

+ Stand tall

+ Feet shoulder width apart

+ Try and get your knee over your toe

+ Lock elbows to side

+ Hold kettlebell in front of chest

+ Keep your back straight as you squat



## Hassle-free meals

“When I was playing rugby, I ate like a race horse, but you had to eat like that just to keep the weight on and your energy up. When I finished, I had to adjust my approach to food and in 2017 I even decided to follow a vegan diet for a time.

This switch to veganism was prompted because last summer I fell ill with sepsis, glandular fever and pericarditis. Glandular fever symptoms can continue to last for six months up to a year, and for ten weeks after contracting the virus I felt desperately lethargic and had

no energy. I turned to sweet foods for an instant energy boost but quickly stopped this once I realised my diet needed to aid my recovery. My energy levels soared once I started eating vegan and this helped to support my fitness schedule. It was definitely a worthwhile thing to do at the time.

It's been many months since my illness, but I still believe that it's important to eat well and I'm a big believer in home cooking. As a family we prepare quick and easy meals and I generally try and cook large batches so that the meals last through the week. I particularly enjoy making this Thai curry as it's so easy to make when you know what you're doing and have the ingredients!

*Turn over  
for Ben's  
Thai curry  
recipe...*







# Vegan Thai Curry

Heat **vegetable oil** in a wok and stir fry a **small handful of mixed veg** until cooked but crunchy. Do the same with a **vegan Quorn fillet** (or **200g of chopped tofu** if preferred). Set aside the veg and Quorn then flash-fry a **clove of crushed garlic** and a **sprinkle of grated ginger**. Add **½ tbsp. of Thai red curry paste** and mix with **200ml of coconut milk** once it starts to bubble (be careful not to burn it). Add a **dash of lime juice** and mix well. For extra spice, add **¼ tsp. of garam masala**, **¼ tbsp. of tikka curry powder** and a **couple of kaffir lime leaves**. Leave to simmer until hot then add the vegetables and Quorn to the pan. Leave to simmer for 5 minutes for the flavours to combine and stir occasionally.



Ben says...

"I had to be creative in the kitchen when I was following a vegan diet as it can be difficult to find recipes that cut out meat and dairy. Thankfully I have some fantastic friends who are vegan and vegetarian, and they helped me come up with some options. This Thai curry is one they introduced me to and I love adding exotic mushrooms, broccoli florets and cauliflower."

# Honey-roasted chickpeas

*The following recipes have been adapted from Forever's F.I.T. Programme...*

Drain and rinse **100g of tinned chickpeas** in a colander. Place them on a towel to dry off then spread on a baking sheet. Bake at 160°C for approximately 45 minutes or until crispy. While the chickpeas are still hot,

toss them in a bowl with **1 tsp. of coconut oil**, **1 tsp. of Forever Bee Honey**, a pinch of cinnamon and a pinch of nutmeg. Serve immediately or store in an air-tight container for a brilliant snack on the go.

## Featured product:

**Forever Bee Honey:** £15.17 | €18.39 | code 207

To purchase featured products, contact your Forever Business Owner today



If you are eating vegan, try using maple syrup or agave nectar instead of honey.





## Lime and ginger salmon noodles

Try vegan Quorn pieces or tofu instead of salmon for a vegan alternative.

In a wok or large frying pan, heat **low-calorie spray oil**. Chop  $\frac{1}{4}$  of a **red or white onion** and sauté for a few minutes before adding **1 clove of garlic** and **100g of vegetables**. Fry for a few more minutes before transferring the veg to a **saucepan of cooked noodles (100g)**. In a separate saucepan, simmer the **juice of 1 medium lime**,  $\frac{1}{2}$  tsp. of **ground ginger** and **2 tbsp. of water** until it thickens slightly. Whilst making your sauce, oven bake a **fillet of salmon** wrapped in foil for 10-15 minutes until the fish is opaque. Serve on top of the noodles and drizzle with the lime and ginger sauce.

Combine **1 tsp. of curry powder**, **1 tsp. of tomato paste** and **1 tbsp. of low-fat French dressing** with **3 tbsp. of low-fat yoghurt**. Add sauce to **115g of cooked and chopped chicken** and **140g of chopped, boiled baby new potatoes**. Mix well and serve on a bed of **spinach leaves**.



## Curried chicken salad

For a vegan alternative, simply replace the yoghurt with soya yoghurt and the chicken with tofu.

Discover

# shake

of the season



Spring

Blueberry  
breeze

250ml  
soy milk  
(or alternative)

1 1/2 teaspoon  
spirulina  
powder

1 banana

Garnish  
with blueberries,  
mixed seeds and edible  
flowers (optional)

1 scoop  
vanilla Forever  
Lite Ultra

2 teaspoons  
Forever Bee  
Honey

75g  
blueberries

1 tablespoon  
chia seeds

**Featured products:**

**Forever Lite Ultra:**

£19.72 | £22.29 | code 470 (vanilla), 471 (chocolate)

**Forever Bee Honey:**

£15.17 | £18.39 | code 207

To purchase featured products, contact your Forever Business Owner today

Quickly  
blitz in  
a blender







Photography: Sara & Niamh Thomas

# Tips from a *Trainer*

*Have you always dreamed of transforming your figure, getting fit or conquering a physical challenge? Achieve your weight management goal by following in the footsteps of Elaine Keogh, an incredible lady from Ireland who took control of her life by focusing on her end goal. Read on to find out why Elaine decided to put the Forever F.I.T. Programme to the test...*

I'm Elaine Keogh and my background is a varied one. I had my daughter at 16 and for a period of my life, while I put myself through college in the evenings to get my degree, we survived on social welfare. At 23 I started my interior architecture business and at 30 I set up an event management company. I've also always had an interest in sports, fitness, health and wellbeing.

I'm a fun-loving hardworking type of person, but in 2016 I faced some of the biggest challenges of my entire life. I went through something that tested every fibre of my being, but it turned out to be the making of me. At the time I was suffering a lot with anxiety, panic attacks and fear and it took all my energy just to get up and go to the gym, but I did this every morning at half five because, as small as it may seem, it allowed me to have control over my day, it set a powerful intention and, most importantly, it gave me purpose. It burnt off all the anxiety I was feeling and it allowed me to function, and that's how my fitness journey started.

It was Christmas when I decided that I needed to set myself a

twelve-week fitness challenge, and although I was already training, I knew I needed something more. I needed a positive challenge for those dark horrible winter months, and I had hope that by the end I would have overcome the residual anxiety I was coping with.

I began with strength training and cardio and I decided to use Forever products as I wanted to put them to the test and see what results I would get. So that's what I did. I got six weeks in and I wanted to quit but instead of quitting I set up a photoshoot at the end of the challenge so that I knew I had something to work towards. When I received those photos in April 2017 I shared them on social and the response was incredible, but I didn't do the **Forever F.I.T. Programme** to look good, I did it because of the way I was feeling, because I knew it would help me overcome all of that horrible depressing stuff.

I felt great at the end of it but what most intrigued me was how I had managed to cut my body fat percentage. I found it interesting that I was able to slim down so many dress sizes without shedding

stones, but I learnt that healthy fitness is about body fat percentage and building muscle mass, and that is just one of the things the **Forever F.I.T. Programme** teaches you. For as long as I can remember I have been one of those people who finds fitness and weight management programmes unsustainable – I would find them either restrictive or boring, but since finding the **Forever F.I.T. Programme** I have changed my mindset. I am just an ordinary person: I'm a mum, I'm 37, and through hard work and determination I have managed to transform my physique – and I know you can too. Follow these healthy tips and you too will be amazed at what you can achieve...





**Tip One:** When setting a personal fitness challenge, we all know the end result we want and the plan that will get us there, but during the process it's easy to lose focus or give up along the way. Set-backs may happen, which is why it's important to realise that it's a journey that can take time, but if you need something to keep you grounded, remember this phrase 'eat for the body you want, not the body you have' – this nugget certainly helped me to stay on course!

**Tip Two:** I'm sure you've heard the saying 'breakfast is the most important meal of the day' a million times before, but this statement is in fact founded on truth. As you age your metabolism naturally slows down, and the best way to ensure you keep your metabolism high is to eat a balanced, healthy breakfast every day without fail. I personally choose protein-based breakfasts containing eggs.

#### Featured products:

**C9:** £108.95 | €128.42 | code 475 (vanilla), 476 (chocolate)

**F15:** £118.95\* | €140.60 | Available in a variety of flavours and levels. Please speak to your Forever Business Owner for options. Prices may vary in Ireland.

**To purchase featured products, contact your Forever Business Owner today**

**Tip Three:** Whatever programme you choose, keep a fitness or gym diary to keep track of your progress. This will help you to identify what motivates you and your confidence will increase. When you can physically see progress, you're likely to run more, lift heavier weights and train faster every week.

**Tip Four:** When it comes to effective weight management, you need to devote 80% of your efforts to nutrition and 20% to exercise. In order to do this, you need to schedule time to prepare meals in advance; this will stop you grabbing sugar or fat-laden convenience foods. On a Sunday I often roast a whole chicken, cut up a batch of vegetables (e.g. squash, peppers, sweet potatoes), toss them in a little coconut oil and roast them in another pan alongside the chicken. I'll also boil a pot of brown rice whilst making a lasagne or pasta bake. If you do all this simultaneously it will only take an hour prep time, but you will have the making of most of your dinners for the week ahead. This means you'll only have to spend 15 minutes in the kitchen each evening as you pull your pre-prepared meals together.

**Tip Five:** Ensure you get enough sleep and drink enough water every day. You'll be surprised at how often we hear this and neglect to pay attention to its significance, but making a point of turning in earlier every night will impact your weight management journey. I personally aim to get seven-to-eight hours of sleep per night and I generally drink three-to-four litres of water. You're more likely to retain water weight if you don't drink enough so it's vital you grab a glass frequently throughout the day.



## The Forever F.I.T. Programme

The **Forever F.I.T. Programme** has been designed to provide structure and step-by-step guidance to people of varying abilities looking to up their fitness game. This programme contains a unique combination of products and detailed exercise plans designed to transform your lifestyle and create good habits for life. The **C9** helps to prepare your body and adjust your mindset as you ease into the programme, and after these initial nine days you can move on to **F15**, a fifteen-day programme that builds on your fitness gradually in a way that's sustainable and achievable (**F15** is available in three levels: **Beginner**, **Intermediate** and **Advanced**).



# Fitness is on the move

**F.I.T.**  
Look Better. Feel Better.

Keep track of your progress wherever you go with the new Forever F.I.T. app.



FOREVER

Download today from Google Play  
or the App Store.

Forever is a member of the  
Direct Selling Association (DSA).



# Puppy Love

*There's nothing better than coming home from a long day's work and getting greeted by the unconditional love of your favourite furry friend.*

We're all suckers for those big eyes and adorable expressions, but this means sometimes it is too easy to give in to your pup by doting on them with titbits and treats. Unfortunately, according to the British Veterinary Association, 60% of vets claim that obesity is the number one issue when it comes to unhealthy pets in the UK, and an overweight dog can lead to long-term health issues and concerns that no pet owner wants to be responsible for.

Show your dog true puppy love by helping to keep him or her fit and healthy by introducing them to interesting outdoor activities, nutritious meals and fun days out. Studies outlined in the Journal of Physical Activity and Health actually found that dog owners are 34% more likely to succeed in reaching their own personal fitness goals when they include their dog in their exercise plan, so now you can enjoy getting in shape alongside your pet. Read on to find out how you can keep your pooch's tail wagging this spring...

## Cycling

Although a canine-operated tricycle would be one of the cutest sights of 2018, cycling is really something we expect the dog owner to take up! For medium to large dogs that require long walks, biking can be the perfect solution as you can cover more ground without getting worn out. Take the chore out of the walk by enjoying a picturesque park cycle as your dog runs by your side. Make sure you invest in an appropriate lead that allows you to match your dog's speed (not the other way around), and start off slow until he or she gets used to their new style of walking. It is also important to recognise that long distance running isn't suited to every breed and we recommended a health check first to ensure your dog is able to breathe properly and keep up without overheating. For more tips and advice, visit [thedogoutdoors.com](http://thedogoutdoors.com).

### Did you know?

Your dog should spend between *30 minutes* and *2 hours* on an activity every day<sup>\*1</sup>.

\*1 According to [petmd.com](http://petmd.com). Exact exercise needs depend on age, breed, size and overall health of dog.



## Did you know?

**Forever Move** is perfect for an active adult pooch since it combines high quality turmeric with natural eggshell membrane (NEM). How many supplements you feed your dog will depend on body weight but as a guide we recommend one **Forever Move** softgel for every 15kg.



## Doga

Yoga is a popular exercise that involves stretches and breathing techniques to help strengthen core muscles and relax the mind. Well doga works in exactly the same way, except it's yoga for you – and your dog! The term 'yoga' means 'uniting' and doga is definitely designed to unite owner and pooch as they bond over simple exercises, massage techniques and muscle-strengthening poses. Doga requires dogs to adopt natural positions and stretches they often use anyway, but obviously gentle assistance from the owner may be required to move heads and paws into the correct positions. Treats can help dogs to focus but it's important to give doga time and to approach the sport with a sense of humour – particularly session one! Over time your dog will get the hang of doga and you'll both leave feeling stress-free and relaxed.

### Featured products:

**Forever Aloe Vera Gel:** £21.62 | €28.43 | code 15

**Forever Move:** £58.93 | €68.09 | code 551

To purchase featured products, contact your  
Forever Business Owner today



## Did you know?

A FitBark is essentially a FitBit for dogs. It will monitor your dog's activity levels including how far they've travelled, how many calories they've burned, how well they've slept and their overall health and behaviour.

## Assault courses

It's easy to build one of those agility assault courses you see at dog shows, and teaching your pup how to navigate it can be incredibly rewarding. Tunnels, hoops, hurdles, weave poles, even seesaws can be bought online and set up in the garden or park. Training your dog will help to deepen your bond and it's a great way to add excitement to a walk instead of always resulting in playing fetch!



## Did you know?

**Forever Aloe Vera Gel** is great for your dog. It's packed with nutrients that help to support immune function and gastrointestinal health. This digestive aid absorbs into most dog food and it's a great way to ensure your pup eats something healthy each day.

## Beach run

There are plenty of dog-friendly beaches in the UK and Ireland and your dog will absolutely love spending time frolicking through waves, digging in the sand and playing frisbee along the coast line. There is plenty of opportunity to make new four-legged friends, and your pup will enjoy experiencing new scents and sights while he or she explores. If it's your first time visiting the beach, it's a good idea to keep your dog on the lead until you know the environment is safe, and it's also wise to check the tide times in advance!

# Nourished by nature



Get kissable lips all year round thanks to *Aloe Lips*. This rich balm contains aloe, jojoba and three types of wax to smooth and soothe chapped, dry lips.



FOREVER

Code 22 | £2.99 | €3.90  
Please speak to a Forever Business Owner  
if you would like to place an order.

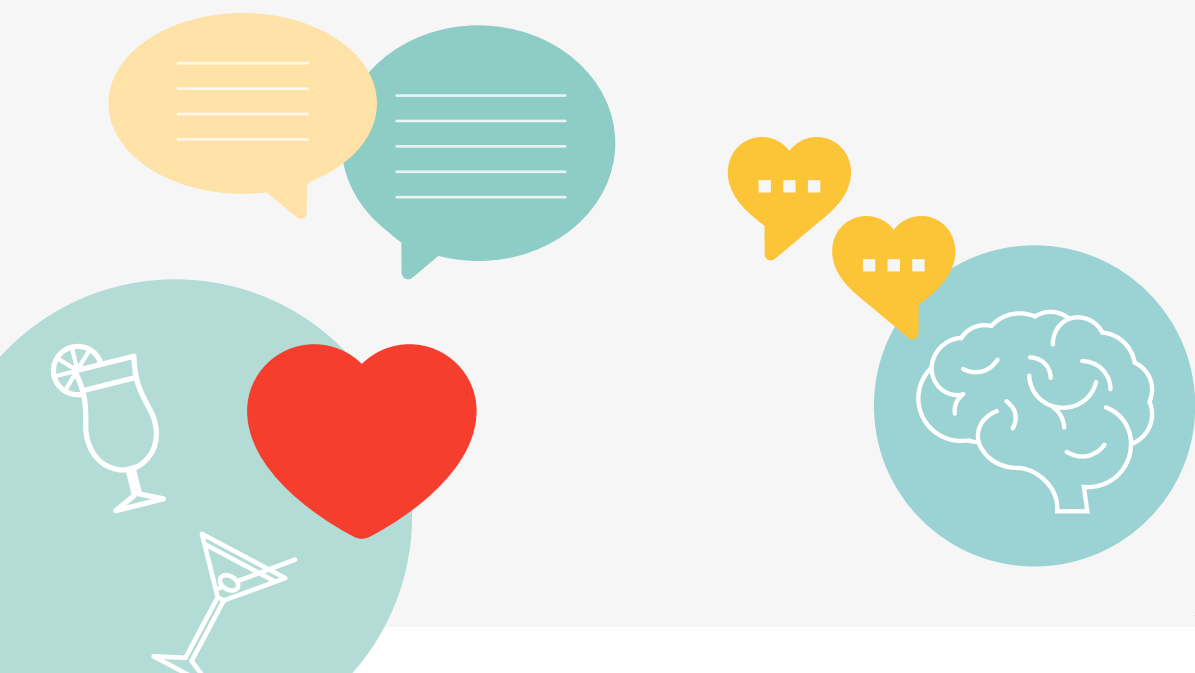
[www.foreverliving.com](http://www.foreverliving.com)

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# Master your *Dating Etiquette*

*Today's dating era is far more complicated since dating websites and apps burst on the scene, and for many, finding 'the one' can mean enduring an endless string of embarrassing 'blind' dates. But dating shouldn't be a chore to be dreaded, it should be an occasion that's enjoyed, whether it's with someone new or someone you've been with for years! To make the most of your date, it's wise to take dating etiquette seriously, but thankfully these tips will help you to master your dating decorum in no time at all...*





## Do Be honest

This may seem obvious, but it's important to be honest with your date from day one rather than holding back nuggets of information that could hinder date number two. The right person will like you for who you are so you don't need to hide facts from your date. Doing so will only cause frustration and potentially waste time for you both. So, be up front about your current situation. Let them know if you're only looking for something casual, if you have kids, or if you own a house 100 miles away and never plan on moving. Be honest about who you are and what you want and Mr or Mrs Right will appear soon enough.



## Do Ensure you smell divine

The dating scene can be cut-throat and there is a lot of competition out there, which is why it's important to leave a lasting impression, so why don't you choose a scent that lingers along with your wit and conversation? **Forever's 25th Edition Eau de Parfum** and the equivalent cologne have been expertly blended, using nature's finest ingredients, and both are perfect for all types of occasion. Ladies will enjoy the perfume's delicate scent of petals with warm musky undertones, whilst men (and women) will love the invigorating blend of fruits and herbs that make up this masculine cologne.

### Featured products:

**25th Edition Eau de Parfum for Women:**

£39.24 | €51.52 | code 208

**25th Edition Cologne for Men:**

£39.24 | €51.52 | code 209

**Forever Bright Toothgel:**

£5.98 | €7.82 | code 28

**Aloe Lips:**

£2.99 | €3.90 | code 22

To purchase featured products, contact your Forever Business Owner today



Draw attention to your lips with **Aloe Lips** - a fruity lip balm that gives you plump and kissable lips!

## Do Flaunt your smile

Never underestimate the power of the smile. A frown can unintentionally be interpreted as rudeness and it's amazing how many people you may accidentally offend, while a smile says you're open, friendly and kind-hearted. Keep your smile in tip-top condition by using **Forever Bright Toothgel**. This minty, non-fluoride gel contains high quality ingredients and it'll keep your breath fresh (quite important when you're dating!) and your teeth clean.

*Did you know? 58% of people in London said they'd rule out a second date if their date had BAD BREATH*



## Do Master a confident greeting

When you're on a first date, there's nothing worse than an awkward greeting (except maybe an uncomfortable goodbye), but often such awkwardness stems from hesitation. Avoid hovering and waiting to see how the other person reacts by taking control of the situation and leading the greeting and goodbye with confidence. Handshake, hug, kiss cheek, it doesn't really matter, just be the initiator and get it over with swiftly and you'll quickly settle into your date.

*Did you know? 21% of people said that their dates END AWKWARDLY - don't be one of them!*

### Don't Down your drinks

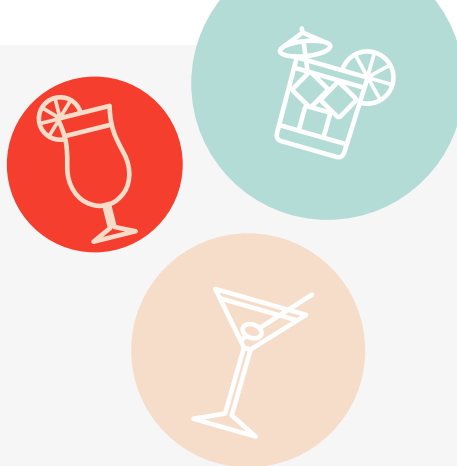
Dating can of course be extremely nerve-wracking and there is nothing wrong with a glass of Dutch courage to help you through, but it's often very easy for one glass to turn into six! Try to pace yourself and set yourself a drink limit before you begin so that you can remain in control. It may seem like you're having the best night ever with your blind date after a few bevies, but you may not be too chuffed the next day when you forget everything they've told you, and worse, everything you said and did after glass number four! Stick to your limit and leave knowing you're not at risk of waking up to a collection of cringe selfies, cryptic text messages and an unwelcome 'in a relationship' Facebook announcement!

### Don't Do all the talking

Verbal diarrhoea is not an attractive quality so if you tend to waffle on try to think up some questions to give your date a chance to converse. If their response is short, ask another question until you find their passion – just make sure you don't go into job interview mode; keep the conversation balanced and light.

### Don't Be negative

Don't treat your date like a personal counsellor by pouring out your woes and troubles, by criticising every little detail and by speaking negatively about every event, opportunity and occurrence in your life. Your date doesn't deserve to leave feeling drained so try to stick to topics of conversation that fill you with excitement, joy and passion.



### Don't Invade personal space

Respecting someone's personal space is always a good idea so if you're a 'touchy-feely' person, it's wise to consciously hold back your instinct and keep a reasonable distance from your date. If you invade your date's personal space prematurely you'll only scare them off, and nobody wants their affection to be misconstrued as desperation.

### Don't Talk about your ex

If your date asks about your dating history, try to keep your response brief rather than giving them detailed insight into the failings of your past relationships. It doesn't matter how over it you are, if you waffle on about communication breakdown and trust issues, alarm bells will begin to sound and your date will run a mile!

*Why don't you put your dating game to the test this Valentine's Day?*



# An insight into the *Forever*

*Have you ever wondered what it's really like to start a business alongside your current employment? You may have heard about the long-term benefits, but what is really expected of you during those early days? How much time will it take out of your schedule? And how much support do you really receive?*





# *Business*

In this honest interview, Amy, Antony, Dan and Sarah – four professionals who decided to move into network marketing – disclose what is really expected of you when you first become a Forever Business Owner...



### *How did you feel when you first joined Forever?*

- A** Excited and nervous, but mainly excited!
- D** I felt a huge sense of potential, and I had the feeling that this might be 'that thing' I'd been looking for.
- S** I feared the unknown as it was a business and environment I had never worked in, but I was also excited about what it could offer me and my family.
- An** I have to admit, when I first started my business, I felt slightly apprehensive and way out of my comfort zone. I didn't really know what I was doing so I just did what I was told, but I was pretty excited about the opportunity as I could see its potential. I saw how other people had transformed their lives through Forever, so I had a new-found sense of hope that I did not dare to have before.

### *How much did you understand when you first joined Forever?*

- A** Nothing – I'd never heard of Forever and I've learnt everything as I have gone along!
- An** Initially not too much, but I spoke to as many people in the business as I could.
- D** Although I can't say I understood everything, I did see a beautiful simplicity in what was required of me. I was told to use the products, share my experiences with others and show them how to do the same.
- S** All I knew was that I loved a few of the products, everything else was completely new to me but that was okay because I knew I had someone to help me learn along the way.

### *Why did you decide to become a Forever Business Owner?*

- A** I was on maternity leave from teaching and did not want to go back full-time. My school would not grant me flexible working and I needed an alternative wage in case I couldn't find a part-time job.
- An** I was initially attracted to the idea of an uncapped income, but I also saw a way I could help my family and friends.
- D** I was in a career and life rut. I had a fantastic job at the school, working with great people, plus a freelance



#### *Amy - A*

**Forever Business Owner since May 2017**

Mummy to one-year-old Kasper | wife to Robbie | part-time teacher (Primary, SEN) | teaches 2½ days a week | swapped watching TV for business-building, with the exception of Game of Thrones and The Walking Dead | got married in Jamaica | works Forever part-time

self-employed IT business on the side, but I felt trapped. Life seemed to be happening to me rather than the other way around and Forever offered a way to blow all that apart.

- S** My personal training business was very up and down and although I loved it with a passion, it didn't always provide me with what I needed. I was financially supporting myself and my children, and I needed to have more security, but I still wanted to work for myself and have flexibility around the family.

### *Were you concerned at all?*

- D** Not really. I could see that a support system was built into the business and I also saw the quality of people – people with serious professional backgrounds – who were already business owners, so I was more concerned about not taking the opportunity!
- S** I was concerned about what people would think, which is silly now I look back, but I was also worried I would not succeed. Thankfully I was surrounded by a supportive team, so those fears and concerns faded very quickly.

### *What happened in the days that followed you signing up?*

**A** I started by using the products and then I had my first planning meeting where I set some goals. I also booked and organised 'business launch' events so that I could tell everyone about my new venture!

**An** I had been reading some books by some motivational speakers so I was fired up and I ran nine product launches in my first three days! As a result, I reached the first promotion pretty quickly.

**D** My sponsor sat down with me and explained the nuts and bolts of the business. She made sure I understood the most important aspects, and she plugged me into the trainings and online tools. She also explained that I was just to follow her lead; she was going to show me how and what to do.

### *What helped you get your head around what to do?*

**D** Being in continual contact with my sponsor and asking her endless questions. I was amazed at the help I was, and still am, given by others who have nothing to gain from helping me.

**S** It was definitely helpful having weekly interaction with my team. Some even started the same time as me, but we would just swap ideas and learn together.

**A** I was directed to training videos that were available online and I received endless support from the team.

**An** I read lots of books on Team Marketing and I attended all the trainings Forever offered, even one on skincare!

### *What tools helped you to get organised?*

**D** Although I'm in IT, I prefer pen and paper so for me it was buying a good quality diary I could use alongside the printed tools already provided by Forever. I didn't want to reinvent the wheel!

**An** You get given example scripts which are helpful, but as time went on I found the company's product trainings invaluable. Also, the company websites are great resources for information and tips.

**S** I'm quite an organised person and running two businesses meant I had to be even more organised. I used my diary and highlighters to identify the pockets of time I had to work this business, and then I had a simple folder to keep track of my customers. When you sign up, you receive a lot of literature and I found it helpful to read this daily.

### *In the first few months, what was expected from you by your sponsor?*

**An** I was told right away that this was my business and whether it succeeded or failed was up to me. I quite liked hearing that because it made me realise that while a guiding hand was there to help, I needed to take full responsibility for my business.

**S** I was sent videos to watch, trainings to listen to and I was encouraged to attend meetings, but there was no pressure. I could choose whether I wanted to work, and I knew support was there if I wanted it.

#### *Dan - D*

##### **Forever Business Owner since September 2013**

Did usual career thing, but wanted a way out | started down path to becoming a golf pro, then worked in publishing, then worked in IT for twenty-plus years | spent seven years as the IT Manager in a top international school in central London | thinks most IT has been sent to destroy mankind | can mirror-write left-handed | works Forever business part-time



### *How much time were you spending on Forever during the first six months?*

**A** I'm just finishing my sixth month and so far, I have spent about 10-15 hours on my business a week. It's hard to say exactly as I fit it in around my little boy.

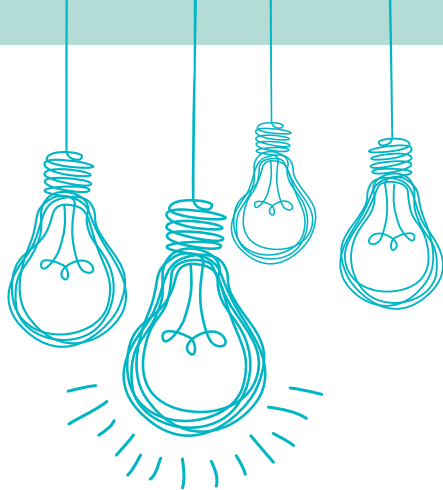
**An** I have an IT business as well so initially I dedicated about 10-15 hours a week to Forever, but now I would say I split my time equally across the two businesses.

**S** I worked it very much into small pockets of time. As a personal trainer, I had set hours I had to work around, as well as a family, so I would just spend 10-15 minutes here and there in between clients, and an hour when I could!

#### *Antony - An*

**Forever Business Owner since April 2016**

Grew up as the only male amongst five sisters | 6'6" | played basketball at national level | studied for a PhD in GIS and Radio Telecomms at a South Wales uni | randomly bumped into Tom Jones one day outside of uni | previous jobs include professional nightclub dancer and doorman | now works Forever around IT business



### *Where did you go to find customers?*

**A** Initially I asked friends and family to swap their everyday brands to Forever products. This then extended to friends of friends, colleagues, friends of colleagues and now people I didn't know before have trialed products and become customers!

**D** My first customers came from showing the products to family, friends and ex-work colleagues, but now I attend local events that allow table displays.

### *How did you know what to say to customers?*

**A** I was using the products and feeling the benefits, so it was easy to recommend products, but there's also training available to enhance your product knowledge.

### *How did you find this aspect of the business?*

**A** Surprisingly, I enjoyed it, and stepping out of my comfort zone is something I have continued to enjoy.

**An** I felt comfortable because I have an unwavering belief in the benefits of the products.

**D** For me it was harder than expected as I didn't want to appear like a salesman in front of my friends, but I'm more relaxed now as I've realised that I'm simply offering information to people.

**S** Once I realised I didn't have to do a hard sell, I learned to love it! Having customers get real results is amazing and I get just as much satisfaction seeing that as I do my personal training clients hitting their goals.



### *How long did it take before you developed a routine?*

**A** After three months things started to become clear and I felt that I had an understanding of what I was doing.

**An** When I first started, I was told to keep the business simple, but I'm a complete technophile and I couldn't help but create these wonderful spreadsheets which ended up over-complicating the whole procedure. It took months for me to realise that I needed to dial it back to its original and simple business model.

### *How long did it take before you became self-sufficient?*

**D** About six months, but I'm also still regularly calling my sponsor and others for advice – I find it immensely reassuring that there's always help and support. That doesn't go away just because someone's been in the business for a certain length of time!

### *What advice would you give to someone who is thinking of starting a business?*

**A** Become a sponge! There are lots of books on network marketing and I have found lots of inspiration on YouTube from successful network marketing professionals.

**D** Give it time – you're building something special so don't beat yourself up over things you have or haven't done.

**An** Be aware that Forever carries a totally different culture; it's a positive culture from top to bottom!

### *What do you like about being a Forever Business Owner?*

**A** It is allowing me to spend as much time as possible with my son and I have become a confident and ambitious person – two words not previously in my vocabulary!



*Sarah - S*

**Forever Business Owner since October 2016**

41 years old | mum to two teenagers | previously a retail manager | works Forever business around being a personal trainer and fitness instructor | loves to travel and go on weekends away | loves health and fitness | did seventeen running events in one year for charity

**D** Forever ticks lots of boxes for me: I'm now in charge of my own future; I love the feeling that every day holds potential; and I love knowing that for the rest of my life, I have a life-changing opportunity to offer people!

**S** There is so much I love about it: the flexibility, the friendships and the financial rewards. It truly is a business I am so grateful to have found.

*If you're interested in finding out more about Forever and becoming an independent Forever Business Owner, please speak to the person who gave you this magazine or visit [foreverliving.com](http://foreverliving.com).*



# Forever and you

Forever loves snooping on social media to see whether you've tagged us in posts, and we also love answering your questions. Today we bust some common myths and reveal which social posts we've loved seeing this season...

**Q:** Will eating chocolate give me spots?

**A:** Although foods that are high in sugar are unlikely to do your skin any favours, the correlation between eating chocolate and acne is yet to be proven. Decent nutrition on the other hand will positively affect your skin's health. Choose foods with skin-loving vitamins like biotin, niacin and riboflavin, vitamin A, vitamin C and zinc. We recommend eating plenty of spinach, tomatoes, pumpkin seeds and broccoli as well as your daily glass of **Forever Aloe Vera Gel**.

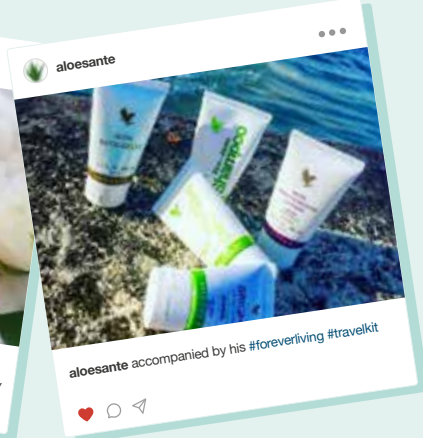
**Q:** Will carrots really make me see in the dark?

**A:** This old wives' tale isn't entirely false as carrots are an excellent source of vitamin A, a nutrient which contributes to the maintenance of normal vision. Other vegetables, including sweet potatoes, lettuce, dark leafy greens and bell peppers, are also great sources of vitamin A. If you are looking for a supplement that's rich in vitamin A, try **Forever Lite Ultra** or **Forever Vision**.

**Q:** Will cracking my knuckles give me arthritis?

**A:** This habit may annoy others, but there is little evidence to prove that frequent cracking will lead to arthritis. Still, instead of feeding the habit, feed your bones with food that's rich in calcium and vitamin D. These vitamins contribute to the maintenance of normal bones and can be found in mushrooms (vitamin D), cheese (vitamin D and calcium) and dark leafy greens (calcium). You could also try **Forever Calcium**, a supplement that contains vitamin D as well as calcium!

We'd love to hear your tips, answer your questions and share your posts. Please email [editorial@flpuk.net](mailto:editorial@flpuk.net) for your chance to feature in the next issue.



#### Featured products:

**Forever Aloe Vera Gel:**  
£21.62 | £28.43 | code 15

**Forever Lite Ultra**  
£19.72 | £22.29 | code 470/471

**Forever Vision:**  
£22.48 | £29.53 | code 235

**Forever Calcium:**  
£20.35 | £26.72 | code 206

To purchase featured products, contact your Forever Business Owner today

# Maximum Flavour. Maximum Results.



Push yourself to the limit with a berry-flavoured sports drink that contains 5g of L-arginine, vitamin C to reduce fatigue and vitamin D to maintain normal muscle function – bring it on!



FOREVER

**Argi+:** £52.31 | €58.50 | code: 473

**Argi+ Sports Bottle:** £4.00 | €4.70 | code: 10181

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[www.foreverliving.com](http://www.foreverliving.com)

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# Your future starts today

Everyone has their own unique reasons for starting a Forever business. Interested in joining? Gain an insight into the lives of genuine and incredible people at [facesofforever.com](https://facesofforever.com), and ask the person who gave you this magazine to explain more about how to become a Forever Business Owner.



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