

NOTE: Pages 1, 2, 3, 42 & 43 are taken from the catalogue of the Dr. Madis Laboratories, Inc., of South Hackensack, N. J., which specializes in botanical derivatives for the drug and cosmetic industry.

VERAGEL[®]

PURIFIED ALOE LEAF EXTRACT
DERIVED FROM ALOE VERA GEL

INTRODUCTION

The botanical kingdom, with about 1,500,000 species, is a mysterious world and is still waiting for its countless secrets to be discovered. Many scientists are prowling over mountainsides, cutting their way through jungles, scanning deserts, coastlines and wastelands all over the world, keeping their eyes on flowers, herbs, plants and trees. They are eagerly making notes and listening carefully to legends, miracles and unbelievable sounding stories and beliefs and often, even to mystifying superstitions of natives. They are burrowing deeply into ancient writings and folklore to rediscover forgotten botanicals with some remarkable properties. It is no wonder that today about 500,000,000 out of about 2,000,000,000 prescriptions filled in the United States contain botanical derivatives such as alkaloids, glycosides, vitamins, steroids, etc. It is estimated the total value of drugs derived from higher plants exceeds \$3,000,000,000. There is hardly a food, beverage, or cosmetic preparation which does not contain spices, essential oils, enzymes, plant hydrocolloids, or other botanical ingredients.

Some years ago, one of the newest rediscoveries was the Aloe plant, or respectively its inner leaf gel. The Aloe is a succulent perennial plant. The lance shaped and spiny green leaves are growing in rosette-like formation, reaching in length up to 30 inches and up to 3 lbs. in weight. Aloe blooms annually in early spring with vivid yellow spiked blossoms.

The Aloe plant secretes two types of exudates which were described by Dioscorides more than 2000 years ago. The yellowish red juice obtained from the pericyclic cells under the strongly cutinized epidermis produces excellent and widely used laxatives: Aloe (official in U.S. Pharmacopeia) and Aloin (official in the National Formulary). The Aloe mucilage or gel is produced by thin-walled tubular cells in the inner central zone of the leaf. The gel has the appearance of colorless gelatin with hair-like connective matrices.

HISTORY

In the ancient history of Aloes we find its uses in the medical field as well as in cosmetics by Egyptians, Romans, Italians, Algerians, Moroccans, Tunisians, Greeks, Arabians, Indians, Chinese and others. For example, Cleopatra supposedly attributed her irresistible charm and beauty to the use of Aloe gel.

Papyrus Ebers written 3500 years ago (original copy safeguarded in Leipzig University) describes Aloe and its medicinal virtues which were known for many centuries before.

Dioscorides recorded many applications of Aloe 2000 years ago: wounds, binding, insomnia, stomach disorders and pain, constipation, hemorrhoids, itching, headache, loss of hair, mouth and gum diseases, kidney ailments, blistering, skin care, sunburn, blemishes, etc.

The historians have recorded that Aristotle persuaded Alexander the Great to conquer the Island of Socotra (East Africa) for the purpose of obtaining sufficient amounts of Aloes as a wound healing agent for their soldiers.

HISTORY (cont.)

In the New Testament (John 19:39) reference is made to Nicodemus coming by night and bringing a mixture of Myrrh and Aloe to embalm the body of Jesus. Aloe is believed to be derived from *Aloe vera* Linné.

In Africa, the Aloe has been placed over the entrance of a house to insure a long and flourishing life for the inhabitants and was regarded as a good luck charm. Also, it supposedly kept evil spirits away!

The African Sutos tribes require all people of the village to bathe publicly in an infusion of Aloe in case of an epidemic of colds.

Congo hunters rubbed their bodies with the Aloe gel to reduce perspiration and eliminate human scent.

Marco Polo found that the Chinese used Aloe for stomach ailments, treatment of rashes and other skin disorders.

Malayans and Jamaicans bind a slab of Aloe pulp to the forehead to relieve headaches.

The Philippines employ leaves to poultice edema of beriberi sufferers. To preserve hair, they apply Aloe pulp with wine.

Columbus' ship log contained notations for the medicinal uses of Aloe.

New World discoverers, probably Spaniards, brought the Aloe plant of North African origin (*Aloe vera*) to the Canary Islands, Jamaica, Aruba, Haiti, Antigua, Venezuela, Peru, Bolivia and other tropical and sub-tropical regions. In 1596 Aloe was introduced to the Island of Barbados.

Spanish missionaries in the Western Hemisphere always planted and grew Aloe around their settlements and carried it around with them for miles for the comforting of the sick.

In Cuba the popular cold remedy is made from Aloe with sugar and rum.

In Colombia, children's legs and feet are coated with gel to protect them from insect bites.

In the West Indies and Southern Florida, Aloe leaves are shredded and added to the drinking water of poultry during moulting and to cure the pip.

Seminole Indians used the healing gel in their surgery where it was applied to the incision.

Central American Mexican Indians used Aloe gel for centuries for many remedies: for burns, to prevent blisters, peptic and duodenal ulcers, dysentery, and all types of stomach and intestinal disorders, longevity, prostatitis, sexual prowess, bladder and kidney infections, topical and gastric ulcers, etc.

In Java, Aloe gel was used to prevent formation of scars resulting from wounds or skin irritations. Juice was massaged into the scalp and hair to improve its condition and to stimulate growth.

South American farmers, as they migrate, move their Aloe plants with them. Often an Aloe plant is a gift for newly-weds' backyards.

APPLICATIONS AND USES

In the old notations, the healing properties of Aloe were fully recognized although sometimes described in mystic proportions. However, the remarkable and almost unbelievable results of Aloe vera gel encouraged a number of people to start and build cosmetic firms as they discovered for themselves the beautifying qualities of this succulent plant. From ancient times, Aloe gel has been used for skin care, protection against the sun, wind, fire and cold, healing of small wounds, relieving insect stings and bites, scratches, scalds, bruises, cuts, abrasions, itching, urticaria, acne, poison ivy, blemishes, allergic conditions, welts, fistula, irritations due to faulty diet, ulcerated skin lesions, eczema and otherwise damaged skin. Although Aloe gel is not an anesthetic substance, dramatic results, such as the immediate relief of pain and itching, are obtained through its use. Aloe gel reduces redness of skin and accelerates cell growth and tissue (skin) regeneration.

Aloe gel's beneficial properties are greatly supplemented as it has been found to be hypoallergenic and not carcinogenic.

The unusually versatile properties of Aloe vera gel or Veragel® permit its use in all types and kinds of cosmetics, such as: face, eye, lip, hand, leg, body, hair, baby and other creams and lotions. Its application can be extended for day and night moisturizing, cleansing, make-up, conditioning, massage, and for a medicated deodorant and shaving and shampoo preparations. Veragel® 200 in powder form can be incorporated into bathing salts, toilet soaps, talc, baby powders, detergents, etc.

Aloe vera gel has produced startling results in beautifying, refreshing, and enhancing the skin's appearance. Some reports claim that Aloe gel replenishes lost moisture and helps to attain a soft as well as a radiant and almost sparkling lustrous complexion with youthful and exciting tone.

In soap industries, the application of Veragel® 200 is recommended. Veragel® could be added to soap flakes with perfume or fragrances before pressing the final bars. Veragel® will exercise its action as soon as it comes into contact with water and skin. Its usage is not limited to cosmetic soaps only; it could also act as a skin conditioner in detergents, helping to eliminate hand redness, and at the same time improve the stability and texture of soap suds and foam.

In the suntanning cosmetics Aloe gel or Veragel® aids in attaining a rich and sparkling tan, while it protects the skin from damaging ultraviolet ray burns.

When applied to skin injuries, minor wounds, sun, chemical, or radiation burns, poison ivy, rash, etc., Aloe gel helps to produce quick and often very dramatic results. The gel forms an invisible coating which acts as a protective dressing, prevents further infection, and allows a healing process to take place. The application of Veragel® on burns produces soothing relief immediately, or in a very short period of time. Applications once or twice daily are usually sufficient, but could be increased without any harm. Application could be made via gauze, spatula, Q-tips, or simply rubbed in by hand. For use in first aid it could be applied immediately, the wound cleansed with gel and after the pain subsides, rinsed and cleansed with water. After sufficient cleansing, a new gel coating should be applied. The skin would appear cool and a soothing feeling would be observed in a few moments. Should pain or itching recur, a repeated application or even a wet dressing would be in order. In cases of chemical burns the damaged skin must first be cleansed. Veragel® is harmless if left on the skin, as it would be absorbed by skin tissue in one or two days.

Veragel® does not leave any visible stain on the skin or on clothing.

NOTE:

The above information is considered to be reliable. However, no warranty is expressed or implied regarding the accuracy of these data or the results to be obtained from the use thereof. Dr. Madis Laboratories shall not be liable for any loss, damage, or liability resulting from the use of the Aloe Veragel® or the compiled data in any application, in manufacturing processes, or in combination with other substances or infringement upon any patent, trademarks or compliance with any federal or state law or regulations applicable to buyer's intended use, etc.

