

FOREVER | What **Matters** Most...



Founder's Vision

FOREVER | What **Matters** Most...

Our Founder, Rex Maughan, created Forever over 45 years ago with one vision...

To empower people, regardless of their circumstances, to build a better life and to be in business for themselves.

A portrait of Rex Maughan, an older man with white hair, smiling. He is wearing a dark blue pinstripe suit jacket, a light blue shirt, and a red and blue patterned tie. He has a small gold pin on his lapel. The background is a soft-focus outdoor scene with green trees and a blue sky.

Rex Maughan

What Matters Most...
to you?



What Matters Most?

FOREVER | What Matters Most...

Extra income

More time for yourself

Travel

Legacy for your family

Work for yourself

Personal growth

Make a difference

Moving house

Meet new people

Individual results may vary. Forever makes no guarantees on income or success. Your success depends on your effort, commitment, skill and leadership abilities - and how effectively you exercise those qualities. Please see **Forever's Annual Income Disclosure Statement** for more information.

FOREVER | What Matters Most...

How do you achieve **What Matters Most?**



The Forever Story

FOREVER | What Matters Most...

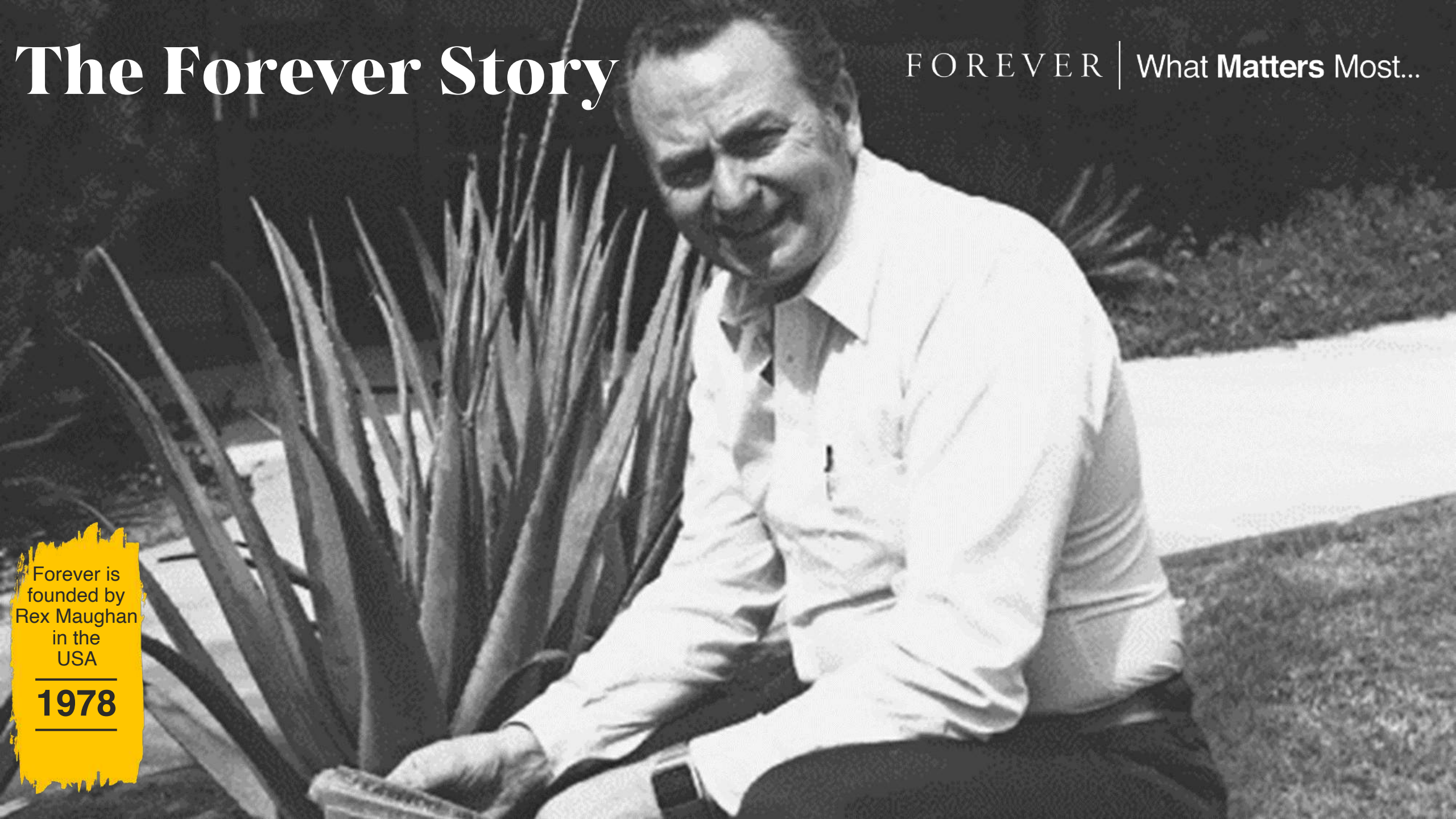


The Forever Story

FOREVER | What **Matters** Most...

Forever is
founded by
Rex Maughan
in the
USA

1978



The Forever Story

FOREVER | What Matters Most...

A white sign with a green and yellow leaf logo at the top. The text on the sign reads: "ALOE VERA OF AMERICA, INC." in a serif font, followed by "MANUFACTURER FOR FOREVER LIVING PRODUCTS" in a smaller sans-serif font, and "13745 JUPITER ROAD" at the bottom in a sans-serif font. The sign is set against a background of a building and trees.

ALOE VERA
OF AMERICA, INC.

MANUFACTURER FOR
FOREVER LIVING PRODUCTS
13745 JUPITER ROAD

Forever is
founded by
Rex Maughan
in the
USA

1978

AVA
Manufacturing
Facility
purchased

1981



The Forever Story

FOREVER | What Matters Most...

WILLOW

GROVE

Forever is
founded by
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in the
USA

1978

AVA
Manufacturing
Facility
purchased

1981

Forever
opens in
Australasia

1983

The Forever Story

FOREVER | What Matters Most...

FOREVER
LIVING  PRODUCTS
ARGENTINA

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1981

Forever
opens in
Australasia

1983

Forever
opens in
South
America

1987

The Forever Story

FOREVER | What Matters Most...



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The Forever Story

FOREVER | What Matters Most...

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Forever
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South
America

1987

Forever
opens in
Europe

1989

Forever
opens in
Africa

1995

The Forever Story

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Forever
opens in
Europe

1989

Forever
opens in
Africa

1995

Aloe fields
purchased
in the
Dominican
Republic

1999

The Forever Story

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Forever
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Africa

1995

Aloe fields
purchased
in the
Dominican
Republic

1999

Forever
opens in
the
Middle
East

1999

The Forever Story

FOREVER | What Matters Most...

फॉरएवर
Bringing Natures Goodness to You
Forever Living Products



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Manufacturing
Facility
purchased

1981

Forever
opens in
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1983

Forever
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South
America

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Forever
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Europe

1989

Forever
opens in
Africa

1995

Aloe fields
purchased
in the
Dominican
Republic

1999

Forever
opens in
the
Middle
East

1999

Forever
opens in
India

2000

S

Long Drive



The Forever Story

FOREVER | What Matters Most...



Forever is founded by Rex Maughan in the USA	AVA Manufacturing Facility purchased	Forever opens in Australasia	Forever opens in South America	Forever opens in Europe	Forever opens in Africa	Aloe fields purchased in the Dominican Republic	Forever opens in the Middle East	Forever opens in India	Forever Nutraceutical and Forever Direct opens
1978	1981	1983	1987	1989	1995	1999	1999	2000	2008

The Forever Story

FOREVER | What Matters Most...



A background image of a field of aloe vera plants with their characteristic thick, pointed leaves and spiky edges. The plants are silhouetted against a warm, golden sunset sky. In the foreground, several yellow, torn-edge banners are placed on the ground, each containing a year and a key event in the company's history.

Forever is founded by Rex Maughan in the USA	AVA Manufacturing Facility purchased	Forever opens in Australasia	Forever opens in South America	Forever opens in Europe	Forever opens in Africa	Aloe fields purchased in the Dominican Republic	Forever opens in the Middle East	Forever opens in India	Forever Nutraceutical and Forever Direct opens	More aloe fields purchased in Texas
1978	1981	1983	1987	1989	1995	1999	1999	2000	2008	2012

Forever Giving Foundation

FOREVER | What Matters Most...

Supporting people around the world who are impacted by global disruption

5 million meals packed in two years

Making a difference

The Forever Story

FOREVER | What Matters Most...

In 2025

Over 45 years' continuous growth
Advanced innovation
Global award-winning products



Pride in our Products, Planet and People

FOREVER | What Matters Most...

**Forever's aloe is hand planted,
naturally grown, hand harvested and
filleted to extract pure inner-leaf aloe**

**Our plantations have over 40 million aloe
plants cleansing the earth of millions of
cubic tons of CO₂**

Pride in our Products, Planet and People

FOREVER | What Matters Most...

Forever has over **3,000** goats, who keep our aloe fields free from invasive plants and provide natural fertiliser

A sustainable business from **plant**,
to **product**, to **consumer**

Certified organic



Product Certifications

FOREVER | What Matters Most...

Dermatest

Vegan

IASC

Leaping Bunny

Gluten Free

Halal

Vegetarian

Kosher

60-day Money Back Guarantee



Award-Winning Products

FOREVER | What Matters Most...

Aloe Vera Drinking Gels



Award-Winning Products

FOREVER | What Matters Most...



Skincare and Personal Care

Award-Winning Products

FOREVER | What Matters Most...



Weight Management
and Fitness

Award-Winning Products

FOREVER | What Matters Most...



Health and Nutritional Supplements

Award-Winning Products FOREVER | What Matters Most...



A unique **company** and **product range...**

A unique business model that means you can achieve
What Matters Most to you

Individual results may vary. Forever makes no guarantees on income or success. Your success depends on your effort, commitment, skill and leadership abilities - and how effectively you exercise those qualities. Please see **Forever's Annual Income Disclosure Statement** for more information.

Share the Business Share the Products

FOREVER | What Matters Most...

Forever's global success has come from the **combined power of a network of home-based entrepreneurs**

Share the **business**

Share the **products**



Share the Products

FOREVER | What Matters Most...

Develop your customers



Share the Products

FOREVER | What Matters Most...

Develop 20 customers x £25 = £500
@ 30-48%
typically earns **£150 - £300 per month**

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Where to Find Your Customers

FOREVER | What Matters Most...

Personal contacts

Daily routine

In the office

At the gym

Social media

Local community

Everywhere

Building a Business

FOREVER | What Matters Most...

Share the **business**



Building your Business

FOREVER | What **Matters** Most...

Do you know two people?



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Building your Business

FOREVER | What **Matters** Most...

Do you know two people?



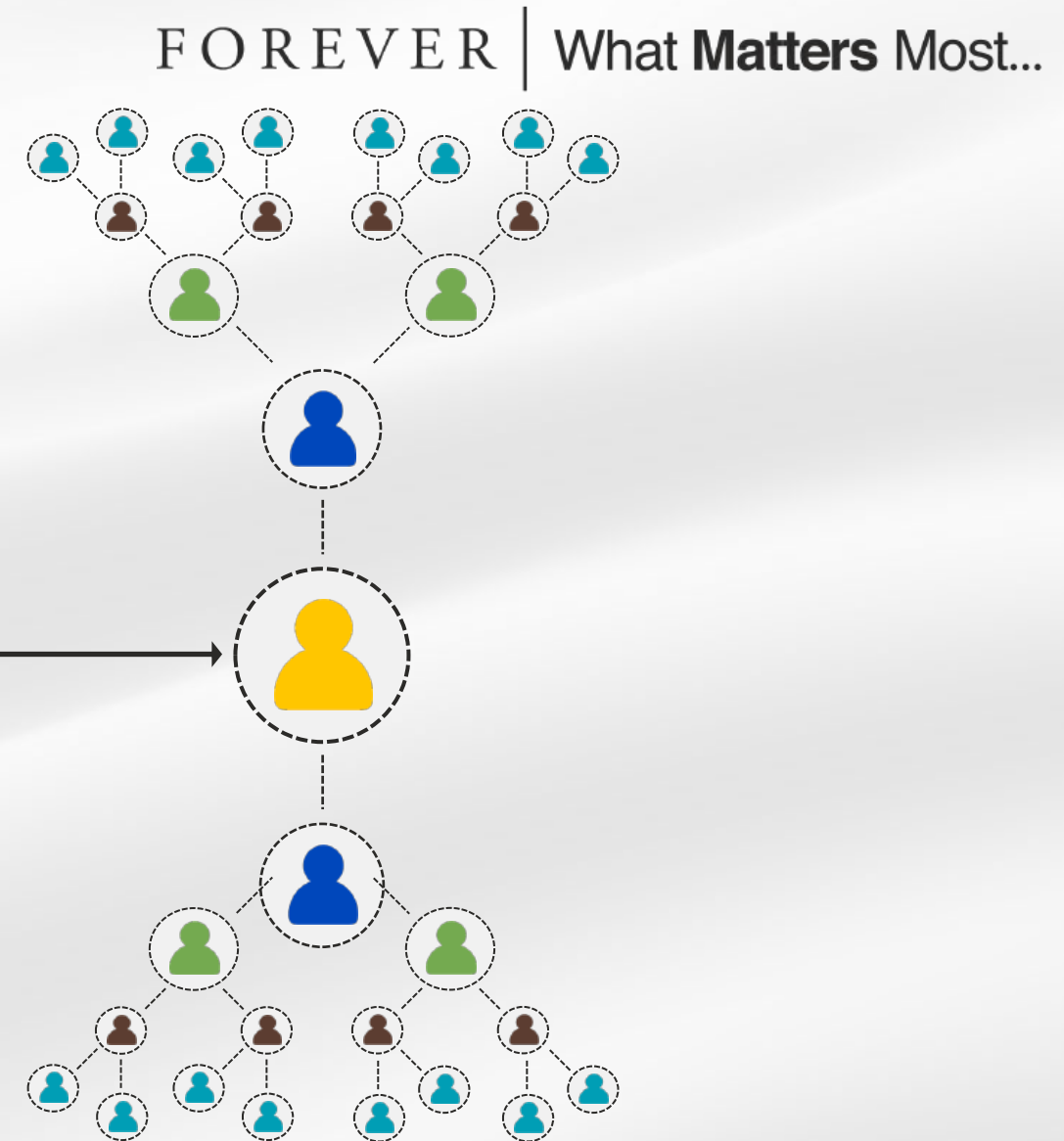
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Building your Business

Do you know two people?

2 ➡ 4 ➡ 8 ➡ 16 = 30

30 x £500 = £15,000 turnover
@ an average of 8%
= £1,200 pcm



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Growing your Business

FOREVER | What **Matters** Most...

Do you know three people?

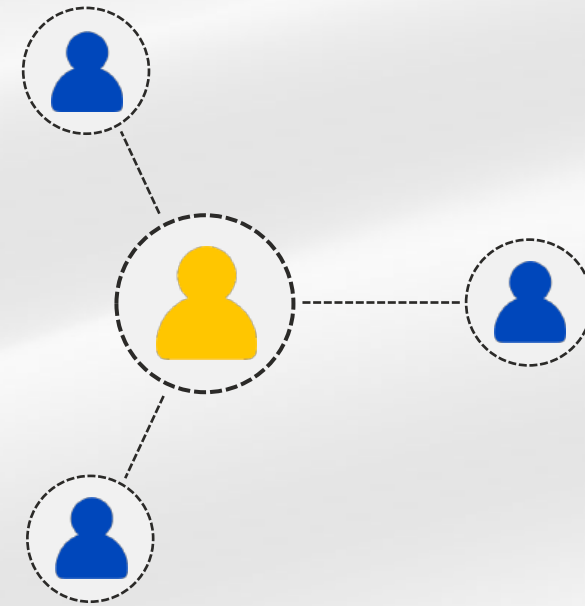


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Growing your Business

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Do you know three people?



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Growing your Business

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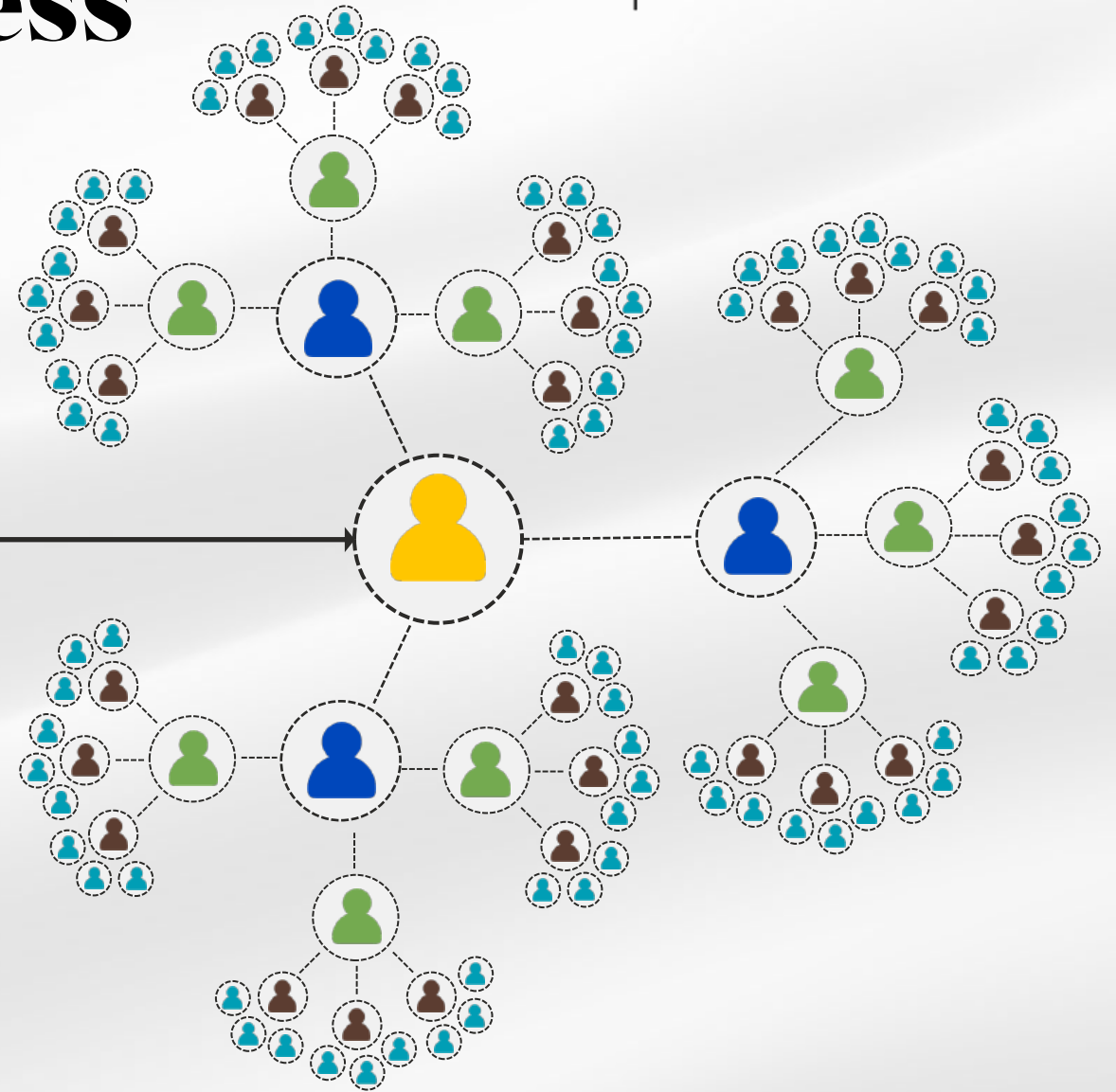
Do you know three people?

3 ➡ 9 ➡ 27 ➡ 81 = 120

How?

- Use the Products
- Develop a customer base
- Help others to build a home-based business

£2,000- £4,000 pcm



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Where to find your Business Partners

FOREVER | What Matters Most...

Personal contacts

At work

At the gym

Social media

Local community

Daily routine

Everywhere



Incentives

FOREVER | What **Matters** Most...

Forever2Drive

Two global trips a year

Chairman's Bonus (annually)

Forever makes no guarantees on awards or success. Less than 4% of active participating, hardworking Forever Business Owners worldwide qualified for Forever's Global Rally in 2021

Your Security

FOREVER | What Matters Most...

Global Business Opportunity

Legacy Business

Personal Development Programme

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Two Ways to Start Your Forever Journey

FOREVER | What **Matters** Most...

Only
£199.75*

Plus: 30-48%
off the products



*Per pack

New Starter Packs

FOREVER | What Matters Most...

Only
£199.75
Plus: 30-48%
off the products

Global business licence to trade across the world

Business blueprint developed over 45 years

Personal business coach and mentor

Supportive community

Own webstore

Access to online platforms and printed support materials

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Will it Work for Me?

FOREVER | What Matters Most...

It will work for you if you take it seriously

In any new venture, time and effort are required

Set goals that inspire you to
achieve **What Matters Most** to you

Attend all **relevant training**

Commit the **time required** to achieve success

Be **self-motivated** and willing to
work closely with your mentor

Have a great **attitude**



Next Steps

FOREVER | What **Matters** Most...

Love what you've seen and can't wait to get started?

Get back to the person who invited you and get registered

Want more information? Join the next **'Spotlight on Forever'** event

Try our outstanding, sustainable, award-winning products

When making your decision remember...

What Matters Most to You!

FBO Online registration: [click here to chose your country](#)

Martina Hahn, FBO since 2002

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