

Does Your Pain Relief Supplement Pass the Longevity Test?

Imagine waking up every morning and feeling refreshed from a good night's sleep that wasn't broken up by pain...

...or raking leaves in your yard and not worrying about being punished with excruciating discomfort in your joints and muscles...

...or eating a meal that doesn't repeat on you...

...or being regular, finally...

...or just having more energy...
and simply feeling great.

These are some of the round-the-clock benefits our clients count on, and is why they take our product every single day...

...some for the past 12 years (and counting)!

**If you're ready for real relief...
with no reported side effects...
please discover more inside!**





Does Your Pain Relief Supplement Pass the Longevity Test?

Dear Friend,

The best relationships last a lifetime because of a commitment to make things work.

Your pain relief solution, especially one you're paying for, should also last a lifetime because it works.

A few months ago, I called about 200 of our clients to ask them about TrueAloe™.

I believe in TrueAloe™ – it was one of our very first products over 14 years ago and I believe in its power so completely that everyone in my family takes it.

Why, I've taken it for 14 years!

But I wanted to make sure it was really doing a good job for my extended family...my customers.

You see, my clients, families, friends and employees rely on NatureCity to deliver the best health products in the world. That's a big responsibility.

So I make certain our products really make a difference and do what they promise.

I discovered...

Many have been taking TrueAloe™ for the past 12 years! And like all good, lasting and healthy relationships...they all said the same thing:

“I WOULDN'T WANT TO BE WITHOUT IT!”

Imagine waking up every morning and feeling refreshed from a good night's sleep that wasn't broken up by pain...

...or raking leaves in your yard and not worrying *about being punished with excruciating discomfort in your joints and muscles...*

...or eating a meal that doesn't repeat on you...

...or being regular, finally...

...or just having more energy...and simply feeling great.

These are some of the benefits my customers were kind enough to share with me.

I'd say TrueAloe™ works!

Here's how it could help you...

New Scientific Studies, published between 2013 and 2016, help confirm the Aloe vera legend is true.

That's because Science finally woke up to Aloe vera's ability to help...

- Soothe aches and pains in your joints and muscles
- Battle embarrassing gas, indigestion and stomach upsets
- Achieve healthier blood sugar, cholesterol and blood pressure
- Normalize dangerous triglyceride and CRP levels and oxidative stress,
- Protect your brain and keep it sharp
- Improve wrinkles and and skin elasticity
- Boost energy
- Develop a stronger immune system

And just feel...better!

...by continuously helping your body battle the most dangerous enemy to your health – out of control inflammation levels.

Is inflammation simmering in your body?

Inflammation is your body's attempt at self-protection.

But inflammation must be tightly controlled... turned on at the right moment and, just as critically, turned off.

When it's not turned off, inflammation can simmer in your body for



“My wife and I love TrueAloe

“I have struggled with irregularity, pain & inflammation and diabetes for 20 years. Since using TrueAloe, I'm much more regular, my pain has decreased at least 75%, my inflammation is 80% less, and my blood sugar levels are better. My wife and I love your TrueAloe product. It gives us more energy and our digestion and regularity improved a lot.”

– **Ralph B., Pacoima, CA**

“You saved my life!”

“I just want you to know your product helped save my life. A recovery program helped me get clean from the pain pills I became addicted to because of my pain.



Your capsules took away my joint pain to this day, and helps me stay drug free. Thank you.”

– **William M., Tampa, FL**

decades with profound implications for your health.

You may not know it, unless you're tested for it.

But if you're suffering with joint and muscle aches and pains, you know it's there.

In fact, more and more research shows that simmering inflammation is also involved in heavy hitting illnesses that affect your heart, gut, blood sugar, and brain.

Aloe contains 6 natural inflammation fighters

A dedicated team of researchers and scientists has spent years at the forefront of Aloe science and Ivan E. Danhof, M.D., Ph.D., is considered by many to be the world's foremost authority on Aloe vera, having spent over 30 years researching Aloe.

Dr. Danhof discovered that Aloe vera is one of the most powerful inflammation fighters in nature, and its ability to sense health needs and quickly help solve, soothe and sup-

port give it a versatility that has been well documented from the time of Christ onwards.

Its 6 natural inflammation fighters work obediently...without any reported side effects:

- 1. Choline salicylate:** an aspirin-like molecule that battles pain. Unlike aspirin, the choline salicylate in Aloe does not hurt your stomach or digestion. In fact, it promotes GI health!
- 2. Bradykininase:** this enzyme goes after and turns off bradykinin, a material that's keeping inflammation burning deep within your cells.
- 3. Cox-2 inhibitors:** Aloe has two Cox-2 inhibitors that help smother pain without any dangerous side-effects.
- 4. Magnesium lactate:** blocks the release of histamine, a major source of inflammation misery.
- 5. Alprogen:** this small glycoprotein stabilizes the mast cells that contain all the pro-inflammatory molecules; blocks release of histamine and leukotriene (inflammatory agents);



"I feel NatureCity must be a family of friends. You really care!"

"I have suffered with acid reflux most of my adult life. I was prescribed a drug to take but I had a reaction to it. I can't take any of the proton pump inhibitor medications. TrueAloe is the first, true relief I have had from stomach problems in years! My usual daily dose of TrueAloe is 5 capsules but if I am having a bad day I can take an additional pill or two to get it back in line. Because TrueAloe is a natural product I can do that without fear of over-medicating like (what would happen with) a prescription drug.

I feel like NatureCity must be a family of friends. I feel like you really care about your customers."
- Carol K., Roanoke, VA

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On behalf of the entire NatureCity® family, thank you for taking the time to get to know us!

Our goal is simple... it's to help make your life better and more enjoyable by improving your health, mobility and appearance.

You're reading about the amazing health benefits that are possible when you take TrueAloe™ every day. Even better, these benefits are being confirmed in lots of scientific studies and clinical trials, and that's important.

But the most important thing I'd like you to know is:

“If we won't take it, we don't make it”

Let's face it, every supplement marketer claims to make high quality products. You never see someone advertise “we use the cheapest ingredients and manufacturer we can find.”

And the truth is some companies make very good products - but many more put their interests ahead of yours and make products I wouldn't think of putting into my body.

If there's only one thing I hope you remember about NatureCity®, it's the following line... “If we won't take it, we don't make it.”

You see, the reality is our



**NatureCity® founders
Beth and Carl Pradelli**

employees, families and friends have the same health concerns as you. We formulate products for ourselves as much as for you.

And we all demand nothing but the best – and that's what NatureCity® constantly strives to provide, even when it costs the business more money.

Here's the bottom line... we don't just sell NatureCity® products, we use and depend on them. And if we have a concern about a product or ingredient that would cause us to hesitate for even a second about using it – you'll never see it in a product with the NatureCity® logo.

It's the ultimate quality control statement... and it doesn't get more personal!

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inhibits many enzymes which release pro-inflammatory materials.

6. Plant sterols: Unlike synthetic drugs, Aloe's natural sterols rush to the SOURCE of inflammation and help turn it down...without side effects like bloating, mood disruptions or weight gain.

Aloe's true botanical gift.

But Dr. Danhof also discovered the secret ingredient that is the backbone of Aloe vera's unique health properties – polysaccharides.

A polysaccharide is a simple sugar composed mainly of glucose and mannose.

Polysaccharides monitor your cells...and when they detect a problem – like smoldering inflammation fires – they direct your body's natural fighters to work – and help make the pain and problem go away.

According to Dr. Danhof, the length of a polysaccharide chain

determines its health attributes:

- * **Small chains** help control inflammation and normalize blood sugar;
- * **Medium chains** scavenge free radicals;
- * **Large and very large chains** help boost your immune system.

No wonder Aloe vera was recently the #1 herbal supplement in America!

But beware! Not all Aloe supplements can work miracles!

In fact, some Aloe industry experts estimate... **as much as 75% of Aloe vera sold today may not be pure...or has lost up to 40% or more of the beneficial nutrients.**

You see, Aloe's nutrients are found in two places: the gel (what oozes out when you break off part of the leaf) and the outer rind.

The gel is 99.5% water and is where Aloe vera stores nutrients for

“I believe TrueAloe is doing wonders for my whole insides”

“I have been taking TrueAloe for over a year and have noticed remarkable improvements in my health.



Ten years ago I was diagnosed with a gastrointestinal problem. I have had no flare-ups since I've taken TrueAloe and noticed I can eat things I couldn't before.

I started with 4 capsules twice a day for the first bottle and then 2 capsules twice a day. After about a month, I noticed decreased pain in my hip and joints and I wasn't waking up with neck pain anymore. Now I was able to put 3 cords of firewood in my basement for winter, bending, stooping and lifting without pain! I wasn't sore at all.

I am 63 years old and wish I had found TrueAloe sooner. It has really made a good difference in my life. I will continue to take this remarkable product because I believe it's doing wonders for my whole insides.”

– Elaine D., Northfield, NH

Individual results may vary

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Aloe's True Pioneer and NatureCity® Partner to Bring You the Best!

You'll be pleased to know that TrueAloe™ was developed in partnership with one of the world's foremost authorities on Aloe vera, Ivan E. Danhof, Ph.D, M.D.

You can read about Dr. Danhof's distinguished career in medicine below. He has spent much of his last 30 years researching the Aloe vera plant.

In fact, in the late 1970s, Dr. Danhof was the first to identify the various nutritional components in Aloe vera...hence why many of his peers call him one of "Aloe's true pioneers."

To date, Dr. Danhof and others have identified over 300 biologically active compounds in the remarkable Aloe vera

plant... almost five times more than any other plant Dr. Danhof has come across in the world.



Dr. Danhof and NatureCity® President Carl Pradelli share a common goal... *keeping you as healthy as possible!*

As important, NatureCity® uses Dr. Danhof's patented process that maximizes the potency of TrueAloe™ - so you can get the most benefits.

What's more, **Dr. Danhof personally inspects and tests every batch of Aloe vera used in TrueAloe™** to ensure it meets his high standards for purity and quality. You won't get it, if Dr. Danhof hasn't inspected it!

Read on to learn about Dr. Danhof's "secret garden".....his handpicked location for growing the best organic Aloe vera possible!

Introducing Dr. Ivan E. Danhof, the world's leading authority on the Aloe vera plant

Dr. Danhof attended the University of North Texas where he received a bachelor's degree in biology and chemistry, and a master's degree in microbiology.

He continued graduate studies at the University of Illinois where he earned a second master's degree in nutrition and a Ph.D. in physiology.

He then attended the University of Texas Health Center Southwest Medical

School to earn a Doctor of Medicine degree with clinical specialties in internal medicine and gastroenterology.

He has published more than 80 research papers and served as a consultant to several pharmaceutical research institutes as well as the Food and Drug Administration.

But it was as a Fulbright scholar in 1969 and 1970 that Dr. Danhof discovered



the power of herbal medicines.

As a result of his unique training and background, Dr. Danhof has become recognized as one of the world's foremost experts on medically active herbal molecules (such as Aloe polysaccharides).

Of particular importance are his discoveries of the functional components and unique molecules in Aloe vera.

At NatureCity®, we work with the best to bring you the best!

Here's why you can be sure every small, easy to swallow capsule of TrueAloe is 100% Pure and Potent



TrueAloe contains 100% USDA certified organic Aloe vera grown in ideal, pristine conditions – virtually pollution and chemical free.

Each batch of TrueAloe is personally analyzed by Dr. Danhof to ensure purity and potency before it gets bottled and delivered to our clients.



There are no fillers or additives. Just 100% pure organic Aloe Vera.



TrueAloe has been certified with the Seal of Approval by the independent

TrueAloe's potency is maximized using a patented method that took over 30 years to develop by Dr. Danhof.

International Aloe Science Council (IASC) validating its Aloe content and purity.



future use.

But here's what most supplement makers miss – these nutrients are manufactured in the outer rind of the plant. As a result, the outer rind contains about 200% more nutrients than the gel!

But many aloe-like supplements do not include the outer rind. They only use the gel.

That's because it's an expensive process to remove the outer rind without damaging the potency. It must be done gently by hand.

To keep costs low (and their profits high) the outer rind is often just thrown away. After all, they can still claim their product has Aloe!

But it's shortchanging you on health benefits.

It's like the difference between brown rice and white rice.

Brown rice is a whole food. Only the hard, outer hull has been removed, which does not damage its nutritional value.

Brown rice is naturally loaded with manganese, selenium, phosphorus, copper, magnesium and niacin (vitamin B3).

This combination of nutrients knows how to work together to nourish you and help make you healthier.

How healthy? Well, eating two or more servings of brown rice is associated with an 11% reduced risk of developing Type II diabetes.

White rice began life as brown rice, but in addition to the hull, the bran and germ layer are removed,

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destroying 67% of vitamin B3, 80% of vitamin B1, 90% of vitamin B6, half the manganese, half the phosphorus, 60% of the iron, and all of the dietary fiber and essential fatty acids.

Throwing away the bran and germ layer destroys the nutrients and their ability to work together to do good things in your body!

In fact, because it's nutritionally broken...it's potentially dangerous. If you eat five or more servings of white rice every week, you increase your chances of developing Type II diabetes 17%!

But the #1 reason other Aloe supplements don't work is...

In working with Dr. Danhof, I learned that the #1 reason many Aloe-like supplements disappoint is that many manufacturers are literally cooking out most of the nutritional value!

Because the inner gel is 99.5% water, they get rid of the excess water by using high temperatures.

Heat destroys polysaccharides, enzymes and nutrients – and much of the Aloe you see for sale was pulled from the ground, then sat in the full, hot sun for hours, then was run through a machine to remove the valu-

able outer rind and dispose of it...and then literally cooked with high heat.

Ralph B. has been taking TrueAloe for the past 5 years,
"I'll take TrueAloe as long as I live.



How TrueAloe is grown, developed, made and packaged (is important). I don't think anyone can package it like you do. You people are good people. I appreciate having you as someone I can go to and believe in."

Much of the valuable nutrition is boiled out.

Some industry experts estimated that as much as 85% of other Aloe vera products are made using a damaging high heat process!

That's why I teamed with Dr. Danhof to create the most powerful aloe supplement possible – TrueAloe™.

In a secret garden, protected by geese, untouched by pesticides, is a pristine corner of the world known only to a few...

"I was able to quit taking my acid reflux medication!"



"Since taking TrueAloe, my doctor adjusted my medication for acid reflux – no more problems with that – and have also had a noticeable improvement in my blood sugar. I have been able to cut my medications in half, and am hoping to do without altogether."

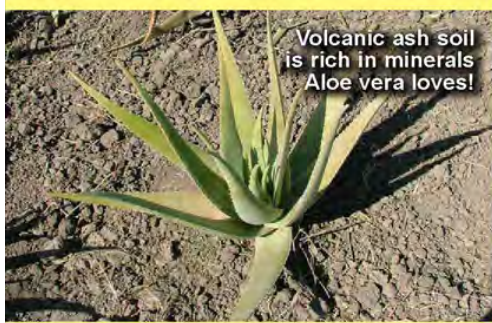
– Mary B., Dresden, OH

Individual results may vary

Your TrueAloe™ is Grown in Perfect Conditions...



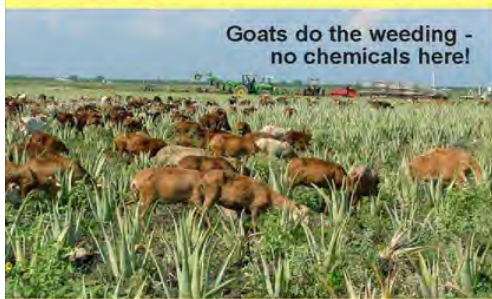
Pollution-free environment ideal for growing organic Aloe vera.



Volcanic ash soil is rich in minerals Aloe vera loves!



Plants are irrigated by mountain spring water



Goats do the weeding - no chemicals here!



Aloe leaves are hand-harvested at peak potency

...where the finest Aloe vera in the world is grown.

That's because it's hand-harvested and hand-filleted – delicately removing the inner gel as well as the outer rind – and then processed with a patented freeze-drying method developed by Dr. Danhof that protects and preserves the valuable polysaccharides, enzymes and nutrients.

Only TrueAloe™ contains an abundance of polysaccharides...

...it's 75% more potent than some other brands!

The scientists at a North Texas Research Lab compared TrueAloe™ to three other Aloe vera powders (all made from the gel and outer rind) from prominent Aloe vera farms and manufacturers in Texas, Mexico and Florida.

In the study, each was tested to determine the amount of biologically active Aloe polysaccharides present.

TrueAloe™ contained 75% MORE of the potent polysaccharides than each of the other 3 Aloe vera powders.

That's why...

TrueAloe™ helps you say goodbye to joint and muscle aches and pains.

The published results of exciting human studies reveal that not only can Aloe vera help soothe and calm joint and muscle aches and pains, these other outstanding and long-term health benefits could finally be yours.

Carol N. has had pain relief for the past 6 years, "The pain in my feet got to the point where I could barely walk. Meds make my heart race. So I just upped my TrueAloe and everything was great. It made a believer out of me – all you have to do is try it."



Donna S. has enjoyed taking walks for the past 9 years, "I had trouble walking and a lot of pain. TrueAloe did help tremendously. I went off it once and noticed a big difference – I couldn't walk like I do today, for 30 minutes, without it."



Say goodbye to occasional burpy, bubbly, acidic stomach and embarrassing gas, irregularity and bloat.

A pilot, randomized, positive-controlled trial published in the *Journal of Traditional Chinese Medicine* investigated the power of Aloe vera polysaccharides to help with acid reflux.

The 79 participants were either given (i) Aloe vera, (ii) a popular antacid or (iii) a proton-pump inhibitor.

The frequency of eight health issues was assessed at weeks 2 and 4: heartburn, food regurgitation, flatulence, belching, dysphagia, nausea, vomiting and acid regurgitation.

All symptoms were reduced at just 2 weeks in the Aloe vera group!

Plus, there was further noticeable improvement in the frequencies of heartburn, flatulence and belching that continued past the 2 weeks.

These results were also noted with the prescription medications BUT, as you may already know, proton-pump inhibitors and antacids can have dangerous side effects when

used for more than 10 days such as:

- Kidney problems
- Low vitamin B12 or magnesium levels
- Increased risk of broken bones in the hip, wrist or spine
- Diarrhea or constipation
- Bleeding
- Increased heart rate

TrueAloe™ has zero reported side effects – we have clients who have been taking it for over 12 years and counting!

Results of a double-blind, randomized, placebo-controlled trial were published in the April-June 2015 issue of *Annals of Gastroenterology*.

44 hospital outpatients suffering from ulcerative colitis (UC) were randomly given either Aloe vera or placebo for 4 weeks.

Symptoms of UC include abdominal pain and cramping, diarrhea, fatigue, fever and rectal pain.

In just 4 weeks, 47% of the patients who received the Aloe experienced relief from their symptoms. In addition, inflammation was measured – and had been reduced – at

the cellular level.

But most encouraging was the conclusion that Aloe vera is safe!

With TrueAloe™, symptoms subside and you just feel... better.

In his paper, "Effect of Orally Consumed Aloe vera juice on Gastrointestinal Function in Normal Human Beings," Dr. Jeffrey Bland concluded from the results of his clinical trial that Aloe vera helps soothe and settle your gut in the following ways:

- Improved digestion without causing diarrhea
- Acts as a buffering agent to normalize the pH (balance between acid and alkaline)
- Reduces yeast content
- Promotes a more favorable balance of gastrointestinal symbiotic

Margaret G. has had a happy gut for over 9 years,
"No more stomach trouble. I think it's a wonderful product and I've never stopped taking it."



Allie A.'s stomach is calm and quiet for over 5 years now,
"It's helped my digestive system. I stopped taking it once and started feeling pain in my stomach, so I went right back on. I believe it's what's keeping me alive."



bacteria

- Improve bowel regularity

AND, as exciting,

- Participants reported an increase in energy levels and improved sense of well-being. They simply felt better.

This just in: Aloe helps manage blood sugar levels!

The statistics on prediabetes are frightening.

More than 1 out of 3 adults have prediabetes.

9 out of 10 do not know it!

15 – 30% of people with prediabetes will develop Type II diabetes within 5 years.

That's why a team of scientists conducted a study on prediabetes and Aloe in 2015. The study, published in the *Journal of Diabetes & Metabolic Disorders*, is full of hope:

Participants in the study included 72 people with pre-diabetes symptoms. Over the course of 8 weeks, one third took 300mg of Aloe vera twice a day, one third took 500mg twice daily, and the final third took a placebo.

The researchers measured fasting blood glucose, HbA1C and lipid profiles at the onset of the study, at the 4 week mark, and at the end.

After 4 weeks, those in the 300mg group had significantly lower fasting glucose levels compared to the placebo group, as well as lower HbA1C levels at the end of the study.

But the 500mg group had even better results!

Fasting glucose levels declined on average from 111mg/dl to

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Barbara B. has just felt better for the past 6 years, “TrueAloe is a multiple benefit product. It helps with my joint discomfort, and it’s good for my overall health and managing my blood sugar. I would recommend it to anyone. It’s natural and a good product.”



Melinda J. has been getting joint health and blood sugar support for the past 7 years, “It’s a gentle, steady improvement. It keeps things healthy that might go wrong otherwise. My whole family has joint and blood sugar problems, but I only have a little stiffness and good blood sugar. My joints are in good shape for someone who’s 77 years old.”



104mg/dl over 8 weeks, while HbA1C levels improved from 6.0 to 5.6. reported!

The surprise result? Improved cholesterol and triglyceride scores.

Remarkably, after 8 weeks total cholesterol improved from 243mg/dl to 218mg/dl. This was driven by improvements in LDL cholesterol (152mg/dl to 138mg/dl) and triglyceride levels (179mg/dl to 169mg/dl). HDL cholesterol levels also improved from 31mg/dl to 35mg/dl.

Once again, no side effects were

Another recent study, published in the June 2016 issue of *Nutrients*, confirms Aloe as a beacon of blood sugar hope.

In this study, five randomized controlled trials involving 415 prediabetic and early non-treated diabetic participants were evaluated.

This study is important, because if you get to the point where you need to rely on current medications to control blood glucose, it may result in dangerous side effects over time, such as

“I’ve tried others – TrueAloe is the best!”

“I have irritable bowels and some joint pain. Aloe is part of the plan to deal with the pain. I have found TrueAloe far superior and more convenient than liquid Aloe.



Since I started using your product six weeks ago I feel much better and have much less irritability. I have also noticed significant reduction in my joint pain. Thank you!”

– Paul N. • Indialantic, FL

Individual results may vary

“Thanks for a product that works!”

“My doctor said I needed hip surgery in my right hip because nothing could stop the pain. I started taking TrueAloe and most of the pain was gone in 2 weeks. My doctor said to keep doing what I’m doing. Thanks for a product that works!”



– Delbert C., Mounds, OK

increased risk of liver toxicity, weight gain and cardiovascular problems.

Aloe was declared a winner!

Compared with controls, Aloe vera supplementation significantly reduced the concentrations of fasting blood glucose, glycosylated hemoglobin A1c, triglyceride, total cholesterol, and low density lipoprotein-cholesterol (LDL).

Plus, Aloe vera was superior to the placebo in increasing serum high density lipoprotein-cholesterol (HDL).

What’s going on here? How can a plant help battle inflammation AND blood sugar?

Great question! In July 2006, a team of Japanese researchers published a study in *Biological & Pharmaceutical Bulletin*.

They had successfully identified the 5 phytosterol compounds that help explain Aloe’s extraordinary ability to help balance your blood sugar safely and effectively.

In fact, phytosterols are now being added to the foods you eat to help improve cholesterol!

But not only can TrueAloe™ help keep you blood sugar levels where you want them, it’s one of nature’s most effective heart health protectors.

5,000 patients demonstrate Aloe vera’s silent, surprise bonus – better heart health.

In 1985, O.P. Argawal, M.D., completed a landmark 5-year study of 5,000 patients with heart disease.

Aloe vera was added to their bread at lunch and dinner.

All patients were instructed not to consume alcohol during the study and smoking was not allowed.

After just 3 months, 93% of the patients experienced a significant improvement in serum cholesterol and triglyceride levels.

Could Aloe vera be an overlooked heart health protector?

But an unexpected and amazing “side effect” emerged at the end of the 5-year study.

Not one of the 5,000 patients taking Aloe vera had suffered a fresh heart attack.

You see, according to the American Heart Association:

One out of four men and one out of three women who live through an attack will die within the following year; most often of cardiac arrest or another heart attack.

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As Dr. Agarwal remarked: "... the most interesting aspect of the study was that no unwanted side-effect was noted, and all the five thousand patients are surviving to date."

New study reveals Aloe vera battles the 4 biggest threats to your heart.

It's important to manage your triglyceride and cholesterol levels...but there are two more dangers to your heart that Aloe vera helps battle:

C-reactive protein (CRP) and oxidative stress.

CRP is a protein that is an indicator of inflammation in your body.

In studies involving large numbers of patients, CRP levels seem to be correlated with levels of heart disease risk.

In fact, CRP seems to predict cardiovascular risk at least as well as cholesterol levels do.

Data from the Physicians Health

Are you paying for Aloe or filler? Take the 2-cent iodine test.

- 1** Go to the drug store and buy a bottle of iodine.
- 2** Pour about 2-cents worth of iodine in a clean dish or bottle cap.
- 3** Gently open 2 or 3 Aloe capsules, and pour the powder into the iodine. Stir. Wait a few minutes.
- 4** If the liquid turns blue/black, guess what? You've got capsules loaded with maltodextrin! It's not pure Aloe!
- 5** Do the same with a TrueAloe capsule...it gets stained by the iodine, but does not turn blue or black.

That's because every capsule of TrueAloe is made from the entire Aloe leaf...no fillers allowed.

Iodine Alone



TrueAloe™ added to iodine



Competing Aloe product added to iodine



TrueAloe™ does not turn black in iodine because it's pure Aloe!

This competitor's Aloe product turns pitch black because it's made with starch! Customers of this company are being ripped-off!

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In their own words, hear from our happy clients... who use TrueAloe for years... who

Rose D., 7 years, "I feel better; I have more energy and strength. And I'm more active."



Connie H., 5 years, "My husband's hand wouldn't open up in the morning, and he had other aches and pains. TrueAloe works! His hand opens right up. And when I don't use it, I feel worse."



Alton A., 6 years, "I took it for joint pain. It also helps your stomach. I order a year's supply at a time. I trust TrueAloe."



Donald D., 9 years, "My wife and I both take it. I went off it for surgery once, and I just didn't feel as well and my joints didn't function as well. I'll never be without it."



Stan T., 5 years, "I first started taking it for lower back pain. It works for me. I have less stiffness, less nerve pain, I'm more flexible and not as sore after a workout."



Birgit W., 10 years, "I first started taking it for joint pain and then one night I realized, 'Hey! I don't have reflux anymore!'"



Norman K., 10 years, "I'm still living. I guess it's doing me some good! I take it every day."



Marilyn W., 11 years, "It made a difference with my joint pain! I was able to sleep through the night without as much pain and my joints weren't as tender and sore when I move my hands. I stopped taking it once – and everything started hurting again."



Shirley F., 5 years, "It has helped me tremendously with my back and knees. I've never stopped"



Individual results may vary

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Here's what some of our customers who have been taking TrueAloe would like you to know:

taking TrueAloe. You have to care about yourself and your health and be on top of it...and I am."

Joe H., 11 years,
"We're from Hawaii. We know about aloe. We take it because it keeps us healthy. We just love it."



Beverly H., 6 years,
"I take it for my general well-being. I'm almost 80 and I can bend over and pick anything up off the floor."



Luther G., 9 years,
"It helps my joint pain. It keeps my pain down. I stopped (taking it) once and the pain was more intense."



Yvonne N., 9 years, "I stated taking it for pain and indigestion. I kept using it because I feel better. I'm very pleased with TrueAloe. And, AloeCran has been the best!"



Dianne S., 9 years,
"I was hurting in my body and joints. TrueAloe helps me. If I miss a couple of days (taking it) that hurting comes back with a vengeance. It's just made such a difference."



I've been to doctor after doctor after doctor telling them how bad I hurt and they want to give you drugs. TrueAloe is a wonderful alternative."

Russ R., 9 years, "I take it mostly for aches and pains – more in my right shoulder. It's great, I think. It helps with digestion."



Mary T., 11 years, "It worked really fast. I struggle with pain in my hands and my curling iron would (just) fall out of my hands. After about a week (taking TrueAloe) it stopped falling out."



Melvin D., 12 years, "It's helping my knees."



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Study, a clinical trial involving 18,000 apparently healthy male doctors, found that elevated levels of CRP were associated with a threefold increase in the risk of heart attack.

And in the Harvard Women’s Health Study, results of the CRP test were more accurate than cholesterol levels in predicting heart problems.

Women in the group with the highest CRP levels were more than four times as likely to have died from coronary disease, or to have suffered a nonfatal heart attack or stroke compared to those with the lowest levels.

Dangerous CRP and oxidative stress defeated!

In a recent randomized, placebo-controlled study, participants in the test group took 1 gram of Aloe vera daily for 8 weeks.

On average, total cholesterol among the participants taking Aloe vera declined by 9.7% – from 206mg/dL to 186 mg/dL.

As important, LDL cholesterol was reduced by 12.5% -- from a borderline high level of 135mg/dL at

the beginning of the study to a near optimal level of 118mg/dL at the end of 8 weeks.

Triglyceride levels declined by 4.8% on average – from a high of 156mg/dL to a low of 148mg/dL.

Aloe vera reduced CRP levels by an astounding 38%!

Lastly, the researchers measured an indicator of oxidative stress: isoprostanes.

Oxidation occurs when molecules in your body lose an electron and become free radicals. Just like oxidation damage turns a peeled apple brown, free radicals also damage your body.

For example, cholesterol becomes a much more dangerous molecule once it is oxidized. So it’s not enough to maintain normal cholesterol levels, you also have to reduce the potential for oxidation. To do this you need adequate antioxidant protection.

Aloe vera has been shown to help support increased levels of key antioxidants in your body. And in this same study, users were found

“Amazing relief from pain and stiffness.”

“I have pain in my knee and pain and stiffness in my neck and shoulders and, recently, my right foot. Since taking TrueAloe, I have had amazing relief from pain and stiffness. I no longer take over-the-counter or prescription drugs, since I try to avoid their side-effects to my liver and kidneys.”

– Miriam P., Philadelphia, PA



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CALL NOW 1-800-651-3066

Dear Mr. Pradelli,

I want to submit this as my testimonial.

For the past 7 or 8 years I have been taking a large number of medicines. A few months ago I received my first order of TrueAloe - and I started taking it the same day.



I had been taking 2 Tylenol at bed time so I could rest. After one week of TrueAloe, I have not had another Tylenol.

Up to this date, I have been gradually able to stop taking three prescription medications and one blood pressure medicine.

I can honestly say I am feeling better than I have in years!

For the last several years, I have had to pay someone to do my yard work. I have now started doing a lot of it myself again.

In addition to feeling better, my blood pressure is in a better range and more stable than it has been in a long time.

Thank you for a great product!

Sincerely,
Charles K.
Charlotte, NC

**TrueAloe™: 100% Pure and Potent
Aloe That Delivers Real Results!**



Supplement Facts	
Serving Size: 2 Capsules Servings per Container: 60	
Amount Per Serving	
Organic Aloe vera leaf (200:1)	400 mg*
<small>* Daily value not established.</small>	
Ingredients: organic Aloe vera, capsule shell (gelatin).	

↑ No fillers or additives,
just 100% pure organic
Aloe vera in a capsule.



**Small, easy to
swallow capsules**

Individual results may vary

Why TrueAloe™? Because it Works!



“My urology doctor son-in-law is happy with TrueAloe, too!”

“I play the banjo for fun but my fingers got so stiff I couldn’t play. After taking TrueAloe for a few days my mobility’s much improved. Our daughter and son-in-law are taking your products. He is a urology doctor and is happy with your products, too!”



– Edgar & Martha E., Johnson City, TN

“At last! NatureCity is truly the best. I’m a customer for life!”



“At last! After dozens of trials with other products from other companies, NatureCity really, really delivers what you say you can. You are truly the best!”

I have basal joint pain in my right thumb. I teach music and play piano professionally. I have much better movement – very little stiffness – and although there is still some pain it is a very small amount. NOTHING has helped me nearly as much. You’ve got a customer for life!”

– Russell W., W Henrietta, NY

“I won’t be without it again!”

“I take TrueAloe for my joint pain. I followed the initial dosage of 8 capsules a day and now take 4 capsules a day. It has totally taken away the joint pains in my hands. Once I ran out and the pain returned. I won’t be without it again!!”

Valerie P., Honolulu, HI



“TrueAloe is the only product that works for me!”

“I started using TrueAloe because of the pain in my neck, shoulders, feet and legs. Your product is the only one that really works for me. I know, because I have tried them all. I’m 80 years old and still work on power motors – my hobby after I retired in 1998. Now I’m like the little rabbit. I just keep going and going!”

– Hayden C., Leitchfield, KY

Individual results may vary

Katherine G. has been boosting her vitamin power for the past 5 years, “I like it because it helps make the other vitamins you take be more effective. I really like it for the energy it gives you. I especially like the Club membership because it saves you money.”



Randall B. has been enjoying enhanced benefits for the past 6 years, “I was looking for an aloe (product) that would actually be absorbed in the body.”



to have significantly improved their antioxidant status.

To measure this impact, researchers recorded levels of *isoprostanes*. These compounds are created when fats like cholesterol and triglycerides become oxidized inside your body.

Aloe vera reduced isoprostane levels by a very significant 32%

This is a clear indicator of less oxidative stress...a bonus for your heart and the rest of your body.

Aloe vera also helps protect your brain...

...and possibly your independence.

I'm very excited to share with you the results of a ground-breaking study published in the January 2013 issue of the *Journal of Alzheimer's Disease*.

Alzheimer's is devastating and the thought of losing my independence and the life I've worked so hard to enjoy with my family is frightening. For all of us.

The thing researchers are finding out is loss of brain power doesn't just happen over the course of months or even a few years – it happens over decades.

So the sooner you act to help protect your brain and memories, the better!

Aloe vera again shown to help...

The University of Miami Miller School of Medicine conducted a study of 34 patients diagnosed with moderate to severe Alzheimer's disease.

Over the course of 12 months the participants took 4 teaspoons daily of an aloe polymannose multinutrient complex (APMC). This supplement contained aloe vera and other key ingredients.

The researcher were delighted that at the 9 month marker, 46% of the participants showed notable cognitive improvement as marked by a standard cognition test.

The researchers also noted an average 377% increase in stem cell production which indicates the brain was actively replenishing itself!

Plus, immune functioning also improved.

According to the researchers:

“Given that cognitive functioning worsens over time in the typical patient regardless of treatment, our finding that cognitive functioning

Edda M. has been feeling terrific for the past 6 years, "If it helps outside your body, it can help inside. I tried another brand – biggest mistake I ever made! That's when I called NatureCity and reordered TrueAloe."



Helen L. has been taking it daily for the past 6 years, "I had pain in my knee. If I would sit down for a while, I had to sort of move my knee around so I could walk. I read about TrueAloe and I ordered some. It did help me. That's what made me continue taking TrueAloe all these years. It also helped with my digestion. The only thing is to buy it and try it for yourself. Everyone is different so it might take longer to work or it might work faster."



improved on the ADAS-cog cognition score is promising."

absorption of BOTH of these vitamins – and should be used as complement to them.

**B is for Brain, Bio-availability & B12,
C is for Cognition & Calcium,
E is for Ears**

Even better, a study conducted by researchers from the The University of California Davis confirmed the benefit with vitamin C – but also found Aloe boosts the absorption of vitamin B12 too, even after 24 hours!

We're talking about vitamins! These three – vitamins B12, C and E – are essential for health, yet as you get older your body is less able to absorb them.

**Every serving of TrueAloe™
is helping your vitamins
work for you round-the-clock.**

And here again TrueAloe™ comes to the rescue by helping your body put more of the vitamins you consume to work...

Plus another exciting discovery...

**Aloe shown to boost
absorption of Vitamin C by
304% and Vitamin E by 369%**

As you may already know, the ORAC (Oxygen Radical Absorbance Capacity) scale measures antioxidant potency. In this study, Aloe vera was shown to boost Vitamin C and B12's natural ability to incapacitate free radicals.

Published in *Phytomedicine*, a study done by researchers at the University of Scranton found that combining Aloe vera with vitamin C and vitamin E boosted the absorption of both vitamins by over 300%.

In fact, the Aloe helped keep ORAC levels high even after 24 hours!

What's more, the researchers noted that Aloe vera is the only known supplement to increase the

According to Dr. Sridevi Devaraj, associate professor at UC Davis' Laboratory for Atherosclerosis and

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Metabolic Research,

"It's clear that consuming Aloe vera along with vitamin supplements would be beneficial especially among populations for whom B12 deficiency is an issue, such as the elderly. Based on this study's results, Aloe vera may be considered as an effective approach to getting the most out of any vitamin supplement program."

Even wrinkles start to disappear!

That's why Queen Cleopatra said Aloe vera was her beauty secret.

She may not have had the sci-

ence, but she certainly could see the results in her mirror.

Until recently, no studies had been undertaken to determine the anti-aging effects of Aloe.

A recent study says Cleopatra was right! 30 women over the age of 45 were given either 1,200mg or 3,600mg of Aloe vera for 90 days.

They were not allowed to use anti-wrinkle/whitening cosmetics, topical retinoids or chemical peels, or take any other functional food or vitamins during the study.

Turns out, when you take Aloe,

TrueAloe™ earns the International Aloe Science Council (IASC) Seal of Approval!



The IASC is a not-for-profit "watchdog" agency that makes sure products marketed as containing Aloe vera are authentic.

Attaining IASC Certification is a significant process, and represents our commitment to a high level of purity, content and integrity in TrueAloe™.

The Certificate demonstrates that TrueAloe™ passed a rigorous, professional inspection and audit for TrueAloe™ and that the content and purity of TrueAloe™ has been scientifically validated and certified by an independent group of professionals.

We're proud of this accomplishment...and it proves that TrueAloe™ is the purest Aloe you'll find. When you buy TrueAloe™ you're getting 100% Aloe – no fillers. The IASC Certificate proves it!



"The IASC seal proves its REAL"

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Dudley M's wife has trusted TrueAloe for the past 12 years, "My wife had a knee replacement and joint pain set in. TrueAloe knocks out most of the inflammation so she can get around. She stopped taking it once, and her knee started swelling.



Your pain didn't come overnight, and it won't leave you overnight. Give TrueAloe a chance!"

you may not need those things to help turn back the clock!

The study concluded that Aloe vera significantly improves wrinkles and elasticity and increases collagen production.

It's like having a mini fountain of youth in every capsule of TrueAloe™!

With TrueAloe™, you'll feel younger and healthier from the inside out. Year after year!

TrueAloe™ is truly the gold standard in natural health.

I hope you'll give it a chance to help soothe and ease your

- joint and muscle aches and pains
- stomach, gas and digestion concerns
- blood sugar levels
- fine lines and wrinkles...
- while also silently protecting your heart and brain.

Every single day, every capsule of TrueAloe™:

1. Delivers a powerful combination of polysaccharides – shown to be 75% more potent than some other brands.
2. Is 100% REAL Aloe vera from both the gel and the outer rind – not a single filler or additive.
3. 99.999% free of anthraquinones – the agents that have an undesirable laxative effect.
4. Contains 100% USDA certified organic Aloe vera.
5. Has received the coveted Seal of Certification by the International Aloe Science Counsel (IASC).
6. Each batch of TrueAloe™ is personally analyzed by Dr. Ivan Danhof (see page 7) to ensure high quality and purity.
7. Comes with my exclusive, no-questions-asked, 365-day guarantee – you never risk a penny!

Take an entire calendar year to give TrueAloe™ the chance to work for you... with absolutely zero risk!

I believe in the power of TrueAloe™ so deeply, that I'm happy to include a guarantee that's almost unheard of: A full 365-day guarantee.

TrueAloe™ has helped thousands and thousands of customers not be burdened by pain ...

...enjoy what they eat without worrying they'll have to "pay for it" later...

...maintain healthy blood sugar...and just feel plain better...

and many have been taking it

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\$56.95 in FREE GIFTS Just for Trying TrueAloe™!



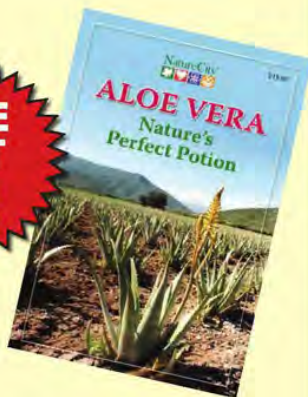
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every day for 12 years and counting!

Here's how the 365-day Guarantee works:

1. For fastest service, please call **1-800-651-3066** right away!
2. Or, detach and send the Certificate on page 31 of this report.
3. I'll rush your supply of TrueAloe™ directly to your mailbox for our lowest price ever.
4. Then, please try TrueAloe™ for a full 365 days.
5. If you're not satisfied...for any reason...simply return the unused portion for a full refund.
6. 100% Guaranteed. No questions, no phone calls, no hassle, no gimmicks.
7. All your free gifts are yours to keep and enjoy!

365 days to try something that could work for 4,380 days...or even for the rest of your life... is a fair deal

There's one more fair deal I'd like to share with you.

When you order what we call our "BEST VALUE DEAL," not only will you pay the lowest price available – saving \$97.73 for a 6-month supply – I'll also include one addi-

tional, free bottle of TrueAloe™.

Why?

We've discovered that the best way to get the maximum benefit... and faster results...is to begin with an increased amount of 4 capsules twice a day (8 capsules total) for the first 14 days.

After 14 days, you take 2 capsules twice a day (4 capsules total), as suggested on the label.

This 14-day period is called "front-loading" and helps many get results faster! It's a very good idea... BUT it uses up 112 capsules, which is almost a one month supply.

That means you'd only have 5 months left, and I simply don't feel right about that.

So my gift to you is an extra 7th bottle, free, so you can front-load for fastest results and still enjoy 6 full months of TrueAloe™. After all, you've paid for a 6 month supply and you should get a full 6 month supply!

ONE FREE BOTTLE PLUS 3 FREE GIFTS PLUS FREE SHIPPING

Shipping is also free with our BEST VALUE DEAL.

"TrueAloe is God's medicine"

"I had read testimonials from different people and how it helped them. Knowing it was God's medicine I decided to try it. I did notice a big difference in the pain in my hands, and if I stop taking it my joints start really aching."



– Beverly H., El Cajon, CA

Individual results may vary

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Plus, you'll also receive 3 free gifts:

FREE GIFT #1:
2 full-size bottles of True Pain Relief Plus™



True Pain Relief Plus glides on for FAST pain relief.

No need to rub. Not messy at all. No awful smell. You'll feel a calming, soothing warmth that lasts for hours.

True Pain Relief Plus is FDA approved to relieve minor arthritis pain and backache, bursitis, tendonitis, bruises, stiff joints, muscle strains, sprains and cramps.

FREE GIFT #2:
ALOE VERA: Nature's Perfect Potion



This valuable Special Report is 32-pages long and filled with more facts, information and data on the magical health properties of Aloe vera.

You'll discover:

- ✓ What's really causing your digestive misery? There's a good chance food is not being broken down properly in your intestine (leaky gut syndrome). Here's how Aloe polysaccharides help normalize

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Turn to page 30 to order your Best Value Deal! Or call 1-800-651-3066 and we'll get your order shipped out within 24 hours!

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and soothe your gut. Page 13.

- ✓ Does Aloe vera helps your antioxidant protection? Yes! Here's how it compares to what is usually considered one of the most powerful antioxidants your body uses to combat free radicals... Vitamin E! Page 16.
- ✓ The difference between Aloe juice and Aloe gel... don't get fooled! Page 21.
- ✓ Can you take too much Aloe? The answer is on page 26.
- ✓ Want even softer, younger-looking skin that glows? You need this Aloe gel! Page 30.

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Plus, you'll receive a FREE 6 month subscription to the NatureCity Journal – that alone is a \$29.99 value.

"I have real PROOF TrueAloe works for me!"

"Two weeks ago, for some reason, I forgot to include TrueAloe capsules. My left knee and thumbs began to bother me. By the end of the week — without TrueAloe — I was nearly unable to walk and almost fell twice.



"I then realized I had forgotten to include TrueAloe and knew immediately why the pain had returned. I've been back on TrueAloe for 3 days now and the pain is going away. My walking is almost back to normal. I know now without a doubt that the TrueAloe works for me."

— Beverly R., Biloxi, MS

What's in the NatureCity Journal? Each issue features the most important "hot of the press" nutritional health breakthroughs – like the studies you've read about today.

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The BEST VALUE DEAL saves you the most money -- \$97.73!

You get one extra, free bottle of TrueAloe™, all the free gifts, free shipping and a 6-month supply of TrueAloe™...and there's no-risk because you have a full 365 days to decide if TrueAloe™ is right for you.

You'll get:

1. 6 bottles of TrueAloe™ – regularly \$149.82 – for only \$117.97.
2. 1 extra bottle of TrueAloe™ – a \$24.97 value – **FREE!**
3. 2 bottles of True Pain Relief Plus – normally \$13.97 – **FREE!**
4. 1 Special Report, ALOE VERA: Nature's Perfect Potion – valued at \$19.99 – **FREE!**
5. 6 issues of the *NatureCity Journal*, a \$29.99 value – **FREE!**
6. I pay your shipping. You save \$6.95! Shipping is **FREE!**

You won't find TrueAloe™
anywhere else.

We don't sell TrueAloe™ in big retail stores. That's too "big busi-



Betty B. has been a friend for the past 11 years, "Customer service has been fabulous. I've enjoyed being with this company. Everyone is honest and truthful. I enjoy what Carl writes - he must be a tremendous employer! I love the card they send every year. You're a great company. I'll hang on to you as long as you'll hang on to me."

Plus, I think you'll find you enjoy working with us. You'll probably have your own favorite client service expert who finds ways to save you even more money!

I'm ok with that. We're all family here.

I hope you'll give us...and TrueAloe™... a chance.

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Carl Pradelli
NatureCity
President & CEO

ness" for us!

Those guys always ask you to cut costs so they make more money. You know what that usually means... quality gets cut.

Every bottle of TrueAloe™ is true quality.

100% One Year Money Back Guarantee!

I want you to put TrueAloe™ to a true test. That's why you have a full year to decide whether TrueAloe™ is making a positive difference in your life.

If for any reason, you are not satisfied with TrueAloe™, you can return this order and receive a full 100% refund of the purchase price.

No questions asked. This guarantee is good any time for one year from the date of purchase.

I thank you for trying TrueAloe™

and just know you're going to love it. But if you don't, send back your most recent order within one year of purchase for a full refund less any return shipping charge. There is no risk. You have my word!

Sincerely,

Carl Pradelli
President,
NatureCity



*This money back guarantee is limited to one return of this product.

Statements contained herein have not been evaluated by the U.S. Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

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TrueAloe™ Special Introductory Offer GIFT RESERVATION CERTIFICATE

YES! Release me from my pain and inflammation, soothe my indigestion and burning stomach upset, and help protect my heart. I know that I am fully protected by your 100% satisfaction guarantee. If I'm not happy with my results, I can cancel and receive a full refund! All the FREE gifts I received are mine to keep — no matter what I decide!

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6 Bottles of TrueAloe™ Organic Capsules (total 720 capsules) (Free S&H)
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2 **FREE** True Pain Relief Plus™ Roll-on
1 **FREE** Subscription to our "NatureCity Journal" (6 Issues)
1 **FREE** "Aloe Vera: Nature's Perfect Potion" Special Report
PLUS FREE Shipping and Handling!
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2

Reg. \$138.81 - **SAVE \$70.94** - Your Low Price **\$67.87**
3 Bottles of TrueAloe™ Organic Capsules (total 360 capsules) (Free S&H)
1 **FREE** True Pain Relief Plus™ Roll-on
1 **FREE** Subscription to our "NatureCity Journal" (6 Issues)
1 **FREE** "Aloe Vera: Nature's Perfect Potion" Special Report
PLUS FREE Shipping and Handling!
Item # AVCNA03

3


Reg. \$61.93 - **SAVE \$36.96** - Your Low Price **\$24.97**
1 Bottle of TrueAloe™ Organic Capsules (total 120 capsules) (Plus \$6.95 S&H)
1 **FREE** True Pain Relief Plus™ Roll-on
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1 **FREE** "Aloe Vera: Nature's Perfect Potion" Special Report
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Ready to get rid of pain?

Starting today, how many YEARS will it WORK for you?

Well...



Dudley M. and his wife have had relief from pain for the past 12 years, "My wife had a knee replacement and joint pain set in. Your product knocks out most of the inflammation so she can get around. She stopped taking it once, and her knee started swelling. Give it a chance!"



Marilyn W. has had relief from joint pain and interrupted sleep for the past 11 years, "It made a difference with my joint pain! I was able to sleep through the night without as much pain and my joints weren't as tender and sore when I move my hands. I stopped taking it once – and everything started hurting again."

Birgit W. has had relief from joint pain and stomach acid for the past 10 years, "I first started taking it for joint pain and then one night I realized, 'Hey! I don't have reflux anymore!'"



Russ R. has had relief from aches and pain and digestion issues for the past 9 years, "I take it mostly for aches and pains – more in my right shoulder. It's great. It helps with digestion."



Melinda J. has had relief from joint pain and blood sugar issues for the past 7 years, "It's a gentle, steady improvement. It keeps things healthy that might go wrong otherwise. My joints are in good shape for someone who's 77 years old."



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