

Aloette



Online Brand Catalog

aloette.com

Table of Contents

3	Meet Aloette
4	Joining the Aloette Community
5	Host An Aloette Party
6	The Aloepure Collection
7	Everyday Skincare
7	Aloepure Usage Guide
16	The Platinum Collection
17	Platinum Usage Guide
22	Beauty By Aloette

Meet Aloette | *Our Story*

Aloette Cosmetics gives you clean skincare and makeup that all beauty lovers can feel good about! As pioneers in **aloe vera-based beauty**, we have always prioritized overall skin health by formulating our products with **our proprietary organic aloe vera** and **nourishing botanical ingredients** that promote healthier-looking skin.

For more than 40 years, we have been committed to providing **clean, yet effective skincare solutions**. Our formulation standards remain true to our brand and align with our mission to provide beauty solutions that are both gentle for you and made to yield the results you want to see. We are proud to be **100% cruelty free** and **free of sodium lauryl sulfate, hydroquinone and formaldehyde donors**.



Aloeganic® | *Our Exclusive, Proprietary Aloe Vera*

We are proud to deliver age-defying and skin-soothing results with our own curated **Aloeganic® aloe vera**—a super high-grade encapsulated aloe vera that is certified organic, paraben-free and exclusive to **Aloette**. **Aloeganic®** provides incredible skincare benefits in a unique delivery system.

Aloeganic® aloe vera offers superior product performance and potency on three key levels:

- 1 **Aloeganic®** is certified **organic and paraben free**
- 2 **Aloeganic®** is **3 to 10 times more effective** than conventional aloe vera
- 3 **Encapsulated Acemannan**, aloe's beneficial compound, **delivers enhanced results**



Host An Aloette Party

Having a get-together with family or friends? Invite an Aloette Consultant to experience all there is to love about Aloette! Hostesses enjoy so many benefits, including up to **\$300 value shopping spree at an 90% discount**, up to 65% exclusive hostess bonus buys, a monthly bonus gift, and incentive to socialize, plus so much more! Contact your **Aloette Consultant** today to schedule your **Aloette** party!

Let's Get Glowing

There has never been a better time to join the Aloette consultant community and become an Aloette Consultant! We offer the support and tools you need to build a thriving business at home, around your schedule. From digital training and a personal website, commissions and incentive programs, multiple starter kit options, we help kick-start your business and, ultimately, set you up for success. Contact your Aloette Consultant or visit www.aloette.com/join to get started sharing the beauty of Aloette.



The Aloepure Collection

Aloette's Aloepure Collection is enriched with our proprietary **Aloeganic**® aloe vera to deliver maximum soothing, hydrating, youth-restoring results. **Aloeganic**® aloe vera is the cornerstone behind Aloepure products and is proven to be up to ten times more effective in healing and penetration properties. With Aloepure, there's #nofilterneeded.

Everyday Skincare

Great value. Real results. It's no surprise that everyone loves the Aloepure collection. With aloe-based solutions for every skin type, finding the right skincare has never been easier!

FIND YOUR SKIN CONCERNS

COMPLEXION TRAITS	D DRY SKIN	N NORMAL SKIN	C COMBINATION SKIN	O OILY SKIN
SURFACE	<input type="checkbox"/> DRY	<input type="checkbox"/> SMOOTH	<input type="checkbox"/> OILY T-ZONE	<input type="checkbox"/> MOSTLY OILY
PORES	<input type="checkbox"/> SMALL	<input type="checkbox"/> SMALL	<input type="checkbox"/> VISIBLE IN SOME AREAS	<input type="checkbox"/> VERY OBVIOUS
BLACKHEADS	<input type="checkbox"/> NONE	<input type="checkbox"/> FEW	<input type="checkbox"/> ONLY T-ZONE	<input type="checkbox"/> SEVERAL TO MANY
BLEMISHES	<input type="checkbox"/> NEVER	<input type="checkbox"/> SELDOM	<input type="checkbox"/> OCCASIONALLY	<input type="checkbox"/> FREQUENTLY
FACIAL LINES	<input type="checkbox"/> MANY	<input type="checkbox"/> EXPRESSION AREAS	<input type="checkbox"/> EXPRESSION AREAS	<input type="checkbox"/> FEW
SHINE APPEARS	<input type="checkbox"/> NEVER	<input type="checkbox"/> SELDOM	<input type="checkbox"/> MIDDAY T-ZONE	<input type="checkbox"/> WITHIN AN HOUR

Visit our website to take the full skincare quiz.

Aloepure Usage Guide

1 CLEANSE & EXFOLIATE

- Hydra-Cleansing Emulsion **D**
- Gentle Foaming Cleanser **C O**
- Pure Radiance Cleansing Balm **D N C O**
- Essential Cleansing Oil
- Nightly Make Up Remover
- Face Polish
- Twice Weekly
- Restorative Enzyme Peel
- Twice Weekly

2 TONE

- Sensitive Skin Toner **D**
- Skin Refining Toner **N C**
- Oil Control Toner **O**
- Twice Daily

3 NOURISH

- Nutri-Hydrating Mist
- Twice Daily
- Time Repair Serum
- Twice Daily
- Line Control Eye Gel
- Twice Daily

4 MOISTURIZE

- Nutri-C Moisture Creme **D N**
- Twice Daily
- Nutri-Moisture Lotion **C O**
- Twice Daily
- Maximum Moisture Complex **D N**
- Twice Daily

- Indicates your choice in Value Package
- Included in Aloepure Value Package
- Indicates your choice to add to Value Package



Masks & Scrubs



Value Package Add On

RESTORATIVE ENZYME PEEL

Exfoliating Gel

This unique exfoliating gel uses fruit enzymes and purified aloe vera to gently lift dead skin cells from your face without acids or damaging particles.

\$43USD | \$49CDN | 2 oz | #8045971



Included in Value Package

FACE POLISH

Gentle Oatmeal Face Scrub

Gently buff away dead skin cells and unclog congested pores with this oatmeal and coconut shell powder formula, while nourishing the skin with Aloeganic® aloe vera and shea butter.

\$27USD | \$34CDN | 2 oz | #8041004

Cleansers



Your Value Package Choice

HYDRA-CLEANSING EMULSION

Daily Face Wash for Normal to Dry Skin

This rich, calming cleanser gently removes impurities and dead skin cells to reveal glowing skin. Enriched with Vitamins A and E, it is perfect for normal to dry skin.

\$26USD | \$33CDN | 6 oz | #8040258



Included in Value Package

ESSENTIAL CLEANSING OIL

Makeup Emulsifier and Precleanse

Perfect for all skin types, this nourishing nighttime cleanser drenches your skin with enriched oils, removing all traces of makeup while purifying, soothing and hydrating the skin.

\$33USD | \$49CDN | 2 oz | #8040809



Your Value Package Choice

GENTLE FOAMING CLEANSER

Daily Face Wash for All Skin Types

Nourishing green tea and chamomile combine to gently cleanse skin of impurities while restoring its natural moisture balance. Perfect for all skin types.

\$26USD | \$33CDN | 6 oz | #8040128



PURE RADIANCE CLEANSING BALM

Makeup Emulsifier With Moringa Oil

This balm-to-oil Makeup Emulsifier with Moringa and Jojoba Oil cleanses the skin, while delivering deep hydration for a brighter, smoother-looking complexion without leaving behind an oily residue.

\$37USD | \$49CDN | 4 oz | #8040201

Toners



Your Value Package Choice

SENSITIVE SKIN TONER

Balancing Tonic for Dry and Sensitive Skin
This vitamin and botanical enriched toner gently removes impurities and replenishes moisture for fresher-looking skin with every use.

\$28USD | \$35CDN | 8 oz | #8040406



TIME RESTORE

Firming Serum

A firming serum that helps smooth away the appearance of fine lines and wrinkles for a youthful-looking radiance.

\$59USD | \$69CDN | 1 oz | #8045607



Your Value Package Choice

SKIN REFINING TONER

Balancing Tonic for Normal to Combination Skin
Banish dead skin cells and impurities with the essences of aloe, green tea and other natural botanicals to improve the appearance of normal to combination skin.

\$28USD | \$35CDN | 8 oz | #8040206



C THE LIGHT

Vitamin C Serum

This unique Vitamin C delivery system helps skin to appear brighter, smoother and more even-toned in as little as four weeks.

\$27USD | \$33CDN | 0.5 oz | #8006072



Your Value Package Choice

OIL CONTROL TONER

Balancing Tonic for Oily Skin
By harnessing the natural astringent properties of rosemary extract, this dual-action toner removes excess oil and dead skin cells to refresh, tone and deep clean pores.

\$28USD | \$35CDN | 8 oz | #8040306



BEAUTY SLEEP

Overnight Cooling Treatment

Revive the appearance of the skin and soothe away the stresses of the day with this refreshing overnight treatment.

\$51USD | \$62CDN | 1 oz | #8046212

Treatments



Included in Value Package

TIME REPAIR

Anti-Wrinkle Serum

A powerful age-defying serum formulated with alpha and beta hydroxy acids to help reduce the appearance of wrinkles and soothing antioxidants to help protect skin from environmental stressors.

\$50USD | \$53CDN | 1 oz | #8041614



BEAUTY BIOME

Microbiome Complex Serum



Give imbalanced skin a daily dose of prebiotic and probiotic ingredients. This uber-hydrating serum helps balance the look of your complexion by locking in moisture and helping to restore a healthy microbiome.

\$48.50USD | \$62CDN | 0.6 oz | #8041610



BEAUTY PARFAIT
Probiotic Yogurt Treatment



Treat your skin to a tasty blend of yogurt, papaya and aloe vera with this hydrating and firming treatment.
\$53USD | \$57CDN | 3 oz | #8048420



MAXIMUM MOISTURE COMPLEX

Age-Defying Face Cream

This intensely hydrating anti-aging face cream penetrates deeply to quench thirsty, dehydrated skin and helps firm prematurely aging skin to soften the look of lines and wrinkles.
\$35USD | \$44.50CDN | 2 oz | #8041516

Eye Treatment



LINE CONTROL
Eye Gel

Passionflower extract, aloe and chitin combine in this remarkably hydrating eye gel to reduce the look of fine lines and puffiness around the eyes while firming the skin's appearance.
\$24USD | \$30CDN | 0.5 oz | #8041107

Moisturizers



NUTRI-C MOISTURE CREAM
Daily Moisturizer for Normal to Dry Skin

Formulated for normal to dry skin, this water-binding moisturizer is rich in Vitamins A, C and E to gently hydrate the skin all day.
\$28USD | \$34CDN | 3 oz | #8040510



NUTRI-MOISTURE LOTION
Daily Moisturizer for Normal to Oily Skin

Even oily skin needs hydration. This lightweight, aloe vera formula soothes and protects the skin's moisture balance while providing a barrier from pore-clogging impurities and irritants.
\$28USD | \$34CDN | 3 oz | #8040609



VISIBLE AID
Moisture Restoring Cream

This ultra hydrating skin cream with aloe vera provides soothing relief to dry, cracked skin. It is safe for both face and body.
\$20USD | \$24.50CDN | 2 oz | #8041207



BE SMOOTH



All-In-One Balm
Combat signs of aging on the face, neck, décolleté and hands with this nourishing balm, featuring essential oils and the powerful peptide Matrixyl® Synthe'6*.
\$55USD | \$57CDN | 1 oz | #8048382



NUTRI-HYDRATING MIST

Daily Replenishing Face and Body Spray
Loaded with vitamins, antioxidants, silk amino acids and aloe vera, this super-hydrating spritz keeps your skin feeling soft and supple all day.
\$27USD | \$33CDN | 8 oz | #8040706

Hand & Body



WEIGHTED EYE MASK

Relax, unwind and make everyday a spa day with this ergonomically designed eye mask made to melt away tension and reduce eye strain.
\$30USD | \$37.50CDN | 200 g | #8040010



HAND AND BODY SILK

Lightweight Body Lotion

Lock in moisture from head to toe with intensive hydrators that melt away dryness for a dewy soft look and feel.

\$26USD | \$32CDN | 8 oz | #8041305



HAND COUTURE

Anti-Aging Hand Crème



Reveal visibly smoother, softer, more vibrant-looking hands with this advanced formula featuring Matrixyl® Synthe'6™* and Aloeganic® aloe vera.

\$25USD | \$26.50CDN | 2 oz | #8048341



HAND POLISH

Exfoliating Hand Scrub



Enriched with Aloe Vera and nourishing vitamins, this exfoliating hand polish gently buffs away dry skin with an invigorating sugar blend that quenches hands in need of moisture.

\$25USD | \$33CDN | 2 oz | #8048342



REST & RESTORE

Soothing Lavender Body Wash

Wash away the day with the skin softening power of Aloe Vera, Vitamin E, and hydrating lavender and eucalyptus oils that comfort, soothe, and rejuvenate the look of dry skin.

\$28USD | \$37.50CDN | 6 fl oz | #8083003



REST & RESTORE

Comforting Lavender Body Crème

Moisturize your skin with the skin-softening power of Aloe Vera, shea butter and hydrating lavender and eucalyptus oils that comfort, soothe and rejuvenate the look of dry skin.

\$32USD | \$42.50CDN | 6 fl oz | #8083002

Get More Aloette!

Purchase any of our skincare value packages and get our best-selling **RESTORATIVE ENZYME PEEL** for only **\$29.95**.

RESTORATIVE ENZYME PEEL:

Gently exfoliate away dead skin cells with fruit enzymes and Aloeganic® aloe vera.

OVER
30%
OFF



The Platinum Collection

Using the highest clinically allowable ingredient concentrations in an aloe vera delivery system, Platinum products cleanse and balance, firm and smooth, and protect and repair all skin types for advanced age defiance and prevention. Whether you wish to brighten, lift or smooth away lines and wrinkles, with Platinum, age is only a number.



PLATINUM USAGE GUIDE

CONCERN	CLEANSE	TONE	TREAT	MOISTURIZE
FIRMNESS	PURE RADIANCE Revitalizing Cleanser	PURE RADIANCE Bio-Active Mist	AGE DEFIANCE PRO Firming Serum	BIODEFENSE Environmental Protection Cloud Crème
FINE LINES & WRINKLES	CITY DETOX Environmental Defense Powder Cleanser	PURE RADIANCE Bio-Active Mist	RENEWAL A Age-Defying Retinol Night Serum	BIODEFENSE Environmental Protection Cloud Crème
TONE & RADIANCE	PURE RADIANCE Revitalizing Cleanser	PURE RADIANCE Bio-Active Mist	POLLUTION CONTROL Advanced Floral Brightening Serum	DAILY MINERAL SHIELD Daily Moisturizer SPF 25
ADVANCED TREATMENT	CITY DETOX Environmental Defense Powder Cleanser	AGELESS SCIENCE Ionic Energy Balance	AGELESS SCIENCE Active Energy Serum	ADVANCED NIGHT RECOVERY PRO Night Crème
ENVIRONMENTAL DEFENSE	CITY DETOX Environmental Defense Powder Cleanser	PURE RADIANCE Bio-Active Mist	URBAN PROTECTOR Environmental Defense Makeup Setting Mist	BIODEFENSE Environmental Protection Cloud Crème

All products can be used twice daily or can be mixed to target multiple concerns.

For example, use TONE & RADIANCE routine for morning and ADVANCED TREATMENT routine for evening.

Cleaners



PURE RADIANCE Revitalizing Cleanser

Illuminate and renew for younger-looking skin with this revolutionary cleanser containing Lumitone** and lactic acid.

\$37USD | \$46.50CDN | 4 oz | #8048160



CITY DETOX Environmental Defense Powder Cleanser

Gently cleanse away pollutants, makeup, and skin impurities with this enzyme cleanser that instantly transforms from powder into a luxurious lather.

\$45USD | \$56CDN | 1.7 oz | #8041120

**Lumitone Complex included in select Platinum Collection products.

Toners & Treatments



PURE RADIANCE

Bio-Active Mist

This alcohol-free mist works to firm and illuminate the skin for a healthy radiance all skin types can enjoy.

\$41USD | \$51.50CDN | 4 oz | #8048162



POLLUTION CONTROL

Environmental Defense Charcoal Mask

Clarify and refine the look of skin and draw out dirt, oil, and impurities with Charcoal, Bentonite, and Kaolin Clays, while replenishing sea-derived ingredients helps boost hydration for a softer, smoother-looking complexion.

\$40USD | \$48CDN | 1.5 oz | #8048430



AGELESS SCIENCE SYSTEM

This misting toner and serum duo work together to visibly enhance tone, texture, and hydration for balanced, healthy-looking radiance.

\$210USD | \$248CDN | 1.7 oz/1 oz | #8081048



AGE DEFIANCE PRO

Firming Serum

This advanced bio-peptide complex works to improve elasticity and firmness and protect from environmental stressors for a refreshed, youthful-looking appearance.

\$70USD | \$81CDN | 1 oz | #8048317



RENEWAL-A

Age-Defying Retinol Night Serum

Formulated with powerhouse ingredients like Niacinamide, Retinol, Vitamin C, and Ceramides, this hydrating night serum instantly plumps the look of skin and visibly smooths the appearance of fine lines and wrinkles for a firmer and brighter-looking complexion.

\$61USD | \$68.50CDN | 0.54 oz | #8041401



ADVANCED EYE RECOVERY PRO

Eye Crème with Derabind

Help firm, plump, and smooth away the look of dark circles and tired eyes with this rejuvenating, peptide-rich, moisturizing eye treatment.

\$58USD | \$73CDN | 0.5 oz | #8048324



URBAN PROTECTOR

Environmental Defense Eye Cream

Instantly moisturize and help protect the under-eye area from environmental stressors, like high-energy visible blue light, with Urban Protector! This Environmental Defense Eye Cream is infused with Vitamin C, Vitamin A, Aloe Vera and Sodium Hyaluronate to hydrate and help revitalize the look of tired eyes.

\$50USD | \$61CDN | 0.5 oz | #8040101



FIVE MINUTE FACIAL

Prestige Exfoliating Treatment

This quick fix facial removes dead skin cells to unveil a softer, smoother and refreshed complexion in minutes. Removing the appearance of discoloration, roughness, and wrinkles by gently resurfacing the skin and allowing new skin to absorb antioxidants.

\$50USD | \$66.67CDN | 2 oz | #8048310



FRIDGE TO FACE

Environmental Defense Super Serum

This plant-based fruit and flower-enriched serum conditions, while a pineapple peptide enzyme and ferulic acid gently exfoliate to help brighten and even the look of skin.

\$60USD | \$78CDN | 1.7 oz | #8040110



Moisturizers



BIODEFENSE
Environmental Protection Cloud Crème
Hydrate and plump the skin with this innovative facial gel that helps protect the skin against environmental stressors.
\$53USD | \$66.50CDN | 1.7 oz | #8046108



ADVANCED NIGHT RECOVERY PRO
Night Creme with Revivaderm
This breakthrough night cream utilizes Revivaderm, a unique, skin-energizing ingredient, to encourage the skin's natural renewal process for noticeably firmer, smoother-looking skin.
\$65USD | \$79CDN | 1.7 oz | #8048335

Beauty by Aloette

The Aloette Beauty Collection allows you to design a one-of-a-kind makeup kit to fit your specific beauty needs. Specially curated with a mix of makeup essentials, as well as limited-edition must haves, Aloette is ready to take your beauty routine to a whole new level!

For more please visit aloette.com



FLAWLESS HP

Prime and Perfect

Using light-diffusing, color-correction technology, this advanced formula works to even out skin to minimize pores and create a flawless makeup base.

\$61USD | \$74.50CDN | 1 oz | #8048410



FLAWLESS SELFIE

Full-Coverage Foundation

Achieve a picture-perfect complexion with our full coverage foundation which not only conceals blemishes but also enhances skin tone and texture. Our unique aloe-powered formula hydrates, soothes, and perfects—leaving you with a natural matte finish. Available in Light, Golden Medium, Light Tan, Tan.

\$39USD | \$45CDN | 1 oz | #8210010-40



ULTRA FINISH

All-in-one powder that can be applied as both a foundation and a concealer. Available in Light, Golden Medium, Light Tan, Tan.

\$25USD | \$33CDN | 0.28 oz | #64001



LIP DIFFERENCE

Prime and condition your lips for long-lasting, no-bleed lip color application.

\$16.50USD | \$22.50CDN | 0.04 oz | #8420909

GET SOCIAL.

EVERYONE IS SPREADING THE WORD ABOUT ALOETTE.
SEE FOR YOURSELF AND JOIN THE COMMUNITY.

@aloette



@aloette



AloetteCosmetics



AloetteVideo



AloetteCosmetic

3340 PEACHTREE ROAD NE SUITE 2600 ATLANTA, GA 30326

WWW.ALOETTE.COM | #8754824