



LANZALOE
Auténtico de Canarias



LANZALOE

NUTRALOE

RegenerAloe



Jugo • Juice • Soft

ANIMALOE



LANZALOE, S.L.

PLANTATION: La Quemadita, 96. Orzola, Haría. ZipCode 35541

FACTORY: Ctra. Gral. Arrecife-Yaiza, km 3,6. Playa Honda
Lanzarote. Canary Islands, Spain.

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19/05/17

COMPANY BACKGROUND

LANZALOE S.L. was founded in 2001 the island of Lanzarote as an *Aloe vera* farming company and manufacturer of basic cosmetic products using this raw material as the main ingredient.

Since the very beginning, the company's intention was to participate in the entire production process, controlling the different stages from the cultivation of *Aloe*, the raw material, obtained in the company's own farms through ecological farming systems officially certified by R.O.P.E. (Canary Islands Registry of Operators of Ecological Production) with registration number 2148P, up to the processing and final packaging stage. This control becomes an essential quality benchmark, in a production where the use of a natural product with numerous dermatological qualities is its fundamental characteristic.

Consolidating the quality aspect is one of the company's basic objectives and, at the same time, it's differentiating factor. In this respect, its products comply with both European standards and Spanish regulations, and use ingredients guaranteed by international quality certification organisms (ECOCERT & BDIH).



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Furthermore, there is considerable momentum in our business sector, regarding cosmetics derived from natural products such as *Aloe*, particularly within the European Union. So much so that a large part of our clients are tourists visiting the islands and, in many cases, the farm itself.

In its ten years of business, LANZALOE has maintained considerable growth rates by expanding its product range, constantly integrating new brands in accordance with market demand and in fact, four new brands have just been launched on the market.

The possibility of diversifying the product range in line with changes in consumption patterns enables us to reduce the risks of specialisation.



LANZALOE has its own brand of products registered at a European level with recognised prestige in its main operating markets, particularly on a national level where the majority of its production is channelled. In this respect, it is worth highlighting the importance of the aforementioned tourist

segment on the island's consumption levels, which enables brand awareness to travel beyond our borders.

The company currently participates in the XPANDE Programme, sponsored by the Chambers of Commerce, in response to the need for business expansion beyond the regional, and even national market.



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THE AGRICULTURAL OPERATION

The implementation and monitoring of quality systems at the beginning of the production chain, *Aloe vera* cultivation, has a substantial influence on the end product. In this way, LANZALOE believes that direct production of *Aloe* at the farm allows it to establish the necessary controls of the raw materials.

This involves considerable commitment in terms of financial and human resources, considering that it takes three or four years before the plant is productive.



The farm, located in Órzola, in northern Lanzarote, currently has 20 ha., though only 10 ha. are being cultivated, which is only 50%, and which demonstrates the potential for expansion once the existing limitations in the production phase have been overcome.

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The plantation uses an ecological cultivation system, which means that none of the area is chemically treated, and no artificial pesticides or fertilisers are used. This guarantees that the *Aloe's* main active ingredients are kept intact. Furthermore, we have the added advantage that *Aloe* cultivation adapts easily to Lanzarote's natural conditions.



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On the other hand, however, the farm's income is not only due to its agricultural potential. Harnessing the recent surge of interest in relation to everything "natural" and "ecological", we have developed a complimentary activity which has proved more profitable than expected. The organisation of tourist excursions to the farm with tours informing about the processes involved in the cultivation, extraction and use of *Aloe* have become a source of extra income, but also more importantly, a commercial springboard to an essential key market for the company.



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OUR FACILITIES

Owning exemplary and officially certified ecological plantations compels us to be consistent when manufacturing our products. This is why we have spent years experimenting with different specialist machinery and evolving in our production organisation.



During the last semester, we concentrated all our efforts in developing an improvement plan for our facilities by incorporating new, state-of-the-art machinery.

We are currently able to provide a manufacturing process of excellent quality, and pride ourselves in being the most comprehensive and modern factory in the Canary Islands, dedicated to *Aloe vera* cosmetic products using natural Canarian raw materials.

We have a highly qualified team of chemists and cosmetologists behind us, with extensive experience on a European level and who lead LANZALOE's production process, as well as that of its sub-brands. Through collaboration with different universities, constant research, analysis of the soil, plant, gel and of our product range, we are always at the forefront of discoveries and developments involving *Aloe vera*.

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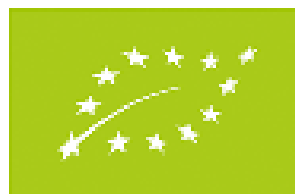
QUALITY COMMITMENT

At LANZALOE, we are aware of the importance of developing a quality product that meets our clients' expectations. That is why we strive to obtain important certifications that endorse our work and show our commitment to ecological agriculture such as the "CERTIFICATE OF THE CANARY ISLANDS INSTITUTE FOR AGRI-FOOD QUALITY (ROPE) OR THE EUROPEAN SEAL OF ECOLOGICAL AGRICULTURE", among many others. At the same time, we participate as founders of ACALOE (CANARIAN ALOE VERA ASSOCIATION) and we are an integral part of CAMBIOMED, the Canarian *Aloe vera* cluster, Biodiversity and Medicinal Plants and members of the Canarian Industrial Association (ASINCA).

The quality of our products and our reputation as a Lanzarote-based entrepreneurial company allows us to display the Lanzarote government's Biosphere Reserve seal.

OUR SATISFACTION GUARANTEE

Association AFAVECAN	European Union Agri-Food Quality	Canary Islands Ecological Production
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Lanzarote Biosphere	Association Industrial Canarian (ASINCA)	soy ecoturista.com
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OUR ALOE VERA PRODUCTS ARE NEVER TESTED ON ANIMALS

LANZALOE's *Aloe vera* products capture all of *Aloe vera's* properties (soothing, regenerative, healing, purifying...). Each one is prepared with pure *Aloe vera* juice, which is more effective than *Aloe* in powder or lyophilised form. And most importantly, none of our *Aloe vera* products have been tested on animals.



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OUR COMMITMENT TO LANZAROTE TOURISM

Located in the north of the island, in the village of Órzola, municipality of Haría, our plantations are set in globally unique natural landscape and are our main source of ecological raw materials for our products.

The constant demand from occasional visitors and tour operators to open our doors to tourism has inspired us to adapt our facilities for receiving visitors.



In providing a new option for tourists and offering an excursion which provides contact with nature and ecology, the number of visitors has grown significantly, through tour operator agreements, and last year amounted to more than 90,000 visits

We are committed to the ongoing promotion of the island of Lanzarote, via this new Ecotourism option, emphasising the ancestral values of our culture, history and land through an activity which has been, is, and will be vital: agriculture.

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THE MARKET FOR ALOE VERA

The boom in *Aloe vera* products seen in recent years, mainly in Europe, has meant that the competition has multiplied significantly. It is generally considered that the creation of new competitive brands streamlines the market and brings about improvements in the range and quality of products. In the market for *Aloe vera*, the series of events that have prevailed are far removed from this theory, especially taking into consideration the nuances of *Aloe vera* as a raw material for cosmetic products.

In general, the cosmetic industry uses ingredients that are usually “in fashion” for a few seasons and, in time, become obsolete, being replaced by new “discoveries”.

This is not the case with *Aloe vera* as its benefits are already proven, it has multiple uses and those who use it tend to become loyal consumers. However, we must differentiate the concept of products “with *Aloe vera*,” and “made of *Aloe vera*”. This is what fundamentally differentiates LANZALOE from the majority of other brands.



As previously explained, having our own ecological cultivation makes a huge difference with respect to 90% of brand competitors in the European market. In our case we can provide a 100% guarantee on the source of our raw material, substantiating the composition of our products with the assurance that quality is the most important aspect.

The vast majority of *Aloe vera* brands on the market, and ironically in the Canarian market, use *Aloe vera* from Mexico or North America.

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There would be nothing wrong in this, if it wasn't for the fact that this *Aloe vera* has gone through a transformation process, reducing it to a powder with a concentration of 200:1. Or rather, the natural *Aloe* is subjected to a lyophilisate treatment (a process used to *eliminate water* through desiccation by air vacuuming at very low temperatures. Mainly used in the food and pharmaceutical industry, lyophilisation is a process that freezes the food and afterwards puts it into a vacuum chamber to separate the *water* by *sublimation*. In this way the water is eliminated from the food's solid state to the gaseous state of the environment, without going through the liquid state. To speed up the process, freezing-sublimation cycles are used, which manage to eliminate practically all of the free water contained in the original product.) in order to obtain a concentrated powder derived from *Aloe vera*. This powder has a very low market price and makes transport easier, as one kilo of powder can produce 200 litres of juice.

Commercially this could be a wise option, but as a concept does not conform to the philosophy of an *Aloe vera* product, and is less natural and ecological than the LANZALOE range.

These are extremely important concepts to bear in mind when choosing *Aloe vera* products, as this differentiated production is the basis for the evidently superior quality of LANZALOE products.

LANZALOE has been consolidating its product on the market by highlighting its quality, integrity, endorsement, in-house production, ecology and professionalism. Today, this enables us to maintain our position as a market leader that strives to grow and develop new ideas within the world of *Aloe vera*.

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