

LOOKBOOK | 2019





Take us on your next vacation



For over 35 years, Aloe Up has defined the field of luxury sun and skin care. We base all of our products with pure Aloe Vera Gel and continually update and enhance our formulas to keep Aloe Up safe for our customers as well as their environments. We pride ourselves in creating the most comfortable, clean, and effective sunscreen available.







ALOE MAKES
ALL THE DIFFERENCE

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Our main ingredient

Most people know a little about Aloe Vera Gel, but not the whole story. We know it's good for you, natural and helps with burns. How many times have you come back from the beach with a bad sunburn — then, someone finds an Aloe Vera Leaf, breaks it open and rubs the gel on your burn? Feels better, right?

Why Aloe?

Over the last 35 years we have been asked the same question over and over, “why does Aloe Up work and feel so much better than other brands?” Our answer is always the same — “It's the Aloe Vera Gel.” Most sunscreens and moisturizers are based with water or mineral oil and manufacturers may put a drop or two of Aloe Vera in there for marketing purposes. A drop or two won't do the trick, you must put in at least 20% by volume, of pure Aloe Vera Gel, to get the true benefits of Aloe. Aloe Up uses at least 35%, which is the highest in the industry. Our Aloe is grown and processed in Harlingen, Texas which is the top region in the world for growing the most effective strains of Aloe Vera.

The Science of Aloe Vera

Aloe Vera Gel will stimulate your immune system to naturally regenerate skin cells making it a great moisturizer and burn relief product, Aloe also reduces swelling and stops itching. What most people don't know is Aloe has a similar PH to your skin and is a great penetrator. In all of our formulas, we start with a base of Aloe Vera to carry the sunscreen down into your pores so it doesn't sit on top of your skin and feel greasy or wash off easily. The reason why Aloe Up works better, feels better, and lasts longer is because of Aloe Vera Gel.

Additional information found at www.aloeup.com

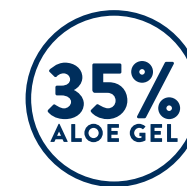


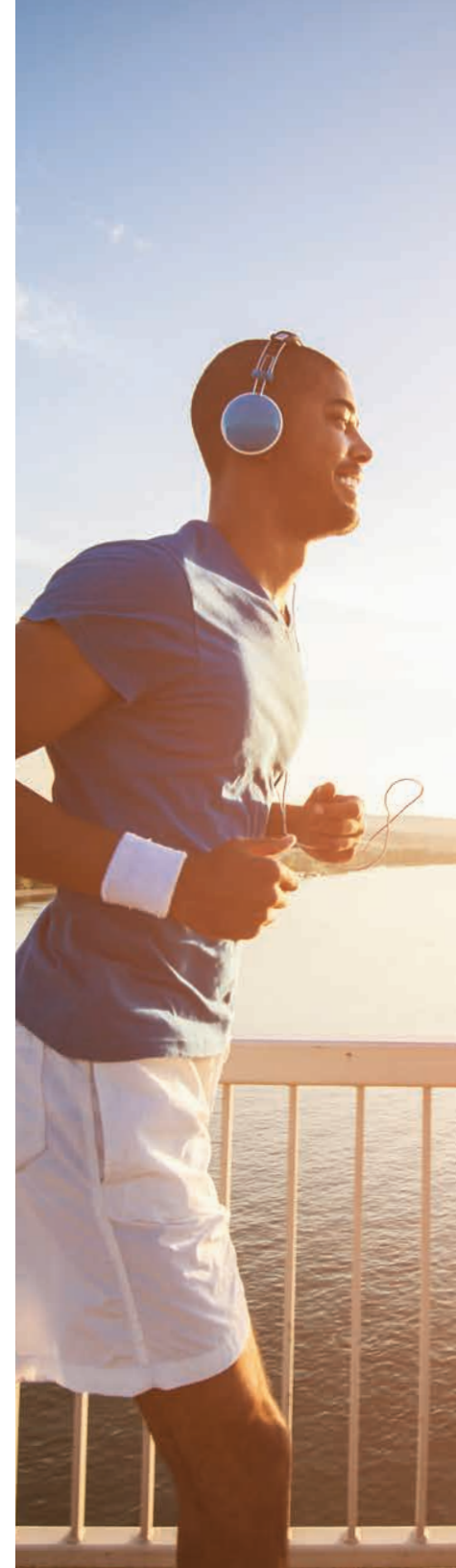
From the ground up, Aloe Up is grown and produced in the USA.



Built for the active lifestyle, Aloe Up's Sport Line is aloe based, non-greasy, fragrance-free, water resistant and absorbs quickly for a comfortable and light-weight feel.

Our Broad Spectrum formulas are certified biodegradable. Wherever your adventure brings you, Aloe Up has you and the reef protected.





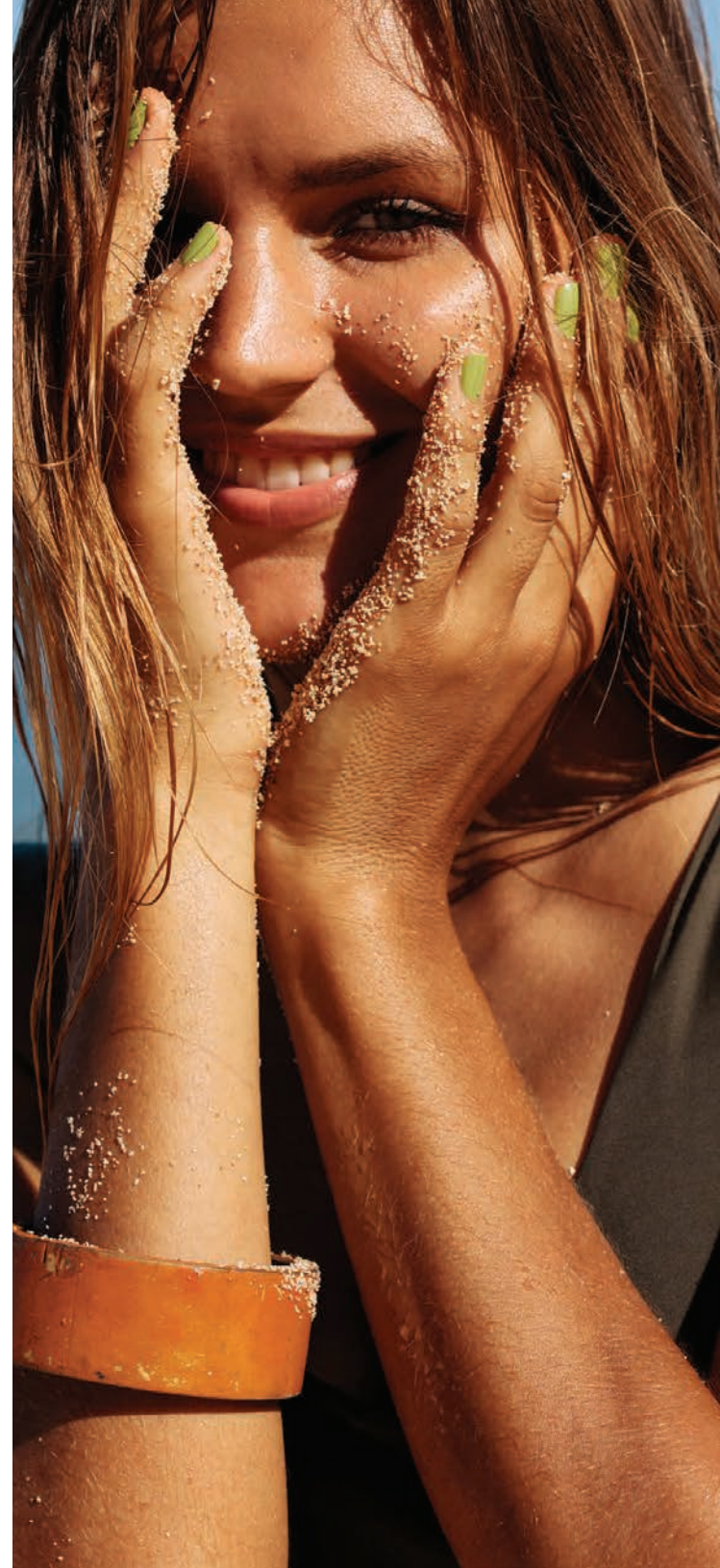
- Aloe Based
- Absorbs Quickly
- UVA/UVB Broad Spectrum
- Fragrance-Free
- Oxybenzone/Octinoxate Free
- Paraben/Phthalate Free
- Reef & Ocean Safe
- Water Resistant (80 Minutes)

SPORT SUNSCREEN LOTION



6oz Lotions SPF 15 (#62615), SPF 30 (#62630), SPF 50 (#62650)
3oz Lotions SPF 30 (#62330), SPF 50 (#62350)
1oz Lotions SPF 30 (#62711), SPF 50 (#62710)
Gallon Lotion SPF 30 (#62799)
Quart Lotion SPF 30 (#62731)
3.54g Foil Pack Lotion SPF 30 (#62711-FOIL)

Aloe Up Sport Lotions are based with 35% pure Aloe Vera Gel and are fragrance free. Sport lotions go on light and absorb quickly leaving no greasy residue. The unique combination of active sunscreens provide full UVA/UVB Broad Spectrum protection from the sun's damaging rays. Good for you - Good for the environment.



Aloe Enriched Formula

Water Resistant
(80 Minutes)

Oxybenzone/Octinoxate Free

Reef & Ocean Safe

Absorbs Quickly

UVA/UVB Broad Spectrum

Fragrance-Free

Even Application

SPORT CONTINUOUS SPRAY SUNSCREEN



6oz Spray SPF 15 (#62713), SPF 30 (#62716), SPF 50 (#62719)

Aloe Up Sport Sprays provide full Broad Spectrum protection at the touch of a button - perfect for those on the go. The Aloe enriched formula is fragrance free, reef friendly, and water resistant (80 minutes) making it the go-to sunscreen for the active lifestyle.



LIP BALMS (SPF 15 & 30)

Sport Lip Balms glide on smoothly leaving your lips replenished, hydrated and protected. They offer a unique blend of natural moisturizing oils and antioxidants, while providing your lips the essential moisture they deserve. All Sport Lip Balms are designed to protect and moisturize in all climates.



ALOE KOTE PLUS (MEDICATED)

Aloe Kote Plus promotes the healing of cold sores, fever blisters, chapped and sunburned lips. Immediately feel the medicated blend of Phenol, Camphor and Menthol go to work, while the Aloe Oil soothes and moisturizes. Aloe Kote Plus goes on clear for use throughout the day.



ALOE KOTE SPF 25

Aloe Kote SPF 25 is great for dry or chapped lips, ears and noses. Aloe Kote is based with Aloe Oil to hydrate while it protects. With SPF 25, Aloe Kote is great for outdoor athletes at a higher risk of sun exposure.



SUNSCREEN STICK SPF 30

The Sport SPF 30 Sunscreen Stick is designed for easy application. The sunscreen goes on smooth and absorbs quickly without leaving a waxy or greasy feel. Perfect for climbers, skiers and water sport athletes.

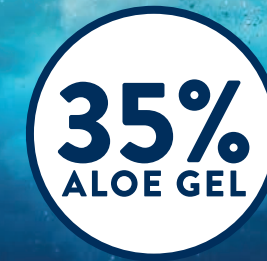


SPORT LIP & FACE



Lip Balms Natural SPF 15 (#00012), Mint SPF 15 (#00015), Medicated SPF 30 (#00011), Cherry SPF 15 (#00014)
Aloe Kote Plus (#00009)
Aloe Kote SPF 25 (#00008)
Sunscreen Stick SPF 30 (#62718)

Protect your skin.
Protect the reef.



KIDS COLLECTION



Aloe Up Kids is formulated for sensitive skin. A foundation of pure Aloe Vera Gel ensures a lightweight, non-greasy application that absorbs quickly and will not run into eyes and sting. This plant based, fragrance-free formula is the cleanest, most comfortable, kid friendly sunscreen available.





Aloe Based

Non-Greasy

Fragrance Free

Oxybenzone/Octinoxate Free

UVA/UVB Broad Spectrum

Reef & Ocean Safe

Water Resistant
(80 Minutes)

Hypoallergenic

KIDS COLLECTION SUNSCREEN



6oz Lotion SPF 50 (#62645)

6oz Spray SPF 50 (#62448)

Sunscreen Stick SPF 30 (#62447)

Apply SPF 50 Kids Lotion 30 minutes before going into the sun. After 80 minutes in the sun, swimming, or sweating, reapply with Kids SPF 50 lotion or spray. Aloe Up Kids is formulated for sensitive skin, is non-greasy, and will not run into eyes and sting.



3 simple steps to keep you safe in the sun

Are you using sunscreen correctly?

ALWAYS
START
WITH
LOTION



1 apply first thing in the morning

- Use Aloe Up SPF 30 or 50 lotion.
- Wait 30 minutes before you go in the water or sun.
 - The first application of **SPF LOTION** is the most important because it will soak into your skin and bond, preventing sunburn. It provides the perfect base coat of sunscreen for the day.

EVERY
2
HOURS



2 reapply during the day

- Reapply SPF 15, 30 or 50 lotion or spray every 2 hours while in the sun.
- Wait 15 minutes before going back in the water so Aloe Up can penetrate your skin and bond.

DO NOT
SKIP THIS
STEP



3 moisturize at the end of the day

- Apply Aloe Ice Jelly.
- Repeat before bed.
 - This final application is very important. Do not skip this step. Aloe Ice not only aids in sunburn relief, but is the most effective moisturizer in the Aloe Up line.



WHITE COLLECTION

With a hint of coconut-mango fragrance, our aloe based White Collection sunscreens go on light and absorb quickly, leaving your skin hydrated and protected.

These hypoallergenic and non-comedogenic formulas contain antioxidants Acai Berry, Green Tea, Vitamins A and E, Coconut Oil, and Cocoa Seed Butter to moisturize. A unique blend of reef friendly sunscreens provides water resistant (80 min.), Broad Spectrum protection.





- Aloe Vera Based
- Sheer Formula
- UVA/UVB Broad Spectrum
- Water Resistant (80 Minutes)
- Oxybenzone/Octinoxate Free
- Paraben-Free
- Reef & Ocean Safe
- Coconut Mango Fragrance
- Cruelty-Free

WHITE COLLECTION

SUNSCREEN LOTION



4oz Lotions SPF 10 (#62510), SPF 30 (#62530), SPF 50 (#62550)
1oz Lotion SPF 30 (#62531)

With a hint of coconut-mango fragrance, White Collection Lotions are based with 35% pure Aloe Vera Gel, go on light and absorb quickly leaving no greasy residue. The unique blend of sunscreens provide complete UVA/UVB protection, will not run in your eyes and is 100% reef safe. Aloe Up's plant based, clean formulas ensure a comfortable and effective sunscreen which can be incorporated into your daily skin care routine.



- Aloe Enriched Formula
- UVA/UVB Broad Spectrum
- Water Resistant (80 Minutes)
- Oxybenzone/Octinoxate Free
- Paraben-Free
- Reef Safe
- Coconut Mango Fragrance
- Even Application

WHITE COLLECTION

CONTINUOUS SPRAY SUNSCREEN



6oz Spray SPF 30 (#62570), SPF 50 (#62580)

Aloe Up White Collection Sprays provide full Broad Spectrum protection at a touch of a button. The aloe enriched formula has a coco-mango fragrance, is water resistant, reef safe, non-greasy, and is a great solution for re-application throughout the day.



Aloe Based Dry Oil

Oxybenzone/Octinoxate Free

Paraben-Free

Reef Safe

Mineral Oil Free

Non-Comedogenic

Hypoallergenic

Tropical Oil Infusion:

Banana

Coconut

Apricot

Almond

Palm

WHITE COLLECTION TANNING OIL



Dark Tanning Oil Spray SPF 4 (#62100)

Tanning Oil Pump SPF 6 (#62104)

Aloe Up Tanning Oils combine a base of pure Aloe Vera blended with sunscreens and tropical oils (banana, coconut, apricot, palm, and almond) to deliver a clean, non-greasy application. These Oils will provide moderate sun protection while naturally hydrating your skin without clogging pores.



Aloe Vera Infused

Non-Waxy

Non-Comedogenic

Hypoallergenic

Featuring Natural Moisturizers:

Avocado Oil

Sunflower Seed Oil

Beeswax

Aloe Vera Oil

And Antioxidants:

Coconut Oil

Vitamin E

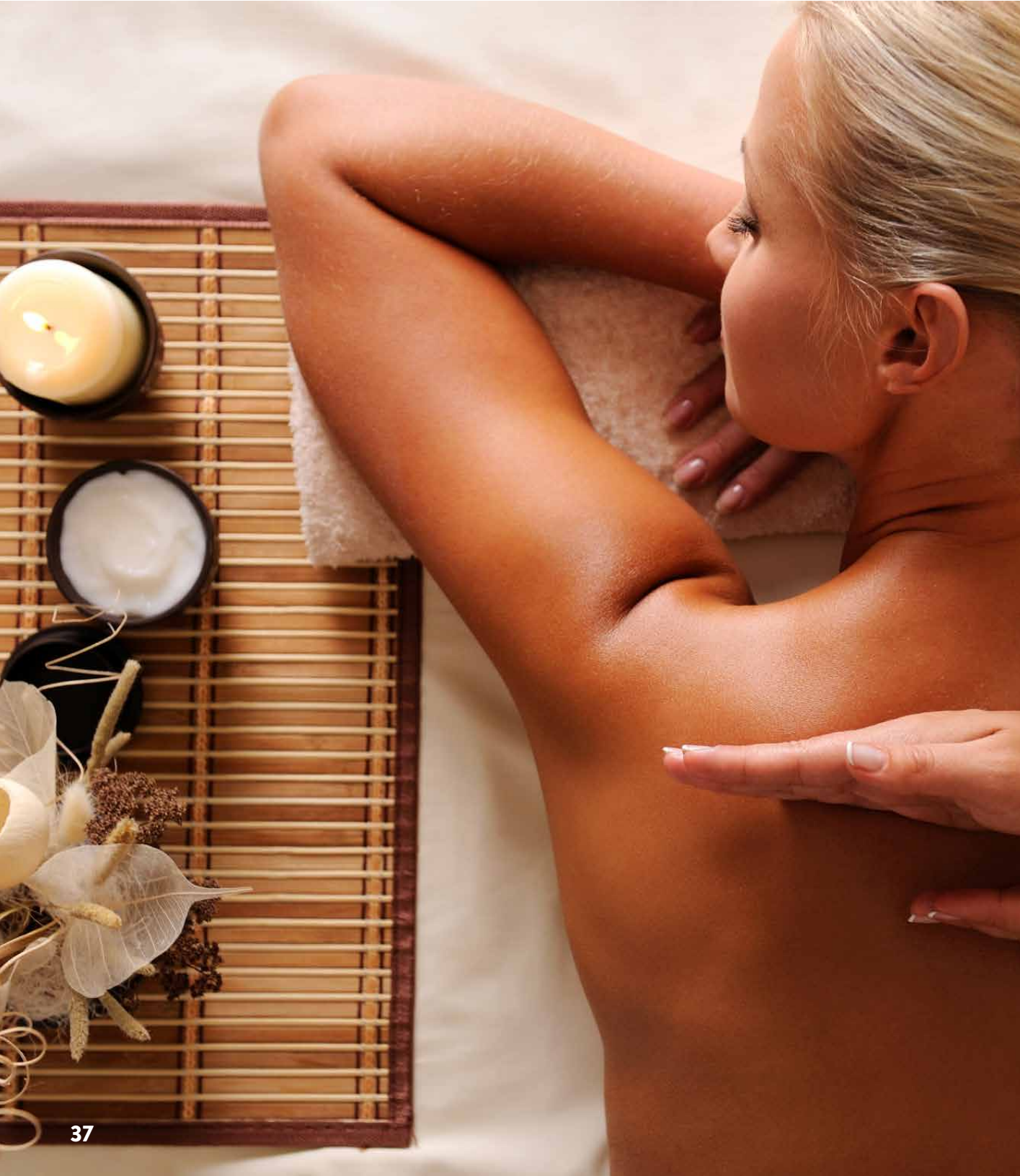
Mango

WHITE COLLECTION LIP BALM



Lip Balms Natural SPF 15 (#00005), Passion Fruit SPF 15 (#00006), Citrus SPF 15 (#00007), Medicated SPF 30 (#00010), Coco-Mango SPF 15 (#00018)

Aloe Up White Collection Lip Balms glide on smoothly leaving your lips replenished, hydrated, and protected. Aloe Up Lip Balms offer a unique blend of natural moisturizing oils and antioxidants assuring your lips the essential moisture balance they deserve.



Aloe Vera Based

Paraben, Alcohol, and
Mineral Oil Free

Mild Peach-Apricot Fragrance

Non-Comedogenic

Hypoallergenic

Infused with:

Coconut Oil

Acai Berry

Green Tea

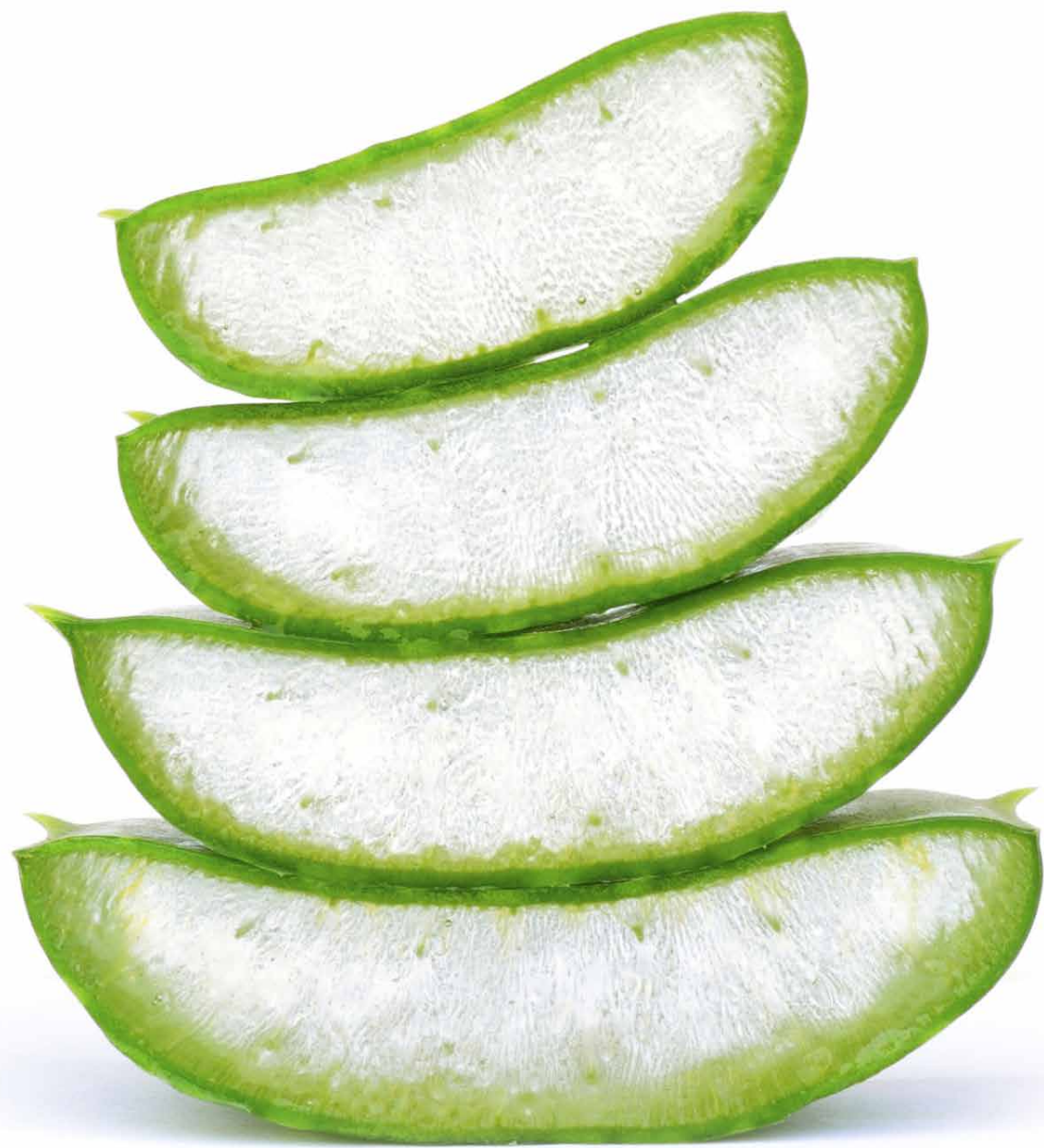
Vitamin A and E

WHITE COLLECTION MOISTURIZER



After Sun Light Moisturizer 1 oz (#61611), 4 oz (#62435)

Aloe Up After Sun Light Moisturizing Lotion is designed to refresh and rehydrate skin after sun exposure. Based with Aloe Vera Gel, Light Moisturizer leaves skin feeling soft and replenished.



96.6% Pure Aloe Vera Gel

Topical Lidocaine

Paraben and Alcohol Free

Non-Comedogenic

Hypoallergenic

Soothes and Cools Sunburn

Reduces Swelling and Itching

WHITE COLLECTION SUNBURN RELIEF



Aloe Ice Jelly 1 oz (item #61711), 4 oz (item #60304)

Aloe Ice Jelly uses the natural healing properties of Aloe Vera Gel and topical anesthetic lidocaine to quickly eradicate pain. Based with 96.6% pure Aloe Vera Gel, Sunburn Relief Jelly absorbs quickly and does not leave a sticky residue. The clean, light, and cooling feel of Aloe Ice Jelly can be applied to burns, cuts, scrapes, bug bites, coral burns, and jellyfish stings to soothe and moisturize damaged skin.



FOR THE FACE

SPF 25 DAILY FACIAL MOISTURIZER

- Aloe Based
- Quick Absorbing
- Broad spectrum protection
- Hypoallergenic
- Non-Comedogenic
- Oxybenzone/Octinoxate Free
- Paraben /Phthalate Free
- Infused with Antioxidants:
 - Coconut Oil
 - Almond Oil
 - Grapefruit Seed Extract



Aloe Up For the Face Daily Moisturizer with SPF 25 was developed to be an integral step in your daily skincare routine. This Aloe Vera Gel based moisturizer helps combat skin damage associated with sun exposure and absorbs quickly, working well under make up. For the Face is non-comedogenic, hypoallergenic, oxybenzone, octinoxate, and fragrance free. Infused with antioxidants (coconut oil, almond oil, and grapefruit seed extract), For The Face is suited for all skin types and will hydrate and restore natural moisture balance.

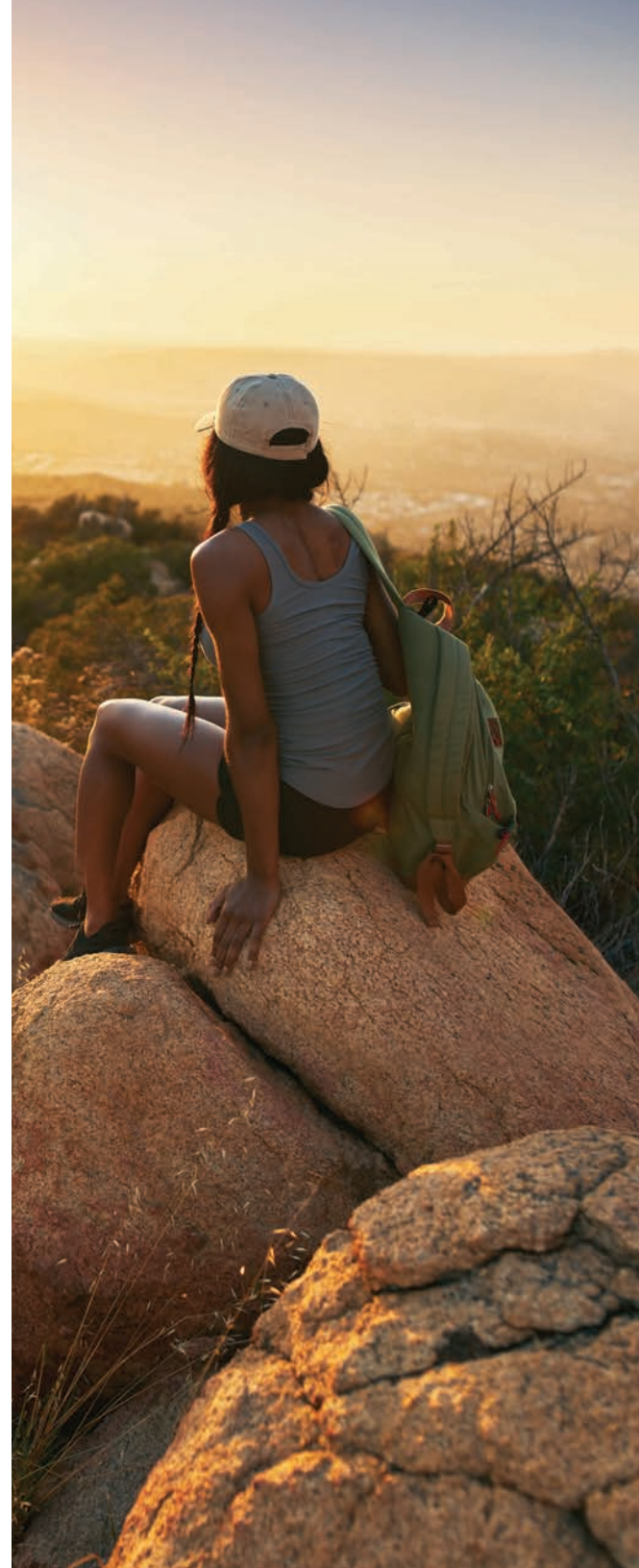
For The Face SPF 25 1.7 oz (#70107)



replenish . restore . protect .



the perfect blend of science and nature



OUTDOOR NATURAL PROTECTION

This essential oil-based bug spray is deet-free, gives you all the protection you need without the odor, texture, and harmful ingredients.



Our Alcohol Free Hand Sanitizer is a non-toxic, non-flammable, non-staining alternative to alcohol-based hand sanitizers. Effective 99.999% reduction of *Staphylococcus aureus*.



BUG PROTECTOR (#32291)
PEN SANITIZER SPRAY (#86710-P)

MERCHANDISING



Floor Display
22" d
22" w
62" h

Prepack # FR2703



Counter Display
14" d
11.5" w
8" h

Prepack # CT759



Acrylic Cube
5.25" d
5.25" w
6" h



Mini Lip Tower
Display Dimensions:
4" d
4" w
9" h



Acrylic Tester Display
9" d
11.5" w
7" h

Prepack # FTF192



CUSTOM PROGRAMS

LIP BALMS

PRIVATE LABEL

GIFT SETS

custom



Custom Lip Balms with
Aloe Up Formula

Perfect for:

Resorts
Gift Shops
Attractions
Souvenirs

CUSTOM LIP BALM



Lip Balm Tower
4"L x 4"W x 9"H

CUSTOM SPF LIP BALMS

- 100 pc order minimum per flavor
- 5-7 day lead time
- full color imprint
- low, one time set-up fee applies
- available in SPF 15 & 30
- flavors available: Natural, Passion Fruit, Citrus, Mint, Apple, Watermelon, Cherry, Pina Colada, Vanilla, Coco Mango and Medicated

For more information, contact us at 800.950.2563 www.aloeup.com



Promote your own brand with
Aloe Up's proven formula

CUSTOM PRIVATE LABEL

CUSTOM SUNSCREEN TUBES AND SPRAYS

- available in SPF 30 or 50
- 1000 pc minimum per sku
- 30-45 day lead time
- full color imprint
- low, one time set-up fee applies



CUSTOM SPF 30 SUNSCREEN STICKS

- 100 pc order minimum
- 5-7 day lead time
- full color imprint
- low, one time set-up fee applies

CUSTOM HAND SANITIZER PENS

- 100 pc order minimum
- 5-7 day lead time
- full color imprint
- low, one time set-up fee applies

CUSTOM SPF 30 SUNSCREEN BOTTLE 2oz.

- 100 pc order minimum
- 10-15 day lead time
- 4 color imprint available
- low, one time set-up fee applies

For more information, contact us at 800.950.2563 www.aloeup.com



Custom Imprinted Kits
with Aloe Up Products

Perfect for:

- Outdoor Events
- Incentive Travel
- Company Picnics
- Gift-With-Purchase
- Golf Outings

CUSTOM KITS



For pricing contact us at 800.950.2563 www.aloeuppromo.com



ALOE UP

at a glance



Notes

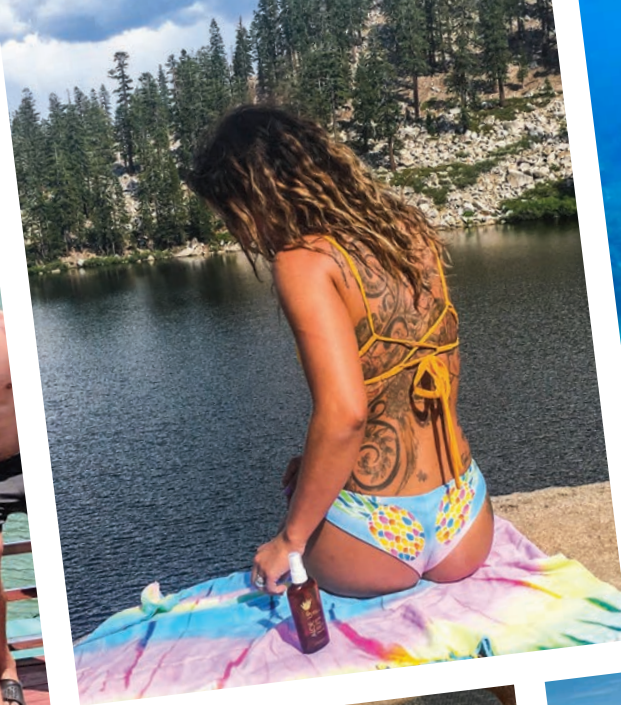


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