



COMPANY HISTORY

Founded in 1970, Lily of the Desert Organic Aloeceuticals is a family-owned vertically integrated grower, processor, and manufacturer of leading aloe vera based products. As the largest certified organic grower and processor of aloe vera, Lily of the Desert branded products are successfully marketed in over 40 countries throughout the world. Lily of the Desert has distributed its products in natural food stores since the business began. The company has been known throughout the years to set the standard in the industry for high quality aloe vera products.



Don Lovelace, President and CEO

COMPANY INFORMATION

The Lily of the Desert aloe vera brand is the Natural Products industry category leader with over 50% of the total United States market share (based on SPINS data). The company's aloe vera farms, laboratories, and processing plant are located in the Texas Rio Grande Valley citrus region and in the desert area of Mexico along the Tropic of Cancer. Corporate headquarters are located in Denton, Texas.

TECHNOLOGY AND INNOVATION LEADER

Lily of the Desert has been setting the standard of technology and innovation in the aloe vera industry since its inception. Providing consumers with quality products continues to be the company's focal point. This is accomplished through placing an emphasis on having scientific validation behind the branded products on the shelf, ensuring the consumer receives all of the naturally occurring health benefits of aloe vera. Many aloe vera manufacturers use anecdotal information about generic aloe to make product claims.

Over the past 5 years, Lily of the Desert's management and research team have spent over \$1,000,000 in developing a new technology unlike anything in the aloe vera industry. That new technology has resulted in AloesorbTM. AloesorbTM is a patented process that isolates the high molecular weight aloe polysaccharides and infuses them back into products at 60mg per 2 ounce serving. The synergistic effect of the lower molecular weight aloe polysaccharides and the high molecular weight aloe polysaccharides maximizes the efficacy of Lily of the Desert aloe vera products enhanced with AloesorbTM. A consumer taking products enhanced with AloesorbTM receive the maximum benefits for digestive health support, absorption and bioavailability of nutrients and supplements, increased immune support, and toxicity level reduction. This technology is the first of its kind in the aloe vera industry and it sets Lily of the Desert apart from the rest of the field.

CLINICALLY VALIDATED

Being the Leader in the aloe Industry and on the cutting edge of technology has led Lily of the Desert to provide consumers with Clinical Studies on branded products. Again, this is unique to the aloe vera industry as all other brands sold in Health Food Stores continue to use anecdotal information about aloe vera in their claims instead of validating their product on the shelf.

Lily of the Desert has determined that it is important for consumers to have clinical validation directly linked to the product they are purchasing. To ensure this, in 2008, the company had independent laboratories perform Gold Standard clinical studies on its branded products enhanced with AloesorbTM.

The Clinical Studies confirmed that Lily of the Desert products enhanced with Aloesorb™ provide the highest level of benefits for consumers...more than any other brand on the market. Consumers now know that the claims and benefits marketed by Lily of the Desert are directly linked to the product they are purchasing. No other brand can make that claim. Clinical trials have clearly demonstrated the health benefits of Lily of the Desert products, thus the company continues to operate by its motto of "Retaining the Quality that Nature Created."

ORGANIC CERTIFICATION

CERTIFIED ORGANIC ALOE...THE FIRST STEP TO PRODUCT QUALITY

The purity and quality of aloe vera starts with nature...the leaf in the field. How it is grown, harvested, and handled before processing will affect the end product. All Lily of the Desert products originate at the company plantations in the fertile Rio Grande Valley of Texas and in Mexico along the Tropic of Cancer. All plants are grown by strict USDA organic standards. The plantations are monitored and audited by the Texas department of Agriculture to insure complete compliance with the USDA certified organic program.

The Lily of the Desert aloe vera farms, laboratories, and processing plant are certified organic by the USDA and the Texas Department of Agriculture.



The Lily of the Desert raw materials and branded products are certified for purity and content by the International Aloe Science Council. The Lily of the Desert production facility is certified for GNP by the International Aloe Science Council.



ORGANIC FARMING (Growing)

The sister company of Lily of the Desert, Tomagricola, which manages the company's aloe vera plantations in Mexico, is certified by Oregon Tilth.



PROCESSING

Lily of the Desert features a state of the art certified organic processing plant in the Rio Grande Valley of Texas.

VERTICALLY INTEGRATED

From the plants in the fields, to the process, to the shelf...Lily of the Desert is vertically integrated as growers, processors, and manufacturers of high quality aloe vera based products. Being vertically integrated ensures that Lily of the D vera is grown free of chemicals. All of the leaves are refrigerated within four hours of being harvested. This is not the case with companies who purchase their products or aloe leaf from second party growers and manufacturers.

MISSION STATEMENT

Continue to be the industry leader by growing, manufacturing, and marketing superior quality Aloe Vera based products through continuous innovation that provides consumers with a healthier lifestyle at a fair price.

To accomplish our mission, Lily's management and employees will focus and execute the following:

OUR VALUES

- To be known as a highly ethical organization producing products to the highest standards.
- To retain the quality that nature created.

OUR CUSTOMERS

- To exceed customer expectations through superior service.
- To provide knowledge to our customers through excellent and extensive educational programs.

OUR EMPLOYEES

- To stimulate employee loyalty, and morale by sharing the company vision and giving employees full authority, resources, and support to carry our responsibilities.
- To accomplish company growth and innovation through personal challenge and involvement.

OUR COMPANY

- To employ vertical integration to achieve the lowest production cost while producing the highest quality products.
- To accomplish high productivity through sound planning and organizational teamwork.
- To earn a sufficient profit to accomplish all company commitments and while yielding an adequate return on shareholder's equity.

Lily of the Desert

1887 Geesling Rd., Denton, Tx, 76208

940-566-9914

1 (800) 229-5459

Fax: 940-566-9925

Hours of Operation: Monday thru Friday 9:00am – 4:30pm



America's #1 Selling Aloe Brand.