



Aloe Vera Hellas

*see green, see life!*

SINCE 2012

PROFILE OF THE  
**COMPANY**  
**2020 - 2021**





Every beginning requires one **brave** step. Once taken, you will almost be at your **destination**.

- Michailou Family

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# Greeting

Welcome to **ALOE VERA HELLAS**.

We are a family company known and respected in Greek society, with many years of experience in business activities. In 2012, the new generation (Gikas and Manos Michailos) used their contemporary ideas and vision to create **ALOE VERA HELLAS**, a pioneering company with the initial purpose of incorporating the cultivation of aloe in Greek agriculture. This goal has now evolved to also include the production of Greek aloe products, which we distribute both domestically and abroad. Through our hard work, continuous research, consistency, and reliability we intend to continue offering our services, by manufacturing Greek innovative products. We have also contributed to the creation of new jobs and have supported other local Greek companies and production units with our preference and collaborations. Always with the best interests of society as a whole in mind, we produce quality and reliable products based on the needs and perceptions of current times. We would like to thank you for the trust you show in us, and ensure you that we are committed to keep evolving with respect to both nature and man.

## TURNING A GREAT VISION INTO REALITY



# TIMELINE

2012

Our company was established in 2012 thanks to the vision of the Michailos family to introduce aloe, this ancient miraculous plant, to the Greek market. After thorough research, they eventually chose the BARBADENSIS MILLER variety, which contains the greatest number of active ingredients (over 200), as well as vitamins, trace elements, and minerals beneficial to the human body. The best source for these plants was none other than the so-called capital of aloe, Texas (USA), where aloe is known to thrive and is cultivated by people with many years of experience. During the introduction of the plants in Greece, the family looked for growers with a similar vision to theirs. The goal was to collaborate with them and have them receive, care for, and develop aloe using exclusively organic methods. With the help of the scientifically trained and specialized agronomists of our company and through everyone's collective effort, we were able to cultivate and develop aloe plants in the Cretan soil and climate. This, in turn, maximized their quality and beneficial properties, especially since we only employ organic methods, without fertilizers, chemicals, and herbicides.

2015

In 2015, after the plants reached maturity (aloe needs 4-5 years to acquire all its beneficial properties), it was time to harvest. Meanwhile, after intensive research, the aloe processing plant also started being built. The goal was to create the first batch of aloe juice, with the purpose of making it known to the general public, first through pharmacies and later through various other commercial outlets.

2017

In 2017, a state-of-the-art factory was constructed in our privately owned facilities in the industrial area of Heraklion, Crete. These facilities cover a total surface area of 5,500 sq.m., where 3,000 sq.m. are building facilities and the remaining 2,500 sq.m. constitute an easily accessible courtyard area for loading – unloading purposes. Our factory is equipped with state-of-the-art machinery, specialized personnel, as well as scientifically trained executives (food technologists and chemists). Under their supervision, and through constant analyses, microbiological tests, and in collaboration with the Cretan bio-research laboratories, we are able to guarantee the excellent quality of our products and the preservation of all trace elements, metals, and vitamins in our aloe. Our factory operates under the FSSC 22000 standard as recognized by the Global Food Safety Initiative (GFSI), which represents a comprehensive approach to food management and safety. In this way, we can ensure the perfect quality of our products, with respect to both nature and man.

2018

In 2018, our company started exporting its products to both European countries and America. By gradually increasing the rate of our exporting activities, we can strengthen the presence and image of Greek products in international markets and support our national economy and development. In conclusion, ALOE VERA HELLAS does not only focus on its own business activities, but also on the national and social prosperity of our country.



In 2020, now established and well-known in our field, we started processing aloe leaves, absorbing the largest percentage of crops in Crete and Greece to cover both the domestic market and exports. We bottle aloe juice as well as pure general-purpose gel intended for further processing by other food industries, food supplement companies, and cosmetics companies in Greece and abroad.

**ALOE VERA HELLAS** is active in the wholesale trade of plants and aloe leaves, as well as in the production of dietary supplements, concentrated aloe juices of various flavors, jars with pieces of aloe leaves, jams with aloe and stevia, as well as pure gel intended for general use. Our products are distributed daily to drug stores, pharmacies, organic stores, and supermarkets. Our company also provides Private Label (P.L.) services for aloe juice and other products, based on the requirements and specifications of each customer. In fact, we dominate the Greek market in this field. Thanks to our reliability, consistency, respect, and know-how, we grow and evolve daily, always making sure that our aloe remains unique without losing its valuable trace elements and, of course, its beneficial properties.



## ALOE VERA HELLAS & ENVIRONMENT

The company's activities could, of course, never be limited to production. In an attempt to become more environmentally friendly, we established a comprehensive waste management and recycling system.

During the processing stage of **ALOE VERA HELLAS** leaves, hundreds of kilos of leaf bark are discarded and sent to be recycled on a daily basis. In collaboration with the Higher Technological Educational Institute of Crete (Mediterranean University), we managed to reuse this bark through composting. This compost is then used either as an added ingredient in animal feed or as an organic fertilizer, which we distribute to the growers of our network, thus maximizing the yield of their harvest. In our factory, we almost entirely use recyclable materials, which we place in separate bins and distribute them to recycling stations.

## OUR PHILOSOPHY

**"See green, see life!"**

After all of the above, one realizes what the fundamental goal of Aloe Vera Hellas is: we all work hard every single day to turn our vision into reality: adding the miraculous aloe in our lives as we state in our logo!

# STAFFING

Our company consists of 45 employees who staff the departments of administration, sales, transportation and storage of products, as well as the processing and production department of our Aloe. Also, our company employs graduate agronomists, food technologists and chemists, scientifically trained and specialized, so that the whole process, from the planting of the plants to the bottling of the final product, is carried out under their supervision, to ensure excellent quality and the preservation of all trace elements, minerals and vitamins offered by our Aloe. In this way we produce and distribute our products to the general consumer public, in order to increase the number of people who can enjoy their benefits in Greece but also abroad. At the same time, we maintain, for a number of years now, constructive collaborations with people in the local community, supporting its economic development, contributing to our city and our country Greece.



## A FEW WORDS ABOUT ALOE

### ALOE VERA & BENEFITS

Aloe Vera is a plant (part of the lily family of plants) that reaches 60 to 100 cm in height. The healing properties of Aloe Vera have been known since antiquity. The oldest written document in which the plant is mentioned is from the time of the Sumerian civilization (around 2100 BC). Moreover, according to ancient authors, aloe was a mandatory step of the daily beauty rituals of the wives of the Egyptian Pharaohs. It may sound stereotypical, but the only word that describes Aloe Vera accurately is "unique". The gel contained in the leaves of the plant, which is used for healing and cosmetic purposes, is a true miracle of nature. It contains enzymes; 20 amino acids (including 7 of the 8 "irreplaceable" minerals); zinc; saponins; vitamins A, C, and E; the whole group of B vitamins etc.

Thanks to its impressive composition, Aloe Vera actively ensures the renewal of skin cells and the restoration of damaged skin. It also has strong analgesic properties and is very effective against germs, bacteria, and fungi. It prevents inflammations and successfully treats any already existing ones. It is extremely effective against acne.



- Stimulates the immune system.
- Helps the digestive tract function properly.
- Activates metabolism and regulates weight.
- Has antiseptic and antimicrobial properties.
- Stabilizes blood sugar levels for diabetics.
- Has healing properties and helps regenerate tissue.
- Relieves joint pain.
- Has anti-inflammatory, antibiotic, and antifungal properties.
- Helps create collagen.
- Can significantly lower blood pressure.
- Helps dilate blood vessels and, therefore, transfer nutrients to the skin.
- Reduces the risk of cardiovascular disease.
- Relieves and reduces muscle and skeletal pain, colic, and asthma attacks.
- Provides us with energy.
- Calms the nervous system.
- Contains B-sitosterol, a powerful ingredient that works against cholesterol by keeping it at lower levels.
- Prevents the processes that convert chemicals in the body into carcinogenic diseases.
- Studies have shown that it can prevent the appearance of cellulite.
- Improves heart and neuromuscular function, as well as bone health.
- Acts as an antiseptic by increasing blood flow to the injured area, while stimulating the tissues and skin cells that are responsible for healing the wound.

## RAW MATERIALS & STEVIA

All the ingredients added to our juices are from certified suppliers and meet all European food safety standards from their production to their transport to our facilities. This way we ensure that everything added to our juice is checked and safe, enhancing the quality of our products.

The stevia used in our juices for its sweetening properties is exclusively from Greek producers of organic crops. It is rich in vitamins A and C, zinc, magnesium, calcium, potassium, phosphorus, and ferum. It can be used by people with diabetes, by anyone who wishes to control or maintain their body weight, as well as by all those who do not want or are not allowed to use sugar in their diet. The elements for the properties of stevia are steviol glycosides, which provide it with its sweet flavor and can be fully metabolized by the human body.

## DIETARY SUPPLEMENT – JUICES WITH ALOE VERA

Aloe Vera juice dietary supplement with **90%** organic aloe gel (Barbadensis Miller) in a glass bottle.

### NATURAL



Natural flavor with a light lemon aroma offering a delicious drinking experience.

Packaging:  
1000ml / 500ml / 100ml

Product code number:  
XAA-1000-101

### LEMON



With concentrated lemon juice (has antioxidant properties and cleanses the body of toxins).

Packaging:  
1000ml / 500ml / 100ml

Product code number:  
XAA-1000-102

### POMEGRANATE



With concentrated pomegranate juice (has antiallergenic properties, protects the kidneys from harmful toxins, protects the liver and helps with its regeneration).

Packaging:  
1000ml / 500ml / 100ml

Product code number:  
XAA-1000-105

### TURMERIC



With turmeric powder (has antioxidant and anti-inflammatory properties. Curcumin helps treat chronic conditions such as arthritis and osteoporosis).

Packaging:  
1000ml / 500ml / 100ml

Product code number:  
XAA-1000-103

## PACKAGING DETAILS

Juice 1lt / Crate 9 pieces / Palette 72 crates 648 pieces.



Without any added sugar, sweetened with stevia, in **8** wonderful flavors to choose from.

## CHIOS MASTIC



With mastic oil (has antibacterial properties, significantly reducing lipids and blood glucose).

Packaging:  
1000ml / 500ml / 100ml

Product code number:  
XAA-1000-104

## BLUEBERRY



With concentrated blueberry juice (has anti-aging properties and helps maintain ocular and urinary health).

Packaging:  
1000ml / 500ml / 100ml

Product code number:  
XAA-1000-107

## BLACK CURRANT



With concentrated blackcurrant juice (strengthens the body's resistance to infection due to the nutrients it contains. It also helps maintain your skin and hair healthy).

Packaging:  
1000ml / 500ml / 100ml

Product code number:  
XAA-1000-106

## TANGERINE



With concentrated tangerine juice. (It benefits our immune system by providing a big percentage of the daily needs in vitamin C. Vitamin C help our body increase its endurance against infectious factors).

Packaging:  
1000ml / 500ml / 100ml

Product code number:  
XAA-1000-108

Juice 500ml / Crate 20 pieces / Palette 48 crates 960 pieces.



**5 + 1 PACKAGING**  
**GET TO KNOW ALOE VERA**  
**AND OUR FLAVORS**



Product code:  
XAA-501-101

An increasing number of people “embrace” Aloe and get informed about it, either from advertising campaigns or due to the upward trend of modern diets (e.g. vegan, vegetarian). Now, through our new 5 + 1 package of 100 ml, you can easily and at low cost try our Cretan aloe juice in 6 different flavors combinations and find the one that suits you. It is an easy to transport and travel package that can also become a wonderful present for your familiars, introducing them to the world of Cretan aloe. Try our aloe juice, include it in your diet and enjoy its beneficial properties.

## PACKAGING DETAILS

Juice 100ml / Crate 30 pieces / Palette 95 crates / 2850 pieces

## PEELED ALOE VERA LEAF IN PIECES

Organically grown Barbados Miller plants, cleaned in pure water without any chemicals or other additives except for lemon (citric acid). They are available cleaned and cut in a glass jar so that can be ready for general use.

Product code number: VA-1000-100

AVAILABLE IN PACKAGES OF 500 ml & 1000 ml





## JAMS WITH ALOE VERA

Our jams contain **30%** organic Aloe Vera gel (*Barbadensis* Miller) and **60%** natural fruit, without any added sugar, dyes, and artificial flavorings, using stevia as a sweetener instead.

They are ideal for people with diabetes and high cholesterol. Of course, our jams can also be consumed by those who just want to pay attention to their diet and weight, seeing as they have very low caloric content and great flavor (39.2 kcal per 100 grams).

You can enjoy them in **5** delicious flavors.



**STRAWBERRY** (with natural fresh fruit and a wonderful aroma, ideal for detoxifying our body).

Product code number:  
MAA-100-102



**GREEN APPLE** (with natural fresh fruit and a wonderful aroma and flavor, ideal for hydrating our body).

Product code number:  
MAA-100-101



**LEMON** (with natural fresh fruit and a wonderful flavor, rich in vitamins, which help protect our heart).

Product code number:  
MAA-100-104



**POMEGRANATE** (with natural fresh fruit, supports our body with its impressive concentration of vitamin C and more).

Product code number:  
MAA-100-103



**APRICOT** (with natural fresh fruit rich in nutrients, helps stimulate our skin).

Product code number:  
MAA-100-105



Jams of 190 grams  
Crate: 12 pieces  
Palette: 200 crates: 2400 pieces

## HAND & BODY CARE GEL

Our company offers you a new hand and body care product, with aloe gel - derived exclusively from certified organic crops -, glycerin, vitamin E and a wonderful aroma from bay leaves and mandarin essential oils. Aloe vera gel, with its unique properties, gives freshness, intensive hydration and softness to any skin type, relieving damaged skin from dryness and irritation, without leaving traces of oiliness. In addition, bay leaves and mandarin essential oils offer antimicrobial and healing properties which, in combination with the antioxidant properties of vitamin E, help to create an excellent care product. Suitable for use: after sun exposure and for the treatment of minor irritations from shaving or waxing (after shave).

Packaging: 300 ml / 100 ml

## ANTISEPTIC ALOE GEL (WITH ALCOHOL)

Hand sanitizing gel with 70% ethyl alcohol and 30% organic aloe gel, which protects and pampers our hands while achieving immediate and deep cleansing without the use of soap or water. It provides hydration and a feeling of freshness, while also removing any dryness from the skin, thanks to the aloe and the natural lemon scent it contains. It is the ideal solution if you always want to have clean hands wherever you are: in the office, in the car, while travelling. Ethyl alcohol is known for its antiseptic and disinfecting properties, while our Aloe Vera, sourced from Greek certified organic growers, is known for its miraculous properties, and offers hydration, softness, and freshness, with some additional antiseptic action.

Important benefits:

- Significantly reduces the number of germs on our hands.
- Causes less skin irritation than frequent use of soap and water.
- Evaporates quickly.

Packaging: 4LT / 500 ml / 300 ml / 100 ml

## NEW PRODUCT EXCLUSIVE!

Product code number:  
HB-01-300



## NEW PRODUCT EXCLUSIVE!

Product code number:  
AD-01-300

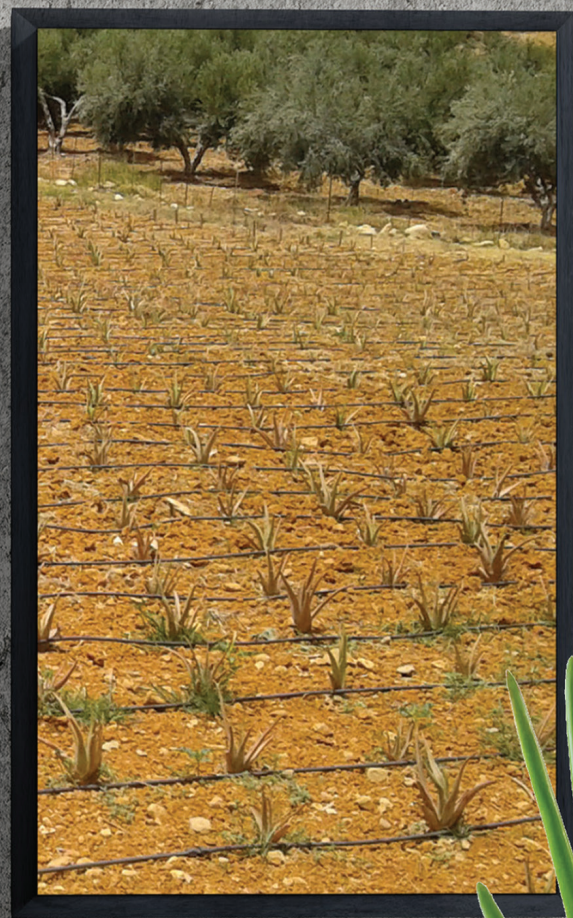






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**Contact us:**



+30 2810 381818  
+30 2810 380521



+30 2810 380531



[info@aloevera-hellas.gr](mailto:info@aloevera-hellas.gr)