



IBIZALOE

Aloe Vera: The Millennial Plant

Founded in 2014 by Ibizan Cesar Mayol (right), at the age of just 27, Ibizaloe specialises in the sale of natural cosmetic products that contain 100% organic Aloe Vera grown in Ibiza. "It is a must that Ibizan families have an Aloe Vera plant at home," says Cesar. "My mother, my grandmother, and her mother before her have always used Aloe Vera for everything; for cuts, for pains, for stomach problems, this is why we are so accustomed to using the plant on the island."

After leaving Ibiza to study at University in Madrid, it became clear to Cesar that products stating to be "100% Aloe Vera" were not the same quality as back home. "I began to analyse some well-known Aloe Vera based products and the results were amazing, some did not contain any Aloe Vera whatsoever; many only contained a very small percentage, and all of them used chemicals and products that are bad for the user's skin."

From University in Madrid, Cesar moved to New York City to live and study; "It was here where I began the foundations of the Ibizaloe project and in 2014 I made it a reality when I moved back home to Ibiza," he says. A realisation that there was a clear gap in the market combined with a passion to provide a quality product is what started the Ibizaloe journey for Cesar and his family, who play a part in the business of course. "My family is a huge part of the company because without them everything would be different. We want others to use Aloe Vera like we always have done in Ibiza," he says. "That's why all of our creams are totally natural and our ingredients only come from our own organic plantations on the island."

Ibiza's micro-climate provides the perfect environment to grow the Aloe Vera that is used in all of Ibizaloe's products. Today, with its own organic plantation located close to the town of San Antonio and even a museum dedicated to Aloe Vera - where the history of the magical plant is showcased - Ibizaloe is pushing the boundaries of its business approach and stocks cosmetic products across the island, as well as exporting internationally to the likes of Italy, Holland and Germany.

"I am from Ibiza and always wanted to make something happen here," Cesar finishes. "Aloe Vera is a plant that has always been with us - they even said that Christopher Columbus never made a trip without it! Our aim now is to produce the finest Aloe Vera products in the world."



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