

Lily of the Desert: Setting the Standard for Aloe Vera for More Than 50 Years

For more than five decades, Lily of the Deserts has helped define what quality aloe vera should be. Founded in 1971 and still family-owned today, the company has built its reputation on one simple but powerful belief: Retaining the Quality that Nature Created.

From organically grown aloe fields to finished bottle products, Lily of the Desert controls every step of the process. This vertically integrated approach ensures purity, potency and consistency in every batch. It also allows the brand to maintain rigorous internal standards that have helped shape the expectations for aloe vera across the natural products industry.

Why Vertical Integration Matters

In the aloe category, sourcing and processing make all the difference in a quality product. Aloe is a living plant with delicate bioactive compounds that need to be handled properly and timely. By overseeing cultivation, harvesting, processing, testing and manufacturing, Lily of the Desert protects the integrity of the plant from field to shelf.

This level of oversight supports:

- Carefully monitored growing conditions
- Rigid processing methods that help preserve naturally occurring plant compounds
- Consistent high molecular weight polysaccharide levels?
- Transparency and quality assurance at every stage
- Provides the best value on the Market for consumers.

It is this commitment to full-process control that has positioned Lily as a trusted name for retailers, and consumers alike

The Science Behind Aloesorb™

At the core of Lily of the Desert's differentiation is Aloesorb™, the company's proprietary polysaccharide-rich aloe complex. Aloesorb™ was developed based on independent research and clinical evaluation conducted in collaboration with institutions including the University of Mississippi and Fenestra Research Labs. ¹

Clinical data referenced by Lily of the Desert demonstrates that aloe formulations enhanced with Aloesorb™ showed significantly improved nutrient absorption compared to control groups. In human trials, participants that consumed aloe with Aloesorb™ exhibited measurable higher levels of bioavailability of supplements using Vitamin C and Vitamin E as solubles². That constitutes about 90% of all supplements in a typical Natural Products store.

Additional comparative testing reported on Lily of the Desert's clinical resources found that products formulated with Aloesorb™ contained higher concentrations of high molecular weight aloe polysaccharides than many other competing aloe products evaluated.³

Polysaccharides are widely recognized as the key structural and functional compounds within the aloe plant. Research finding summarized by brand aloe indicate favorable changes in oxidative-reduction potential and immune-related markers among participants consuming aloe enhanced with Aloesorb™.⁴ These findings help explain why Lily of the Desert's aloe products have become synonymous with absorptions-focused innovation.

The Power of the Polysaccharide

Not all aloe polysaccharides are identical. These long chain carbohydrate molecules exist in varying molecular weights, and those differences influence how they behave within the body. Higher molecular weight polysaccharides and lower molecular weight polysaccharides each contribute distinct structural and functional characteristics. Lily of the Desert recognizes that they are complementary compounds and provide a full spectrum of the aloe experience. This understanding has guided product innovation for decades.

A New Innovation: Certified Organic Blended Aloe Vera

As the aloe category has evolved, so have consumer expectations. Many aloe users have historically chosen between whole leaf or inner fillet products depending on their individual preferences. Lily of the Desert asked a unique question: What if you did not have to choose?

The answer is the new Organic Blended Aloe Vera Juice and Organic Blended Aloe Vera Gel. These thoughtfully crafted formulas bring together finished goods made from both organic whole leaf and organic inner fillet aloe in one ultimate balanced blend.

The result is an innovative product designed to deliver a broader range of naturally occurring polysaccharides in a single bottle. By combining these finished goods together, the blended formulas provide a comprehensive aloe option that supports the body as a whole. Consumers no longer have to decide, they can enjoy a total whole body aloe experience in one product.

Organic Integrity, Trusted for Generations

All of the Lily of the Desert products begin with Certified organically grown aloe. The company's vertical integration model allows it to ensure that the aloe is carefully handled at every stage, from harvest time to bottling. Over the years this dedication to quality has set the benchmark for aloe vera in the natural channel. Retailers rely on the brands consistency. Consumers trust the name. Industry partners recognize the standards it upholds.

In a category where quality can vary dramatically, Lily of the Desert continues to lead by example.

Leading the Aloe Category Forward

Innovation in aloe is not about trends. It is about honoring the plant while continually improving how it is delivered to modern consumers. The introduction of the Certified Organic Blended Aloe Vera reflects that philosophy. It is not a departure from tradition, rather, a natural evolution of more than 50 years of aloe expertise.

By combining vertical integration, organic integrity, science-based formulations, and a commitment to preserving naturally occurring plant compounds, Lily of the Desert continues to raise the bar for what aloe can be.

For consumers seeking science backed-trusted aloe they should ask 3 questions: 1) Do you have clinical or published scientific studies on your product to support your claims, 2) Are you vertically integrated from the field to the finished product, 3) What is the most innovative idea that improved your product in the last 50 years.

When they ask those questions the only answer is from a company that has shaped the category for generations. The choice remains clear. Lily of the Desert. Retaining the Quality that nature created.

1. Lily of the Desert. Clinical Studies: Aloe Vera Research in collaboration with the University of Mississippi and Fenestra Research Labs. Available at: <https://lilyofthedesert.com/clinical-studies/>
2. Tully, L. Clinical Report: Aloe with Aloesorb™ and Nutrient Absorption. Lily of the Desert. Available at: <https://lilyofthedesert.com/wp-content/uploads/2022/06/DrLisaTullyExplains.pdf>
3. Lily of the Desert. Comparative Polysaccharide Analysis Summary. Available via Clinical Studies page: <https://lilyofthedesert.com/clinical-studies/>
4. Lily of the Desert. Peer Review Summary: Oxidative and Immune Marker Findings with Aloe Preparations. Available at: <https://lilyofthedesert.com/wp-content/uploads/2022/06/PeerReview.pdf>