

## Wellness Booster

Feeling run down and need a little extra boost? Then you'll want to know about this ancient elixir of life from the South Pacific that has become quite popular with Westerners in the last ten years.

For over 2000 years, people in the Pacific Islands, Southeast Asia, the Philippines, and India have used the *Morinda citrifolia* plant to improve their health, lose weight, and beautify their skin. It has been called the "aspirin of the ancients." But the healing properties of the miraculous plant have largely been ignored until just recently.



This plant is known throughout the South Pacific Islands as Nono, Nonu, and Noni. The Noni plant flourishes in the rich volcanic soil and tropical climates of this region. It is an evergreen plant with a height varying from a small bush up to twenty-feet high. The fruit from the Noni plant is approximately the size of a potato and has a waxy appearance with a semi-translucent skin that ranges in color as it ripens. The Noni plant is very nutritious and was used as a dietary staple in some ancient cultures. It is a rich source of vitamins, minerals, trace elements, beneficial alkaloids, enzymes, and plant sterols.

### Health Benefits

The Noni fruit, considered to be the most sacred herb by native island healers, has been used for centuries to treat a variety of health problems. Modern research indicates that Noni stimulates the immune system, increases energy levels, lowers high blood pressure, helps alleviate pain, acts as an anti-inflammatory and anti-histaminic agent, and helps

regulate sleep. Noni contains two powerful antioxidants: vitamin C and selenium.

Phytochemicals, or phytonutrients, are natural compounds in plant-derived foods that have beneficial effects on the body. Scientists have discovered that many plants have significant disease-preventing and health benefits. Man-made pharmaceutical drugs are chemicals whose purpose is to alleviate disease symptoms, instead of addressing the underlying cause of the imbalance in the body.

Scientists have found numerous beneficial phytochemical complexes in the Noni plant. Some of these complexes are unique to the Noni plant. Researchers believe the presence of these phytochemicals may explain why Noni provides important therapeutic benefits to a wide spectrum of body systems.

The human body is under constant attack by toxic chemicals found in water, air, and food we consume and in the personal care and cleaning products we use. In addition, bacteria, viruses, and fungi seek to invade the body and cause disease, pre-mature aging, and in some cases death. The Noni plant appears to be helpful for protecting the body against these threats.

### South Pacific Noni Juice

*South Pacific Noni Juice* is prepared from handpicked, fully ripened organically grown Hawaiian Noni fruits to ensure the highest quantity of active polysaccharide compounds for greater effectiveness. This 100% pure Noni Juice is produced using the authentic Hawaiian processing method used by ancient healers for many centuries. Each ounce of juice contains 30,000 mg of organic Noni Fruit extract. That is 3 times more Noni than many other brands. It can be consumed full strength or diluted with water or other fruit juices.



**Suggested Dosage:** For usual adult dosage: Take 2 tablespoons, preferably on an empty stomach.

<b>Supplement Facts:</b> Serving size 2 Tablespoons Servings per container approx 16		
	Amount Per Serving	% Daily Value
Calories	4 kcal	< 1 %
Total Carbohydrates	.95 gm	< 1 %
Sugars (from fruit)	<1 gm	2 %
Vitamin C	1.5 mg	2 %
Ingredients: Pure Pasteurized Noni Juice, not from Noni Powder.		
Other ingredients: .1% sodium benzoate, .1% potassium sorbate, for freshness.		

### Scientific Studies

A double blind, placebo-controlled, randomized clinical trial was conducted at the University of Illinois College of Medicine to evaluate the effectiveness of noni juice to lower total cholesterol and triglycerides in adult smokers. For this one-month study, 132 adult smokers with cholesterol levels above 190 milligrams per deciliter (mg/dL) were divided into two groups. Ages of the subjects ranged from twenty to sixty years old. For the placebo group, thirteen men and thirteen women were randomly selected. They each received a daily portion of a placebo juice similar to noni juice in look and taste. The noni group consisted of forty-nine men and fifty-seven women and they each received one to four ounces of noni juice daily. At the end of the study, the average total cholesterol for the noni group declined from 235.2 mg/dL to 190.2 mg/dL and their average triglyceride levels dropped from 242.5 mg/dL to 193.5 mg/dL. The average total cholesterol levels of the placebo rose from 239.2 mg/dL to 246.6 mg/dL and their average triglyceride levels increased from 200.9 mg/dL to 210.0 mg/dL. Researchers concluded that noni juice significantly lowered cholesterol and triglyceride levels for smokers with elevated levels.

The results of a study on the effectiveness of using *Morinda citrifolia* (Noni) to treat wounds was reported in a 2007 issue of the *Journal of Wound Care*. For this study, eighteen rats were divided into three groups and each animal was given a circular wound. Group one was the control group. For groups two and three, diabetes was induced in each animal. Group three received *Morinda citrifolia* juice in their drinking water for ten days. The wound area of all animals was measured on days one, five, and eleven. Also, blood samples were taken on the same days to determine glucose levels. On day eleven, the tissue covering the wounds was analyzed. The size of the wound area for group three (Noni) was reduced by 79 per cent compared to 63 per cent for group 2. For group three, the weight of the tissue covering the wound was heavier and the protein content was moderately higher. Fasting blood glucose levels were reduced by 29 per cent in group 3 compared to group 2. Researchers observed

a correlation between wound healing and blood glucose levels. Researchers concluded that *Morinda citrifolia* fruit juice significantly reduced blood sugar levels and sped up the healing of wounds in diabetic rats.

In a study published in a 1990 issue of *Planta Medica*, French scientist Chafique Younos tested the analgesic (painkilling) and sedative effects of *Morinda citrifolia* plant extracts. The objective of the study was to determine if the traditional claims about the use of the plant as a general analgesic were valid. The study used mice in various experiments to determine analgesic effect and toxicity. The researchers concluded that the *Morinda citrifolia* plant extract was non-toxic and did, in deed, demonstrate analgesic effects consistently in each experiment. The authors stated in their report that, "these findings validate the traditional analgesic properties of this plant."

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### Resources:

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The FDA has not evaluated these statements. This product is not intended to diagnose, treat, cure or prevent any disease. PNJ0307