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7111 ARLINGTON AVE • SUITE F • RIVERSIDE • CALIFORNIA 92503

NONI

NATURE'S AMAZING ADAPTOGEN



THE TAHITI TRADER MISSION

We are your guide on the path to Wellness with Tahiti Trader® Noni Juice,
Nature's Amazing Adaptogen® that can help you heal, achieve natural balance (homeostasis) and feel energized.
Tahiti Trader® Noni is the Foundation of Wellness®, so you can feel good again and experience life elevated!



THE FOUNDATION OF WELLNESS

STATEMENT OF PURPOSE

The purpose of this document is to present the overwhelming scientific evidence that supports the fact that the Noni fruit (*Morinda Citrifolia*) is an exceptional Adaptogenic plant. As an adaptogen, Noni profoundly enhances the overall capacity of the body to not only successfully adapt to the many physiological effects of stress but also to effectively regain and maintain homeostasis. In our stressful 21st century world, Noni has proven to be a superb, non-toxic, superior adaptogen.

The purpose of an adaptogen is to normalize body functions and restore, harmonize and balance the many physiological systems compromised by stress.

One of nature's most effective adaptogenic plants is the tropical fruit, Noni. It is a fruit produced by a tropical flowering tree whose scientific name is *Morinda citrifolia* which is in the coffee family known as Rubiaceae.

Noni has been known and revered for its many medicinal benefits for thousands of years by cultures throughout the world. The Noni plant has traveled far and wide over the millennia. It is now found throughout tropical climates of Southeast Asia, Australia, Africa, South Pacific and the Caribbean.

Noni assists the body's ability to resist a broad range of negative physical, chemical, and biological stressors. It has a normalizing effect on the body that targets imbalances without affecting properly functioning systems. While bestowing many Adaptogenic benefits, Noni fruit has no known toxic side effects.

Hundreds of scientific studies have proven the adaptogenic effects of Noni for enhanced immunity, increased energy and endurance, pain reduction, optimal HDL cholesterol levels, a healthy cardiovascular and neurological system, improved sleep and moods and so much more.

As an adaptogen, Noni offers an impressive range of health benefits including:

- Supports the immune system
- Provides antioxidant and DNA protection
- Reduces inflammation and pain
- Increases energy and endurance
- Helps maintain a healthy cardiovascular system
- Helps maintain healthy HDL cholesterol
- Maintains balanced insulin levels
- Balances moods
- Improves sleep
- Improves digestive health
- Improves cognitive function



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I M M U N E S U P P O R T

Stress will significantly lower your immune system and has a huge negative impact on optimal immune modulation. Studies investigating the effect of Noni on enhanced immune health in animals and humans, have concluded that Noni not only protects the adaptive immune System, but Noni was shown to exert beneficial immunomodulation effects in conditions involving inadequate immune responses.

In addition, Noni fruit is considered a superfood because it has a significant amount of essential phytonutrients. It is rich in antioxidants, Vitamins C, A, B and minerals like calcium, potassium, phosphorus and iron, that help boost overall well-being, fight infections, reduce risk of allergies, revitalize cells and tissues and also help in detoxifying the body.

Noni Juice has 33 percent of the RDI for Vitamin C which supports your immune system by protecting your cells from free radical damage and environmental toxins. Many other antioxidants present in Noni juice – such as beta carotene – improve immune health as well.

One small, 8-week study found that healthy people who drank 11 ounces (330 ml) of Noni juice daily had increased immune cell activity and lower levels of oxidative stress.

P R O V I D E S A N T I O X I D A N T A N D D N A P R O T E C T I O N

A published study in the Asian Pacific Journal of Cancer Prevention, “Influence of *Morinda citrifolia* (Noni) on Expression of DNA Repair Genes in Cervical Cancer Cells”, demonstrated that Noni enhanced the expression of DNA repair genes by itself and in combination with the chemotherapy drug, cisplatin.

A study was conducted on heavy smokers who drank 4 ounces of Noni juice daily for one month. The study concluded that Noni juice reduces lipid peroxidation-derived DNA adducts in heavy smokers. This means that Noni juice mitigated the oxidative damage of DNA in current heavy smokers.





REDUCES INFLAMMATION & PAIN

Noni has been renown for its effective treatment of many painful inflammatory conditions. Based on experience from traditional healers who have been using Noni for thousands of years, researchers wanted to investigate what, if any, anti-inflammatory properties were found in the Noni fruit.

One study conducted with mice proved that the pain relieving effect was comparable to hydrocortisone. The findings suggest that preparations of Noni fruits were, indeed, effective in decreasing pain and joint destruction caused by arthritis.

Noni juice also successfully reduced the symptoms against rheumatoid arthritis. The researchers concluded that the results indicated that Noni juice may lead to be safe and effective for human rheumatoid arthritis therapy.

Research in the Journal of Natural Products showed that fermented Noni fruit juice contains “a new fatty acid, a new ascorbic acid derivative, and a new iridoid glycoside, a metabolite important for metabolism,” along with 13 other compounds.

The study demonstrated detoxification benefits of Noni due to the presence of enzymes known as quinone reductase. This suggests that Noni juice can act as a strong anti-inflammatory food.

Another study also proved the success of Noni juice for pain. A joint health trial was conducted using only Noni juice for osteoarthritis patients. The volunteers drank an ounce of Noni three times a day for 90 days. The results were impressive. They included a reduction in the duration of arthritis pain, including a 23.7 percent decrease

in the frequency in the number of days with severe pain, and 16.4 percent decrease in pain severity. Patients also experienced an improved psychological state and mood and improved mobility.

There is growing body of research that validates what the traditional use of Noni juice for pain and inflammatory conditions. In fact studies indicate Noni is so effective in reducing pain that it is 75 percent as effective as morphine but without the toxic side effects.



INCREASES ENERGY & ENDURANCE

Studies have actually demonstrated that Noni has a profound impact on physical endurance. One clinical trial was conducted with highly trained middle and long distance runners who drank Noni juice twice a day for three weeks. It is known that intense exercise increases the production of damaging free radicals. At the end of the study, it was found that the consumption of Noni juice significantly increased the athletes' physical endurance by enhancing the antioxidant activity.

In another study, a group of athletes drank Noni juice twice a day for a month. They found that there was an improvement in endurance due to Noni's ability to mitigate exercise-induced muscle tissue damage. Noni's antioxidant and anti-inflammatory properties inhibited the free radical production and inflammation caused by strenuous exercise.

The third study found that Noni juice also has influence on oxygen uptake during physical exertion. After cyclists drank Noni juice for two weeks, their measurements showed increases in the average maximal oxygen uptake and VO2 max (VO2 max is the maximum rate of oxygen consumption measured during incremental exercise; that is, exercise of increasing intensity.) Increased oxygen uptake translates into greater energy and endurance.

These studies demonstrated that the Noni juice had a profound impact on physical endurance by increasing stamina, reducing free-radical production thus protecting against oxidative stress and potential DNA damage, as well as enhancing aerobic performance by increasing oxygen levels.

HELPS MAINTAIN HEALTHY CARDIOVASCULAR SYSTEM

Noni also has high amounts of the mineral potassium. Adequate potassium is necessary to lower high blood pressure, reduce symptoms of hypertension, maintain electrolyte balance and conserve healthy blood vessels and circulation in the body. The wealth of antioxidants and polyphenols in Noni juice also significantly lowers many risk factors. Noni helps to improve "bad" LDL cholesterol levels, C-reactive protein levels that are involved in inflammatory processes, while raising "good" HDL cholesterol concentrations. This translates into a reduced risk of atherosclerosis, cardiovascular disease and other cardiac ailments.

Nitric Oxide is a very special molecule that plays a major role for cardiovascular health because it is a vasodilator (or dilating of the blood vessels). This is critical for reducing hypertension. Noni was able to stimulate the body's ability to increase the production of nitric oxide.

A study at the University of Hawaii demonstrated that Noni juice significantly enhanced nitric oxide production and encouraged the opening of constricted blood vessels alleviating stress on arteries and the heart by relaxing the arteries walls.

Noni contains a compound called scopoletin. Scopoletin is at the center of the blood pressure regulating power in the body. Noni has clinical research studies showing that scopoletin has a powerful anti-hypertensive effect throughout the body, normalizing blood pressure. Scopoletin helps to reduce blood pressure in another way. It increases the production of the neurotransmitter serotonin which aids in regulating blood flow to the brain, heart, and other vital body organs. Since serotonin plays a major role in expansion and contraction of blood vessels, restoring healthy blood pressure is one of its important functions.



MAINTAINS HEALTHY CHOLESTEROL

Noni can also help to lower two other known risk factors for cardiovascular disease; the dangerous form of cholesterol and high triglycerides. High triglycerides may contribute to hardening of the arteries or thickening of the artery walls (arteriosclerosis) – which increases the risk of stroke, heart attack and heart disease.

In a study conducted on cigarette smokers, a group known to be at particularly high risk for compromised heart health, findings revealed much lower cholesterol levels and triglycerides after the smokers consumed Noni for 30 days. If Noni can have this positive effect on high risk people, just think how powerfully protective it can be for everyone else!

MAINTAINS BALANCED INSULIN LEVELS

Noni fruit contains less than 1% carbohydrates. In addition, noni fruit's compounds: saponins, flavonoids, and rutin can help maintain healthy blood sugar levels already within the normal range.

Noni juice has also demonstrated that it offers another important health benefit by helping to lower blood sugar levels. A recent study published in the Journal, Evidence-based Complementary and Alternative Medicine supported the consumption of Noni juice to assist in the regulation of elevated blood sugar levels in patients with Type II Diabetes.

The pilot study showed that the consumption of 2 ml/kg of body weight \of Noni Juice over a period of eight weeks caused a significant decrease in fasting blood glucose levels and HbA1c values in twenty patients with diabetes type 2.

Therefore, the anti-diabetic property of Noni Juice appeared to only involve the regulation of normal blood glucose level and was limited by feedback mechanisms, rather than involving the pharmacological pathways that are targets of conventional diabetes medications.

The antiglycation potential of Noni fruit juice was demonstrated in an eight-week open-label intervention study and in a cross-sectional population study. The study was conducted within the context of iridoid content, as iridoids are major phytochemicals in Noni fruit and are well known for their anti-AGE biological activities. Overweight or obese, prehypertensive, or grade 1 hypertensive males and females with impaired fasting glucose and who were not using prescription medication were included in the trial. But eight weeks of supplementation reduced the AGE-associated age of this group to 39 years, down from an average age of 44. This demonstrated a significant antiglycative effect.





SUPPORTS BALANCED MOODS

The compound, scopoletin which is found in Noni Fruit, is able to elevate your mood. Depression is a common side-effect of chronic pain as well as a serious psychological problem, in its own right. Scopoletin has a unique ability to increase the levels of serotonin, the body's natural feel-good neurotransmitter,

Further experiments investigated the antidepressant effects of Noni fruits and its bioactive principles in terms of the monoamine oxidase (MAO) A and B bioassays for the first time. The findings indicated that Noni fruit is a natural MAO-A and MAO-B inhibitor, involving a synergistic effect from multiple active components. The results of this investigation provided an in vitro rationale for the traditional uses of Noni fruit as a natural remedy for anti-depression and anti-anxiety, as well as improved sense of well-being.

IMPROVES SLEEP

As a traditional medicine, Noni was renowned as an herbal cure for insomnia because it contains two sleep-inducing neurotransmitters, melatonin and serotonin. Each one is necessary to promote deep, restorative sleep. However, when both are produced, they become an even more powerful antidote to insomnia.

Noni has one other important component to support sleep and mood. It contains an important amino acid called tryptophan. Tryptophan is necessary in order to produce the critical neurotransmitters, serotonin and melatonin.

Animal studies found that Noni has both anxiolytic- and antidepressant-like activities to be resorted to as a valuable alternative therapy for comorbid anxiety and depressive conditions.

ENHANCES DIGESTION - IMPROVES GUT HEALTH

Noni has long been known by traditional cultures, as well as recent investigations, to improve nutrient absorption, to stimulate the release of digestive enzymes, to ensure regularity, to cleanse the colon and to strengthen overall digestion. For those who have a sluggish digestive system, Noni is great at helping to move things along. It can have an initial mild laxative effect which helps to restore a regular, healthy pattern.

NONI CAN IMPROVE GUT HEALTH
There is an epidemic of gut issues including inflamed and damaged small and large intestines, dysbiosis, constipation, diarrhea, compromised immunity, leaky gut. Noni juice provides powerful nutritional support for a healthy gut.

It contains more than 165 health-promoting compounds and phytonutrients. Noni is a source of immune enhancing nutrients with a rich assortment of vitamins and minerals.

Noni juice can help improve digestion and relieve digestive discomfort. Adding Noni juice to your daily regime is one of the best choices you can make to support your digestive system.

Noni juice is truly an elixir that works in so many ways to insure a healthy gastrointestinal tract. Whether you are addressing a health challenge or just choose to support and optimize your health, it makes sense to include Noni juice as a daily basis.



IMPROVES COGNITIVE FUNCTIONING

Noni contains many vital bio-chemical components that support an alert and youthful brain, at any age! The micro-nutrient pro-Xeronine found in high amounts in Noni, converts to a unique molecule called Xeronine. Xeronine is important for brain health because it increases the production of the feel-good brain chemicals known as endorphins, such as serotonin.

The other powerful compound in Noni that raises serotonin levels is scopoletin. It has also been shown to increase brain dopamine levels. Dopamine is an important neurotransmitter associated with pleasurable sensations, along with learning, memory, motor system function, and more. Since one of the factors contributing to Parkinson’s Disease is low dopamine levels, using Noni on a daily basis would make good sense.

Optimal levels of serotonin are necessary for positive moods, an over-all sense of wellbeing, a positive mental outlook, as well as deep sleep. The combination of Xeronine and scopoletin in Noni are a dynamic duo for the brain’s production of endorphins.

Recent studies have shown that Noni protects the brain from stress-related impairment of cognitive function by insuring good blood-vessel density in brain. Noni also improves brain energy metabolism as well as demonstrating neuroprotective effects, leading to reduced cognitive impairment.

CONCLUSION

Noni has been the subject of hundred of studies investigating its many potential health benefits. Based upon its use by many traditional cultures, there has been keen interest by researchers to discover and validate the many health claims.

Noni juice demonstrated that it improved joint health, increased physical endurance, increased immune activity, inhibited glycation of proteins, reduced pain and inflammation, helped maintain normal blood pressure and cholesterol levels, enhanced sleep and mood, optimized digestion and had cognitive protective benefits, and so much more.

Stress is known to have debilitating and long-term negative effects on every system in the body, dysregulating homeostasis in a multitude of ways. Based upon Noni juice’s proven ability to optimize and restore the body’s balance and functioning, it is apparent that Noni is a safe and effective natural solution for helping to maintain homeostasis. Noni truly deserves to be acknowledged as Nature’s most amazing Adaptogen, and “The Foundation of Wellness”.

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Chloe Heys1, Adam M Fisher2, Andrea D Dewhurst2, Zenobia Lewis24 (z.lewis@liverpool.ac.uk) and Anne Lize3 1 University of Liverpool; University of Glasgow

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