

Give it up for the South Pacific. Noni, the South Pacific Island fruit, is a nutritional superstar—and the current scientific studies are stellar.

Noni – Nutritional Superstar

WITH POSITIVE SCIENTIFIC RESULTS



We didn't know that much here on the mainland about this Hawaiian nutritional superstar when it began to be introduced around 7 to 10 years ago. At that time, noni was frequently blended with juices or preserved, although almost all studies were done on pure noni.

Today, many people have begun consuming certified organic noni fruit leather and pure juice. One little square on an empty stomach is concentrated nutritional power (see sidebar).

NONI AND HEALTHY CELLS

Noni clinical trials to see how it improves the quality of life in cancer patients are in early stages under the leadership of Brian Issell, M.D., from the University of Hawaii. Issell is conducting an early phase clinical trial to see whether noni is safe. So far, every amount tested has been without any observable side effects at all.

"In terms of speculation about the roles of different ingredients, only those ingredients that get absorbed by the human gut in sufficient quantity to have an effect are likely to be of importance," said Issell.

He adds, "One of the identified absorbed molecules from noni is scopoletin," which is renowned for its pain-relieving properties and is the subject of pharmaceutical enquiries.

Noni has scopoletin in abundance—and that's why many people who use the Hawaiian Health Ohana product Lavender Noni Lotion say they feel relief immediately.

But why did Dr. Issell start studying noni?

"One of the reasons I became interested in studying noni with rigorous scientific methods was because some of my cancer patients said it made them feel and function better, but there were a lot of inconsistencies. Because of

this we are also conducting quality of life measures as part of the study."

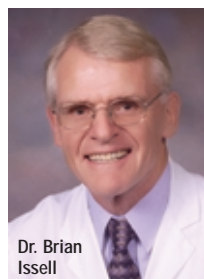
Since noni is found throughout regions of the South Pacific, the commercial interests in proving this fruit to be a valuable superstar health ally are soaring. Issell is one of the most important noni cancer researchers today, but when we recently did a Medline search on noni and cancer we came up with a handful of recent studies. All were very positive about the efficacy and safety.

In the June 2006 issue of *Phytotherapy Research*, Drs. T. Arpornsuwan and T. Punjanon from Faculty of Allied Health Science, Thammasat University, Pathumthani, Thailand, found the extract was a cancer-cell killer in the test tube for human laryngeal carcinoma (Hep2) cells and also the "crude extract exhibited cytotoxic activity against breast cancer (MCF7) and neuroblastoma (LAN5) cell lines at 29 and 36 percent, respectively. The same concentration of extract showed no toxicity...."

Many other experts are reporting good news. An article in the journal *Angiogenesis* found noni also inhibits vascular networks from forming out of tumors. These vascular networks grow like a sheath throughout the body and enable the spread of tumor cells. But the fruit can combat this growth. This study from the Department of Physiology, Louisiana State University Health Sciences Center, New Orleans, found that 10 percent noni juice "was an effective inhibitor of capillary initiation in explants from human breast tumors."

In other words, noni is very special to women's breast health. Of course, we're going to need more studies, but they seem to be coming now at a greater rate as the market potential keeps climbing. The nice thing so far about the studies is they all tell a very positive and safe story about this remarkable South Sea Islands treasure.

Be sure your noni is pure and certified organic and comes from a great company. The product used in the University of Hawaii, according to Dr. Issell, is pure non-fermented noni. "If fermentation is allowed then a different chemical profile is almost certainly present. Also, liquid products that have grape or blueberry juice are chemically different." In other words, for the real effect, stay pure. ■



Dr. Brian Issell

People buy the two-ounce packs and eat a 2-inch by 2-inch piece or more per day. We have found we like noni fruit leather best on an empty stomach. Make sure yours is from a name you trust.



Pure Noni Certainly, Hawaiian Health Ohana is a premiere supplier of a pure non-fermented noni, and we're following their product development closely now as they make a significant impact here in the mainland with their wonderful topical noni lotion and their 100 percent certified organic fruit leather.

Visit Hawaiian Health Ohana at www.nonifruitleather.net to use their store locator service, or call (888) 882-6664.