



World, Meet Raw Food Noni

This is the story of an organic farmer from California who moved to Hawaii decades ago to extend his own Western paradise, who respectfully learned how to use nature for the benefit of human health. Steve Frailey of Hawaiian Organic Noni, created a thriving global business in raw whole food noni, all emanating from the Garden Isle of Kauai. From this little garden spot in the Pacific, Frailey brought the treasures of raw whole food noni and noni lotion to the world.

WELCOME TO PARADISE

A long time ago—several thousand years, at least—the South Seas islanders had a wonderful God-given fruit growing in their paradise that became a staple of healthy diets. Not only is noni (*Morinda citrifolia*) good for wounds and skin healing when applied topically, but it acts as an immune booster, energizer, and pain reliever when consumed.

Yet, for a long time and still today, noni lovers are presented with a curious problem. The fruit is delicate and susceptible to damage from even normal handling. It cannot last through the entire journey to the time of consumption, so it was almost always consumed locally.

Outside of the South Seas very few of the rest of the world knew much about noni.

“And, to be honest, neither did we,” laughed Steve Frailey recently at his certified organic farm on the Garden Isle of Kauai. But he knew enough to start learning about noni and its traditional uses. And what happened next changed the global food world and has brought to the forefront the simple basic concept of noni as a healthy raw food for the world.

“I began to learn about noni including how it was traditionally prepared and consumed, and, really, one of the things I learned right away was that the traditional noni was eaten before the food fermented. Islanders consumed all of the fruit. They usually consumed it fresh, and historically pastes might have been consumed or used topically,” says Frailey.

This coincides with research at the University of Hawaii by Dr. Brian Issell, who used pure non-fermented noni in their research. Dr. Issell said, “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.” Plus, fermentation destroys all the digestive enzymes.

As it turns out, Frailey’s interest in noni coincided at a sweet spot in time when researchers throughout the world had taken a renewed interest in the fruit in order to study it for its health benefits.

Thus, people also began to learn that noni can offer true health benefits for people who need help with their blood sugar levels, wound healing, en-

Users Tell Us

ANKLE PAIN

“Out of all the lotions, potions and exercises that I have tried over the years, IcyHeat Lavender Noni Lotion is the only one that has totally stopped the pain in my ankle that has been reoccurring over 45 years. It is truly an incredible product! I can now do things I have been unable to do for many, many years, pain free. Thank You!”

Regards, R.O.

HIP FLEXOR PROBLEMS RELIEVED, ENDURANCE IMPROVED

“Soon before the Great Aloha Run, I had a hip-flexor problem. I applied some Lavender Noni Lotion on it for two days and the pain went away! I did the run (8.1 miles) under 90 minutes, and in my age group (70-74) I finished 14 of 107 and 4,281 out of over 18,000 entries. Miracle lotion is an appropriate name for Lavender Noni Lotion.”

Aloha, Allen Jue

All-natural Healing for Your Pet

Hawaiian Organic Noni has made the benefits of noni available to pets with their new organic pet products used by both pet owners and veterinarians.

Holistic veterinarian Dr. Joyce Harman says, "I think noni is a very useful, very safe, very broad-acting supplement."

Their Noni Bio Bandage is used to treat many chronic skin problems, including hot spots on dogs and cats and scratches, a common bacterial skin ailment on horses. Joint and tendon/ligament pain can be addressed with their noni lotions. The immune-stimulating, anti-inflammatory properties of their fruit leather makes it ideal for treating Lyme disease, arthritis, tumors, cancers, inflammatory bowel disease, diabetes and more.

These products make a great substitute for mainstream steroids, antibiotics and caustic topical drugs.

You've probably heard about the new generation of selective cyclooxygenase-2 (COX-2) inhibitor drugs for dealing with pain. Noni is also a selective COX-2 inhibitor. However, unlike the drugs, noni has no side effects, and when scientists compared noni's COX-2 inhibition powers to those of prescription arthritis medications, the natural alternative compared very favorably. When compared to over-the-counter medications, noni actually far outperformed them. And again, the noni did not exhibit any of the negative side effects associated with non-steroidal anti-inflammatory drugs.

In the January 2010 issue of *Phytotherapy Research* (24[1]:38-42), researchers from the University Clinic Hamburg, Germany, found that preparations of noni "are effective in decreasing pain and joint destruction caused by arthritis."

The analgesic activity of noni fruit "reduced the pain sensitivity comparably to the central analgesic drug tramadol. An alcohol extract of noni fruit puree also caused an "effect [that] was comparable to hydrocortisone."

Another impressive study published in *Acta Pharmacologica Sinica* (23[12]:1127-1141) found that noni extract did not exhibit any toxic effects but did show significant, dose-related, anti-inflammatory and central analgesic activities. So significant, in fact, that it was 75 percent as strong as morphine, yet totally safe and side-effect free.

No wonder people who seek out raw food noni are those particularly who are suffering from pain. It works that well.

Of course, noni does wonders for your overall health. Studies have shown its benefits for immunity, enhancing energy, maintaining cell health, blood sugar health, a normal pain and inflammation response and much more. It's a beautiful food, a good food that is like none other. Hawaiian Organic Noni discovered a way to prepare noni for the world, and the world was prepared! ■

Resources

Raw whole food noni fruit leather and Noni Lavender Lotion and IcyHeat are available wherever fine natural remedies are sold. Or order online at www.RealNoni.com, or call toll-free 888-882-6664



Sustainable All Around

Hawaiian Organic Noni is the most sustainable noni farm in the world. They currently supply 75 percent of their own energy needs and are working toward 100 percent through wind and solar. Their processing facility is both state and federally certified organic and they are the only agricultural farm to produce their own well water for drinking. Pretty impressive too are their no-till soil methods (which preserve the biological activity of the soil).

ergy, and even immune system function, as well as offer quality-of-life support to medical patients undergoing rigorous therapy. It turned out noni has so many benefits beyond simply its spectacular ability to inhibit pain.

The next step was the big one. You have all this wonderful noni growing wild on this land that was purchased to farm. So what do you think is going to happen? Well, yes, Frailey did indeed learn how to cultivate noni, and he did this extraordinarily well.

The heart of the Hawaiian Organic Noni farm is their artisan-like ability to turn raw noni into a leather paste that, with a little coaxing, turns into a leather rich in all of the foods' nutritional treasures.

"As we harvest our noni for our leather and lotion, we have learned to cultivate the noni and create an unfermented as well as raw food product by processing below 115 degrees F. The powerful phytonutrients, brain and pain-relieving chemicals and enzymes in it remain highly biologically active," says Frailey. "It is raw food not juice, from the whole fruit offering the full potency of the 165 compounds found in the pulp of noni."

HOW NONI RELIEVES PAIN

Studies have demonstrated that noni is rich in scopolin. Among its wide-ranging pharmacological effects are anti-inflammatory, pain-relieving and sedative activities. The body also utilizes scopolin for smooth joint movement.



The Fraileys on their noni farm