



FORMULA 1 NONI



Formula 1 Noni will make a difference in the overall health and performance of your horses, whether they're world champions or just your personal champions. It works for all horses in all arenas, race-tracks, show-rings, on the trail, or out in the field. As Formula 1 Noni becomes a key component in your horses daily routine, you will notice an increase in their ability to deal with daily stresses, a healthy appetite, better conditioning, faster recovery from physical activity, a willing attitude, and a focused mind. It truly is amazing what it does for overall health and performance.

GOLD LABEL

Formula 1 Noni Gold Label is made with fresh, high quality bio-active Noni Fruit Puree. There is nothing else like it on the market.

BLUE LABEL

Formula 1 Noni Blue Label is made with fresh, high quality bio-active Noni Fruit Puree; fortified with HA (Hyaluronic Acid), a key component in cartilage, connective tissue, and synovial fluid in the joints. The Noni and HA synergize making it one of the best joint support products on the market.

NONI (Morinda Citrifolia)

Noni is a bitter fruit grown in most tropical regions of the world. The Noni in Formula 1 Noni is grown in the rich volcanic soil of the Hawaiian Islands. It has been used for thousands of years to help treat a variety of health problems such as diabetes, high blood pressure, aches, pains, burns, arthritis, inflammation, the effects of aging, and parasitic, viral, and bacterial infections. Noni is an adaptogen with the unique ability to help the body adapt to stress and other conditions by strengthening many functions of the body at the cellular level. Healthy cells lead to healthy tissues, healthy tissues lead to healthy organs, healthy organs lead to healthy systems and healthy systems lead to healthy bodies. The health of the cells are essential for the body to be healthy.

H.A. (Hyaluronic acid)

HA is found everywhere in the body and is very important to joint health. In fact HA is the primary agent responsible for the viscosity and lubricating properties of synovial fluid surrounding joints. Taking HA orally not only is absorbed, but also promotes increased production of native HA in the body. The HA in Formula 1 Blue Label is Sodium Hyaluronate which is purified, protein free, high molecular weight HA from microbial fermentation. This form of HA most closely matches the biological properties of the bodies native HA.

KEY BENEFITS

- Improves Joint Health and Flexibility
- Strengthens the Immune System
- Supports Digestive Health
- Manages and Relieves Stress
- Increases Nutrient Absorption
- Raises Feed Efficiency and Utility

DIRECTIONS FOR USE

Give orally 1-4 oz. daily depending on your horses' activity level and exposure to stress





FORMULA 1 NONI

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The Noni in Formual 1 Noni contains dozens of bioactive compounds that contribute to it's unique healthful benefits. Here is a list of the more notables and what they are known for...

Proxeronine & Proxeroninase ~ The precursors of Xeronine which works at the molecular level to repair damaged cells. The primary function of Xeronine is to regulate the rigidity and shape of specific proteins. Many of these vital protiens acting as hormones, antibodies , and enzymes need Xeronine to carry out their duties. Many of these protiens cannot function without Xeronine. Therefor Xeronine is a very important component for healthy regeneration of cells in our body.

Iridoids ~ Associated with a wide range of health benefits. They provide support against a broad range of physical, chemical, or biological stressors. They have a normalising effect on the body that targets imbalances without affecting properly functioning systems or producing toxic side effects.

Scopoletin ~ Has anti-inflammatory, anti-histamine, anti-bacterial and anti-fungal properties, lowers blood pressure, and binds to serotonin to help regulate sleep, hunger and temperature.

Anthraquinone ~ Controls infectious bacteria such as Staphylococcus Aureus, E. Coli & Salmonella, also inhibits bone loss.

Terpene ~ Helps with cell rejuvenation, thus increasing nutrient-toxin exchange.

Phytonutrients & Selenium ~ Provide powerful anti-oxidant protection against free radicals.

Rich in soluble and insoluble fiber ~ Soluble fiber helps cleanse the blood, decrease choloesterol, binds to fats and balances blood sugar levels. Insoluble fiber is important for stomach and gut health.

Rich in amino acids ~ Amino acids are the buildings blocks for proteins, important for most body functions. Essential amino acids are the ones the body cannot make and must get from our diet. Noni contains 17 of the 20 known amino acids, including all 9 essential amino acids.

Rich in essential fatty acids ~ Fatty acids are the building blocks of fats and oils. Essential fatty acids in Noni are the important poly-unsaturated fats that we must get from our diet. They maintain healthy skin, nerve cells, heart tissue and blood vessels and help balance mood. They keep cell membranes working properly and efficiently, improving the nutrient-toxin exchange.

Characteristics of Noni

Adaptogen ~ An adaptogen is a substance that has a global balancing effect on all body systems. There are only 12 known adaptogens; of these 12, Noni is said to be the "premiere" adaptogen. In order to be considered an adaptogen, it must have three traits. It must be nontoxic to the user, at least in any reasonable amount. It must also generate a nonspecific response, meaning that it does not target a specific region of the body, but benefits the body as a whole. In addition, it must help to create a state of balance or normalization, restoring the natural homeostasis. In addition to helping the body adapt to stress, it is also good for the body in general.

Alkaline ~ Tissues degrade and disease thrives in an acidic environment. Noni promotes an alkaline body chemistry, the optimal state for good health.

Anti-oxidant ~ Important in neutralizing free radicals, or particles that cause DNA damage that can lead to cancer.

Low Glycemic Index ~ A 3:1 ratio of carbohydrates to fiber in Noni.



FORMULA 1 PAPAYA



Formual 1 Papaya will help improve the health and wellness of your horses. Papaya has a rich medicinal history since ancient times. It is rich in anti-oxidants, vitamins and minerals that provides incredibly high benefits. Formula 1 Papaya aids in digestion and soothes stomach pain. It has proven to be a powerful natural alternative in promoting mucosal health in the digestive track, promoting a healthy appetite, and assisting in the body's anti-inflammatory response.

MUCOUS SECRETION

A noticeable and immediate effect when you give your horse Formula 1 Papaya is a surge in mucous secretion in the mouth, esophagus and stomach. This provides almost immediate soothing relief from the painful symptoms associated with stomach and gut disturbances. (read more about mucous secretion on the back)

PAPAIN ENZYME

Papain is a powerful digestive enzyme found in the papaya fruit, it is also referred to as papaya proteinase. The Papain Enzymes provided to your horse when you give him Formula 1 Payapa will play a key role in the digestive processes involving breaking down tough protein fibers. (read more about papain enzyme on the back)

KEY BENIFITS

- Soothes Stomach and Digestive Pain
- Promotes GI Regularity
- Stimulates Appetite and Mucous Cells
- Aids in Protein Digestion
- Strengthens Immune system

DIRECTIONS FOR USE

- Shake Well Before Using
- Give Orally 2 oz. twice a day (for smaller animals give 1 oz. twice a day)
- May be administered by drench or with feed
- Refrigerate after opening





FORMULA 1 PAPAYA

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MUCOUS SECRETION

The most noticeable immediate effect of ingesting Formula 1 Papaya is a surge in mucous secretion in the mouth, esophagus and stomach. In many cases, a horse that refuses to eat will begin eating within seconds of being syringed with Formula 1 Papaya. The increased mucous seems to make the horse want to ingest food.

More importantly, the thickening of the mucous lining in the stomach provides protection against excess acid production, and thereby helps prevent and resolve stomach ulcers. In several cases, horses with severe ulcers that did not respond to expensive pharmaceuticals did respond to papaya. Formula 1 Papaya has an advantage over many other ulcer remedies because it is safe for long-term use. Most other ulcer remedies eventually cause side effects, such as poor calcium or vitamin B12 absorption, bacterial imbalance leading to colic, and poor utilization of dietary protein.

Increased mucous secretion triggered by Formula 1 Papaya is useful in conjunction with administration of any product that might injure the stomach lining. Anti-inflammatory drugs and high doses of electrolytes, for example, cause less damage if administered with papaya.

PAPAIN ENZYME

The papain enzyme in Formula 1 Papaya resembles the digestive enzyme pepsin, and is extremely efficient in breaking down food.

Elderly horses with difficulties maintaining weight benefit from papaya because it breaks down what their less efficient digestive tract can't.

Foal "scours" associated with the mother's first heat improves as the papain helps the foal's digestion cope with the hormonal change in the milk.

Papain helps weanlings digest new diets while their gut microbes are adjusting.

Cribbing associated with stomach pain or missing nutrients often responds well to papaya.

When antibiotics kill useful gut microbes, leading to diarrhea, papain helps break down resulting undigested food, resulting in firmer manure.

Trailered horses can experience changes in gut motility leading to diarrhea. The papain enzyme helps break down the food more efficiently in the limited time it is in the "nervous" gut.

TASTE

An important characteristic of Formula 1 Papaya is its sweet taste. Mixing it with powders and medications that horses object to is a good way to get your horse to ingest them.

TEMPERAMENT

Finally, some report a dramatic change in temperament, with Formula 1 Papaya-fed horses becoming calmer and more trainable. This is because they have a more comfortable digestive tract and are happier in their job.

Formula 1 Papaya is a readily available, all natural, inexpensive remedy for a wide range of equine ailments and horses love the taste.



FLEX & FLEXICE

Horses are the ultimate extreme athletes with bodies capable of pushing the limits. The horse uses strength, endurance, and elegance in ways that make us marvel. We train them hard to make sure they are skilled, responsive, and conditioned properly so they perform to the best of their abilities. Similar to us when we workout, horses also suffer from the physical stress, soreness, and even injury that can occur during training and competition. These are completely natural side-effects and cannot be completely eliminated, but they can be controlled. Proper recovery protocols will not only ensure minimal levels of discomfort, but also allow your horse to recover more quickly and gain better fitness and conditioning. An important element of a proper recovery protocol is the use of topical liniments or muscle rubs.

Our FLEX and FLEXICE products are deep penetrating, topical liniments designed to promote healing, mitigate damage, and alleviate symptoms associated with sore, strained, and damaged muscles, joints, tendons, and connective tissue. The compounds that make up FLEX and FLEXICE can be rubbed directly on your horses muscles, joints, tendons, ligaments, and other surfaces of the body to eliminate soreness and improve recovery after working out. FLEX may also be used as a daily nourishing lotion to soothe, repair, and moisturize stressed or damaged skin. FLEXICE also contains menthol to provide additional soothing and cooling action. Avoid rubbing FLEXICE on the your horses eyes and other sensitive parts of their body. FLEXICE can be rubbed around the nostrils to assist in opening the airway.

PROPRIETARY BLEND OF THE ACTIVE INGREDIENTS

Morinda Citrifolia (Noni)
Menthol (FLEXICE only)
Methylsulfonylmethane (MSM)
Hyaluronic Acid (H.A.)
Artemisia Absinthium (Wormwood Oil)
Sunflower Oil
Allantoin
(read more about each ingredient on the back)

KEY BENEFITS

Sore Muscle & Joint Pain Relief
Stimulates Circulation to Speed Healing
Relieves Pain & Stiffness
Non-Greasy Lotion Base
Absorbs Quickly

DIRECTIONS OF USE

Shake well before using.
Use full strength before or after workouts.
Apply often and liberally anywhere there is discomfort or injury



WWW.FORMULA1NONI.COM PHONE: 855.663.6664 FAX: 888.662.2231



FLEX & FLEXICE

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ACTIVE INGREDIENTS and the benefits they each provide to FLEX and FLEXICE

Morinda Citrifolia (Noni), when applied topically, quickly absorbs into the skin and the tissues beneath and acts as a carrier for other compounds. It helps relieve symptoms associated with inflammation and swelling, joint pain and stiffness, muscle fatigue and cramps, sprains, bruises, burns, sunburns, skin conditions (including rashes, Eczema and Psoriasis). Noni is anti-bacterial and anti-viral. Noni promotes cell regeneration and accelerates the healing of wounds, cuts, scrapes, bites and stings. (Only use FLEX on sensitive areas and open wounds).

Methylsulfonylmethane (MSM), when applied topically, has a softening, smoothing, and hydrating effect to the skin for long periods of time. Due to its unique nature and small size, MSM has the ability to pass through tissue, absorbing into the skin and the tissues beneath quickly. The sulfur compound also has an anti-inflammatory and skin-repairing effect, to help restore and repair skin and collagen tissue.

Hyaluronic Acid (HA) is able to penetrate the skin's upper layers to improve and benefit the skin. HA is a biopolymer naturally occurring in the skin and other tissues, where it benefits tissue repair and protection. HA can hold hundreds of times its weight in water and is often used as a moisturizer and to treat wrinkles. FLEX and FLEXICE contain high molecular weight HA which is proven to combat skin irritation and inflammation.

Artemisia Absinthium (Wormwood Oil) acts as an anti-inflammatory that is used as a liniment to relieve pain and sore muscles. It is useful for healing wounds, skin ulcers, blemishes and insect bites.

Menthol (FLEXICE only) provides a cooling sensation that offers a pleasant diversion from pain or other irritations. Menthol doesn't change the skin's temperature but creates a cooling sensation by attaching to a certain neuronal receptor.

Sunflower Oil is rich in Oleic acids with high amounts of Vitamins A, D and E. It is known for its ability to retain moisture. Evidence shows that Sunflower oil enhances the skin barrier to assist in preventing systemic infections. It is rich in linoleic acid, and has been used topically in the treatment of essential fatty-acid deficiency. Sunflower oil also has anti-inflammatory properties.

Allantoin moisturizes, assists healing, and is anti-irritating. It provides a natural protectant for healing skin and promotes cell regeneration.