

Tahitian/Hawaiian Noni plant...a miracle plant?

Noni is a traditional health-giving plant that is perhaps the most important natural health discovery in centuries.

Noni, or *Morinda citrifolia*, comes from the plant family Rubiaceae, and matures from blossom to fruit in about 90 days. The fruit resembles a potato, and has the consistency of a tomato when ripe. The ripened fruit has a green, almost translucent, bumpy skin, and gives off a pungent odour. Noni grows naturally in many islands of the South Pacific. Historically, natives of the Polynesian islands relied on the fruit for a wide range of beneficial health properties.

Noni has been recognized as a vital healing plant in French Polynesia for thousands of years. It has been used for high blood pressure, weight loss, stress, arthritis, diabetes, pain relief, skin disorders and much more. Noni flourishes in the rich volcanic soil of the Tahitian islands. More than 150 nutraceuticals have been identified in the Noni fruit from Tahiti. Scientists have shown that this amazing plant can help support the immune system and assist hormones that coordinate bodily function and help cells absorb nutrients.

In a published research journal by Dr. Ralph Heinicke Ph.D., a scientist and biochemist, he stated that, in 1950, while he was doing research on the health effect of an enzyme in pineapple (bromelain), he discovered an alkaloid, which he named xeronine. Dr. Heinicke and other researchers have since discovered xeronine to be an essential element for human health because it is required for proper cellular communication and protein structure. The increasing use of artificial fertilizers in growing our food, as well as the increased pollution in our environment also negatively affects our intake of xeronine. Fortunately, Dr. Heinicke has found Noni to be one of the richest sources of proxeronine available.

According to Dr. Heinicke's research without xeronine our body's cells become weak, resulting in weak tissues. Weak tissue causes weak organs. In turn, weak organs can lead to numerous health problems. As we age, our bodies produce less xeronine than is essential for our bodies to function optimally. Dr. Ralph Heinicke is also author of the book "The Xeronine System". Proxeronine is a precursor to a very important part of our immune system. Dr. Heinicke calls the French Polynesian soil the "richest source in the world for proxeronine". Dr. Heinicke also owns the patent on the equipment used to test for levels of proxeronine in nature. At the time of his discovery Dr. Heinicke lived in Hawaii, tested the soil and found it to be devoid of the constituent proxeronine. It is common knowledge that the ground in Hawaii was long ago depleted due to over-intensive commercial cultivation.

Although there has been no definitive research to prove it, Dr. Heinicke as well as other researchers believe that when proxeronine is present in the body, the proxeronine accelerates the body's ability to make sick cells better and to keep cells from getting sick in the first place.

Dr. Scott Gerson - "My years of experience with Tahitian Noni Juice® confirm its effectiveness in supporting the maintenance of the physiology in people who use it regularly. Tahitian Noni Juice® is emerging in scientific analyses to be the richest source of nutrients of any other variety of Noni product on the market. Tahitian Noni Juice® has proven to be more beneficial than any other Noni product in the marketplace. The *Morinda Citrifolia* that grows in French Polynesia is about 20% higher in nutrients than is Noni fruit from any other part of the world. Tahitian Noni Juice® is the only one I use in my practice and the only one I endorse." Dr. Scott Gerson is one of the leading authorities on complementary medical treatments and their integration into modern medicine. His specialty is Ayurvedic medicine.

Neil Solomon, M.D., PhD., Physiology - "Out of all the food supplements I have studied and written about, Tahitian Noni Juice® has piqued my interest the most. I plan to continue studying it and writing about it because I believe it can help so many people in so many ways." Among his many and impressive credentials, he was Maryland's first Secretary of Health and Mental Hygiene

Tahitian Noni International is the only company whose Noni product complies with European Novel Food Act approval as of April 2004.

Information provided by: Samantha Morrison