



Nature's Noni

Stock #457-6 (100 capsules)

Stock #4066-7 (16 fl. oz.)

Stock #4042-7 (2 bottles - 32 fl. oz. each)

Morinda citrifolia fruit, more commonly known as *noni*, has an extensive history of use among the Polynesian people and others in the South Pacific (Tahiti and Hawaii), Australia, New Zealand, Malaysia, India and the Caribbean. Noni has generally been considered as a body tonic to be taken in the morning and/or before meals, especially during times of rest when the body is subjected to the least amount of stress. Traditional Hawaiian folk uses of noni include arthritis, diabetes, gastric ulcers, intestinal worms, menstrual cramps, poor digestion, problems associated with high blood pressure, respiratory problems, sprains, weakness and even cancer.¹⁻³

Several of the constituents in noni fruit do appear to support traditional uses. Noni fruit contains substances known as anthraquinones, particularly damnacanthal, which provide a purgative (stimulates bowel movement) or “cleansing” effect. Noni also contains octanoic acid—an insecticidal agent (the Hawaiians use noni in insecticidal shampoos). The combined effects of these substances help to support the common practice of using noni to rid the body of toxic microorganisms, fungi and parasites.^{2,3}

Noni fruit also contains vitamin A and rutin. Vitamin A activates and enhances immune functions, including antibody response, white blood cell function and anti-tumor activity. Vitamin A also demonstrates significant antiviral activity and helps prevent immune suppression. Rutin is a powerful antioxidant that helps strengthen capillary walls, facilitates the absorption and function of vitamin C, and acts as an anti-inflammatory, making it effective for treating bruises, hemorrhoids and varicose veins. Rutin is also used to treat allergies.³⁻⁷

A recent scientific study using mice indicates that noni fruit juice contains a substance known as noni-ppt that exhibits anti-tumor activity. Researchers believe that noni-ppt activates the immune system, stimulating the release of important immune factors (i.e. tumor necrosis factor (TNF), interferon and interleukin), which inhibit the growth of tumors. When combined with standard chemotherapy agents, noni-ppt improved the survival time of mice with cancer. Researchers concluded that the study suggests clinical applications of noni-ppt as a supplemental agent in cancer treatment.⁸

Noni roots have also been shown to have therapeutic and medicinal effects. An extract of damnacanthal from noni root was shown to inhibit cell proliferation (tumor growth) in K-ras-NRK cells—these cells are a precursor of certain types of cancer, often found in human tumors. Additionally, noni root has been found to provide some analgesic (pain-relieving) and sedative effects in animal studies.^{9,10}

Even noni leaves have been shown to have therapeutic benefits—leaf extracts demonstrated good *in vitro* anthelmintic (worm-killing) activity against human *Ascaris lumbricoides*, the largest roundworm that infects humans.¹¹

Other studies conducted by researchers at the University of Hawaii have shown that noni possesses antibacterial activity against several bacterial strains, including *Escherichia coli* (*E. coli*), *Salmonella typhi* and *Staphylococcus aureus*. The presence of scopoletin in noni fruit may account for its effect against *E. coli*, since scopoletin has been shown to inhibit the growth of *E. coli*. Scopoletin also appears to act as a hypotensive (lower blood pressure), hepatoprotective (protect the liver) and non-specific spasmolytic (prevent or relax muscle spasms) agent.^{2,12}

Nature's Noni also contains another species of noni, *Morinda officinalis*, which provides similar medicinal qualities. *Morinda officinalis* has been shown to enhance immune function by stimulating interferon production in white blood cells. Plus, oral administration of a root extract of *Morinda officinalis* was shown to increase blood leukocytes—cells that combat infection—in young mice.^{13,14}

Chinese researchers have also substantiated some of the pharmacological actions of *Morinda officinalis* root related to its use in Traditional Chinese Medicine as an energizing and invigorating Yang tonic. For example, *Morinda officinalis* was shown to increase the body weight of young mice, as well as provide an anti-fatigue effect during physical exertion. Furthermore, five substances identified within the root have known antidepressant activity.^{14,15}

Nature's Noni juice provides reconstituted *Morinda citrifolia* fruit, along with agave nectar, grape flavor, grapeskin extract, malic acid, tartaric acid, citric acid and ascorbic acid.

Nature's Noni capsules contain a combination of both species of noni: *Morinda citrifolia* (fruit, root and leaves) and *Morinda officinalis* (root).

References:

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