

What's in Noni?

Noni is rich in constituents including most amino acids, several minerals, and a variety of enzymes and hormone precursors. It contains a large variety of elements that include: acetylglucosyl, alizarin, anthraquinones, aspartate, asperuloside, bioflavonoids, caprylic acid, carbohydrates, carbonate, caproic acid, carotenoids, chlororubin, damnacanthal, glutopyranose, glutamate, glycosides, iron, magnesium, morindadiol, morindine, morindone, multi-receptor activators, phosphate, nordamnacanthal, plant sterols, protein, proxeronase, proxeronine, scopoletin, sitosterol, rubiadin, serotonin, serotonin precursors, sodium, terpenes, ursolic acid, xeronine and zinc.

The vitamins include Vitamin A, C and E plus B1, B2, B5, B6 and B12.

THE XERONINE FACTOR

Xeronine, contained in noni, is an alkaloid found in human cells. Dr Ralph Heinicke, a noted American biochemist, had a potentially groundbreaking revelation while studying pineapple enzymes. He realized that Xeronine may play a key role in encouraging proper cell function and growth in the human body.

Xeronine is formed within the intestine, where a chemical reaction occurs between Proxeronine and Proxeronase. Dr. Heinicke established that these two substances exist in abundance in the Noni fruit.

According to Dr. Heinicke's research, Xeronine may help to enlarge the pores in the walls of human cells and enable nutrients to enter the cells more easily. In essence, Dr. Heinicke believes that Xeronine may improve the body's ability to make use of the nutrients taken after eating.



Noni Science

In recent years, scientific studies have shown Noni to be an extraordinary supplement for promoting

optimum health. Common conditions associated with Western lifestyle and diet, such as problems with circulation, high blood pressure and blood sugar levels, appear to be normalised by a regular intake of Noni.

Anecdotally, many people say they have experienced improved flexibility in their limbs and noticed a reduction in the painful swelling of hands, ankle, feet, elbows and shoulders. Many of those suffering from niggling backache report that Noni provides flexibility and relief, enabling them to enjoy life more fully.

Today there are several studies under way, looking at the possibility of using the Noni fruit to aid with problems associated with hypertension, high blood pressure, counteracting the ageing process and even cancer (as a cancer inhibitor and also its effect on cancer tumours). A compound called damnacanthal, contained in Noni, is being evaluated for its anti-cancer potential and ability to inhibit the Epstein-Barr virus, which is linked with chronic fatigue syndrome, fibromyalgia syndrome, and mononucleosis.

Substantial research has been carried out by modern scientists that has led them to respect Noni's unique properties and its high content of phytonutrients and enzymes. Since the 1950s, Noni has been researched at leading institutions in France, the Netherlands, Germany, Ireland, Taiwan, Japan, Austria, Canada and Hawaii.

In 1993, a Japanese research team reported in *The Cancer Letters* that Noni was the most effective of 500 tropical plant extracts in helping to prevent the growth of tumours. Studies have shown that Noni stimulates the production of T-cells in the immune system.

Other studies have shown Noni to have very effective anti-inflammatory, analgesic and antibacterial properties. One study at the University of Hawaii isolated one of the 140 compounds, scopoletin, and showed that it helps to lower high blood pressure, relax spasms, reduce inflammation, kill bacteria and fungi.

It appears that Noni's wide range of effectiveness would be linked to its ability to regulate cell function and cellular regeneration as well as its role as an adaptogen — helping the body to restore its organs to normal function (homeostasis).