

Supplement to

“He who has health has hope, and he who has hope has everything.”

NONI News

“Wisdom is to mind what health is to the body”

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Noni's Traditional Uses Validated by science

It's been recently discovered that Noni works by
Increasing nitric oxide stores in the body

Noni and Nitric Oxide

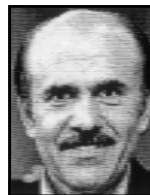
The basic concept that everybody needs to remember about Nitric Oxide (NO) is that it is essential to body functions and needs to be produced by the body on a continuous basis. When Nitric Oxide is not produced in the amounts needed, malfunction of body systems and disease is a guaranteed result. Finding solutions that will help the body return to its proper production of Nitric Oxide is a powerful key to unlocking the secret of good health. Noni is the solution.

In 1998 three researchers won the Nobel Prize in Medicine for discovering that Nitric Oxide is a signaling molecule involved in :

“...controlling the circulation of the blood, regulating activities of the brain, lungs, liver, kidneys, stomach and other organs. It acts in man tissues to regulate a seemingly limitless range of functions in the body” (Royal Society of British Science Writers, May 1996)



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**Noni is not a Miracle or Magic
Noni is a Science**

The Nitric Oxide Approach to Health

Here's a partial list of what Nitric Oxide (NO) does in our body

- **BLOOD PRESSURE** : lowers blood pressure, improves blood flow and blood vessel diameter, and prevents formation of blood clots.
- **HEART** : widens blood vessels, increases oxygen supply and protects the heart from damage and cell death.
- **BRAIN** : transmits message between nerve cells and is associated with the process of learning, memory, and sleeping. It can stimulate mental clarity and 's ability to concentrate.
- **IMMUNE SYSTEM** : supports the immune system's ability to combat infection and disease.
- **CANCER** : reduces tumor growth and increase the immune response against the radical replication of cancerous cells.
- **STRESS** : counteracts the effects of the stress hormone norepinephrine, to increase the relaxation response.
- **INFLAMMATION** : (NO) helps relieve pain, and it's a mediator in inflammation and rheumatism.
- **SKELETAL MUSCLES** : widens the blood channels leading to skeletal muscles. For those who work out, this means faster gains in lean muscle mass, greater strength, increased endurance and full-body muscle recovery.
- **SEX** : creating increased (NO) is the expected effect of the celebrated drug Viagra, which stimulates, restores and magnifies the natural responses of male and female genitals. The proper amount of (NO) heightens and lengthens the time of stimulation.

Strength, Endurance & Hemodilation

Nitric Oxide is the key molecule used by your body to transport oxygen, increase blood flow and deliver nutrients to skeletal muscle. This process is called "hemodilation. By increasing nitric oxide production, Noni increases your maximum contractile velocity-in all muscle types. The results are immediate and consequential, and include increasing your load capacity, boosting your power output, and quickening your muscle contraction. When hemodilation is accelerated, and best of all SUSTAINED and you'll start to see some amazing things happen to your body. The positive changes

begin in a little as one week... and by the one month mark you could be seeing muscle fullness and hardness like never before from a drug-free compound. Also, look for increased strength and markedly improved stamina.

Morinda citrifolia researchers noted a direct correlation between the reported benefits of nitric oxide and those of Morinda citrifolia and then made the breakthrough discovery that all tested forms of Morinda citrifolia produced a nitric oxide effect which brought Noni from folklore to science.

Noni takes the effectiveness of Nitric Oxide to a whole new level! Based upon ground breaking research that helped unlock the secret Morinda citrifolia Indian Noni has been formulated to deliver more of what makes Morinda citrifolia work.

The Perfect Noni

Nature has provided in Morinda citrifolia the perfect balance of **amino acids, enzymes and peptides**. Noni is also a great source of **potassium, calcium, zinc, iron, and both vitamins A & C**.

- Enhances immune system
- Promotes proper joint mobility
- Maintain normal blood pressure
- Contains potent antioxidants
- Maintain cholesterol levels
- Promotes healthy sexual function
- Maintain healthy lung function
- Helps improve mental acuity
- Reduces stress & fatigue

Natural Food Supplement

A must for everyone: Young or Old – Healthy or Sick !

A Cellular Food

“In these times when our immune systems are compromised on a day-to-day basis by the air we breathe and the food we eat, it is reassuring to know that there is at least one food which can actually reverse the effects of toxins - and that food is Noni.”

Noni - A Powerful Anti-oxidant

Regular use of Noni as a Food Supplement

- .. Releases Stress
- .. Restores Energy
- .. Relieves Pain
- .. Rejuvenates the Body
- .. Revitalises the Cells
- .. Reduces Inflammation
- .. Purifies Blood
- .. Stimulates Immune System
- .. Improves Digestion
- .. Detoxifies Body
- .. Enhances Wellbeing
- .. Regulates Cell function.
- .. Maintains Shining Skin & Healthy Hair
- .. Improves Memory and Concentration

Used Internally and Externally

As Food Supplement Noni is being used in the world for

- ◆ Cancer
- ◆ Constipation
- ◆ Diabetes
- ◆ Depression
- ◆ Immune Weakness
- ◆ Exzema
- ◆ Arthritis
- ◆ Fibromylogia
- ◆ Pains
- ◆ Gastric Ulcers
- ◆ Obesity
- ◆ Indigestion
- ◆ Blood Pressure (H/L)
- ◆ Respiratory disease
- ◆ Asthma
- ◆ Skin Diseases
- ◆ Inflammation
- ◆ Toxins Elimination
- ◆ Headaches
- ◆ Toothaches
- ◆ Cholesterol
- ◆ Hyper/Hypo Thyroidism
- ◆ Joint Pain
- ◆ Tumours
- ◆ Infection
- ◆ Ulcers
- ◆ Kidney Disease
- ◆ Warts
- ◆ Mensural Problem
- ◆ Stress Management
- ◆ Allergies
- ◆ Sinusitis
- ◆ Bowel Disorders
- ◆ Neurosis &
- ◆ Burns & Cuts
- ◆ Vericose Veins

Noni Enhances the Efficacy of the Medicine

Ongoing Researched in 40 Universities in 6 Countries

Noni contains 150+ Nutraceuticals.

More than 20,20,000 Noni website links on the Internet

The Power of NONI

Good Health and Well Being are the two most powerful motivating factors for any type of human activity and from time immem'orial, men of science have been working at discovering the easiest and most convenient method and way of achieving it, so that human beings can enjoy the Life given to them by God and when illness strikes, recover from it fast and sure.

This has been at the centre of the Philosophy of the various Diets, Nutritional Supplements and Medicines that we have come to accept as Healthy and Contributory. The fruit of the botanical plant **Morinda citrifolia**, belonging to the family of plants known as Rubiaceae is one such that more than suffices the requirements of a Nutritional Supplement of great advantage. Though in the ancient cultures this fruit was widely used for its health restorative properties, over the years its popularity diminished due to the unpleasant smell that emanates from the ripened fruit and so humanity lost for a while the amazing gift of Health and Well Being that Nature had endowed it with in the form of Morinda citrifolia.

It is to Dr. Ralph Heinicke of the Pineapple Research Institute in the United States of America, who first isolated a crystalline material from this fruit Morinda citrifolia that is responsible for the synthesis of Xeronine, which plays the sterling role of helping the Human body properly assimilate Proteins and thus regulate the structure and function of the various Cells of our body. Healthy cells build healthy tissues which in turn build healthy organs and healthy organs contribute to healthy body systems and so helping the individual lead a life of Health and Well Being.

Later Dr. Mona Harrison MD, formerly assistant dean of Boston University School of Medicine and Chief Medical Officer D.C. General Hospital, found out that Morinda citrifolia enhanced the function of the Thyroid and the Thymus glands, thus helping the body fight off infections and other problems of the Immune System. She believes that the frequency modulations in the body's Energy, brought about by Morinda citrifolia, helps to fight depression and also acts as a true Adaptogen — i.e. It enhances the body's Self Healing Mechanism to restore normalcy rapidly. Further more scientific studies from the 1960's to 1980's revealed the Analgesic qualities of Morinda citrifolia and proved that Morinda citrifolia helped the Circulatory, Digestive and Respiratory systems of the body, in addition to improving the texture of the Skin and the growth and repair of Hair.

In 1993 Dr. Ralph Heinicke in his research on Morinda citrifolia isolated another component found to be present in Morinda citrifolia — Damnacanthal. This Damnacanthal was shown

to introduce normal cell growth in pre-cancer cells and based on these findings in the 1994, Mr. A. Hirazumi a scientific researcher from the University of Hawaii established the Anti-Cancer activity of Morinda citrifolia on intraperitoneally implanted Lewis Lung Carcinoma Syngenic Mice. Later on a team of Japanese researchers studied the induction of normal phenotypes in RSA-Transformed cells by Damnacanthal from Morinda citrifolia. These initial studies indicate the potential of Anti-Cancer activity of the Morinda citrifolia fruit on laboratory animals and the possible mechanism of its action. Pioneering research work on Morinda citrifolia is being done at the University of Hawaii, Keio University and Osaka University in Japan, The University of Antwerp in Belgium and Rutgers University - NJ. U.S.A.. to name a few. In fact, research on Morinda citrifolia is presently being carried out in over 40 Universities around the globe.

This fruit finds place in our ancient medicinal texts or Ayurveda and Siddha and in Tamil Nadu at one time, this tree was a **must to grow** in even Temple along with the Tulsi and Bail trees, for it was believed that the Goddess of all Gods made her abode in it.

It is interesting to note what Dr. Scott Gerson MD has to write about Morinda citrifolia and India:

“Several years ago, I was researching material for a book on Medicinal Plants of India and became interested in a family of plants known as Rubiaceae. Of particular interest was a plant known in Sanskrit as **Ach** which was attributed special properties by ancient physicians. The fruit of this Ach plant or as we now know it as Morinda Citrifolia has a rich history in India, where it has been used for tens of centuries in the system of medicine known as Ayurveda. This holistic medical tradition was established in the north western part of India by people called Aryans who were reputed to be a rather cosmic civilisation. Morinda Citrifolia was especially esteemed by the ancient Aryan physicians because it protected the skin from becoming dry and cracked from the sun. My investigations of the published scientific literature on Morinda Citrifolia yielded more than 100 articles pertaining to this medicinal plant.”

Morinda citrifolia widespread success is based upon the theory that it acts as an Adaptogen. In essence, Morinda citrifolia contain a natural food supplement that helps “Sick” cells return to normal. If the body is releasing too much or too little of natural substances, the result is weakened or sick cells. An Adaptogen helps regulate the amount of the substance the body releases.” To further illustrate this, he gives us an example of the effect of NONI on the release of

the Thyroid hormone.

The following is an example of how an Adaptogen works. When the body puts out too much of the thyroid hormone, it is called Hyperthyroidism. People with this condition are nervous, sweat a lot, loose weight and have too much energy. An Adaptogen, as found in the constituents of Morinda citrifolia, assists in decreasing the abnormally high amount of thyroid hormone production and returns the body to normal thyroid function, called euthyroidism. On the other hand, people who produce too Little thyroid hormone arc sluggish, tired, gain weight easily, have brittle finger nails and often suffer from constipation. This condition is called Hypothyroidism. Again, an Adaptogen such as Morinda citrifolia could help increase the body's production of the thyroid hormone and bring the body back to homeostasis or normal balance. It is important however to remember that the adaptogens from Morinda citrifolia are food supplements and not a medicine or drug. However, as seen from many of the testimonials, Morinda citrifolia can help

medication to be more effective with smaller doses, thus decreasing the normal side effects from certain medications."

Continuous research on Morinda citrifolia has established, that Morinda citrifolia in addition to being rich in the content of Proxeronine which is used by the body to strengthen and revitalise its cells, is also rich in Vitamin A, B, B2, B6, B12, C & H, Calcium, Iron, Niacin, Folk Acid. Pantothenic Acid, Phosphorus, Magnesium, Zinc, Copper and other minerals like Chromium, Manganese, Molybdenum, Sodium, Potassium, Carbohydrates like Fructose and Glucose and also has the distinction of being the only known Natural Health Product to contain more than 150 isolated Nutraceuticals.

Here is the information sourced from the book written by Dr. Neil Solomon MD, PhD titled "*How Much. I low Often for What*" (second edition), that tells us what 200 Health Professionals representing 20,000 Morinda citrifolia drinkers from over 50 countries, have to say about the beneficial effects of Morinda citrifolia they have observed.

40 Universities Doing Research

- | | |
|--------------------------------------|--|
| 1. University of Hawaii | 2. University of Honolulu |
| 3. Keio University | 4. University of Minnesota |
| 5. Rutgers University | 6. University of Illinois |
| 7. Ohio State University | 8. Cornell University |
| 9. Duke University | 10. Shizuoka University |
| 11. University of Santo Tomas | 12. University of Chicago |
| 13. University of Metz | 14. University of Meets |
| 15. University of California | 16. Stanford University |
| 17. University of Kentucky | 18. Boston University School of Medicine |
| 19. University in Yokohama | 20. Johns Hopkins Medical Institutions |
| 21. Oklahoma State University | 22. Agricultural University, Wageningen |
| 23. Department of Pharmacology | 24. Chiba University |
| 25. Purdue University | 26. University of Guam |
| 27. University of Karachi | 28. University of Papua |
| 29. Mahidol University | 30. Universiti Kebangsaan Malaysia, |
| 31. University Puerto Rico | 32. University Rochester, USA |
| 33. University Putra, Malaysia | 34. University Paris Sud |
| 35. University Nijmegen, Netherlands | 36. Berlin University, Germany |
| 37. University Liverpool, UK | 38. Natl. Taiwan University Taipei |
| 39. University of Allahabad | 40. Madras University, India |

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Results 1-20 of about 16,22,000 for noni. Search took 0.14

The Need of Xeronine

Xeronine is a small alkaloid that is required by the body in microgram (trillionth of gram) amounts and is essential to the correct functioning of the body. Large amounts are used in times of physical or mental stress, xeronine is produced in the body from proxeronine and the enzyme proxeronase in the small intestine. All healthy cells require xeronine to function correctly.

Xeronine and protein: Xeronine is required to regulate the shape and rigidity of certain proteins. Noni juice, the richest source of this nutrient, appears to improve the function and structure of hormones, antibodies, connective tissue, enzymes and neurotransmitters.

Conditions directly involved with proteins may include PMT, menopausal symptoms, acne, arthritis, lupus and also sleeplessness, depression, the digestive disorders, poor liver metabolism as well as poor immune function.

Xeronine and burns: Xeronine stimulates the production of a specific protease (an enzyme which dissolves protein) and quickly removes dead tissue from burns and promotes quick healing.

Xeronine and addiction other Proteins in the Central Nervous System become potential receptor sites and bind with endorphins that allow the individual to have the normal feeling of well-being. Once Xeronine floods the body's systems then the Xeronine displaces the chemicals and addictions to these other alkaloids is overcome with no physical withdrawal symptoms.

The Xeronine and Nutritional Supplements and medications together enhance our health.

Vitamins also require xeronine to properly function within the body. It allows the formation of the pores through membranes in blood vessels, body organs and in the gastrointestinal tract. This facilitates digestion and improves the action of other medicines and herbs.

Actions of Xeronine

The action which xeronine has on a person depends upon which of his tissues has a sub optimal level of the xeronine. Thus xeronine can alleviate certain subsets of almost any known disease. For no disease, however, will xeronine be a panacea. A physiological disease, for example senility, may be caused by a deficiency or imbalance of a number of different biochemicals as well as by malfunctioning blood vessels, hormone systems, or immune bodies. Only if the disease is specifically caused by a lack of xeronine will xeronine alleviate the symptoms of the problem.

Scientists believe that each tissue has cells which contain proteins, which in turn have receptor sites for the absorption of xeronine. Certain of these proteins are the inert forms of enzymes which require absorbed xeronine to become active. Thus xeronine, by converting the body's procollagenase system into a specific protease, quickly and safely removes the dead tissue from burns. It is for this reason that aloe, bromelain and Noni are such effective treatments for burns. Other proteins become potential receptor sites

for hormones after they react with xeronine. Thus the action of ginseng, bromelain and Noni in making a person feel well is probably caused by xeronine converting certain brain receptor proteins into active sites for the absorption of endorphin. The well being hormones. Other proteins form pores through membranes in the intestines, the blood vessels, and other body organs. Absorbing xeronine on these proteins changes the shape of the pores and thus affects the passage of molecules through the membranes. Thus the action of bromelain, Noni, and ginseng in improving digestion may be ascribable to this action. These are just a few of the many exciting actions of this newly discovered alkaloid. Since Noni is a potential source of this alkaloid, Noni juice can be a valuable herbal remedy.

There are some practical problems, however, in using Noni juice as a Nutritional supplement or tonic. If one is dying and all other remedies have failed, then and only then will the average person drink Noni juice.

Noni and Pain

People suffer from pain and inflammation that turns even the simplest task into a major challenge. This chronic pain and inflammation, often associated with arthritis, is found frequently in the elderly and especially in women. However, men and women of all ages have been diagnosed with the condition, and it seems the numbers are rising. More and more people with chronic pain and inflammation courageously live active lives, seeking treatment to relieve the pain associated with their condition.

Unfortunately, as with many other chronic illnesses, treatment for chronic pain and inflammation is not always successful or free of long-term risks, and the medications available to help with these symptoms can cause negative side effects. But recent research had uncovered some long-awaited findings pointing to a more reliable, safer method for treating chronic pain and inflammation over long periods of time. Scientific studies reported in several medical journals have touted the revolutionary concept of COX-2 enzymatic inhibition.

COX Enzymes

Scientists originally believed that all COX enzymes within the body were the same. Only recently have they discovered that there are actually two COX enzymes: COX-1 and COX-2. Research shows that in the body, the COX-2 enzyme is largely responsible for causing pain and inflammation. Injury, disease, and trauma cause COX-2 enzymes to produce prostaglandins, which cause pain and inflammation. In contrast to the COX-2 enzyme, the COX-1 enzyme is responsible for protecting the body's stomach lining and kidneys. COX-1 enzymes continually produce protective prostaglandins.

When taken over long period of time, traditional medication for chronic pain and inflammation, such as aspirin and nonsteroidal anti-inflammatories (NSAIDs) like Ibuprofen, inhibits both COX-1 and COX-2 enzymatic activity. This inhibition of the COX-2 enzyme reduces the prostaglandins that cause pain and inflammation throughout the body, but over time, it also restrains the COX-1 enzyme from producing the prostaglandins that protect the stomach lining. This can result in major problems, such as ulcers and colitis, in the body's digestive system.

Noni's Connection with selective COX-2 inhibition

The discovery of COX-2 created a frenzy in the pharmaceutical world- everyone wanted to find a substance that would inhibit COX-2 without harming the body's production of COX-1. Exciting scientific findings from carefully conducted research done in an independent laboratory show that Noni Juice selectively inhibits the COX-2 enzyme while allowing the COX-1 enzyme to continue functioning.

The best news for chronic pain sufferers is that the non-observable adverse effects of noni juice is thousands of times better than that of the leading prescription drugs for chronic pain and arthritis. Some of these prescription drugs have negative side effects such as rashes, facial swelling, unusual bleeding, and stomach pain. In contrast, preclinical safety studies show that long-term use of Noni juice is not a problem, unlike the problematic long-term use of aspirin and N-SAIDs. In fact, one study conducted in Los Angeles reported that nearly 30 percent of those people who daily used ibuprofen developed ulcers.

COX-2 and other conditions

The discovery of the COX-2 enzyme may mean help with medical conditions other than chronic pain and inflammation. Some scientists believe that a selective COX-2 inhibitor could help with menstrual pain and help prevent cancers of the colon, esophagus, skin, and bladder. Even those who have been diagnosed with Alzheimer's may benefit from a selective COX-2 inhibitor.

The Blessing of Noni

It is no surprise to anyone acquainted with noni juice to learn that this natural product has been found to selectively inhibit the effects of the COX-2 enzyme. In fact, for thousands of years, stories about the blessings this fruit has brought into the lives of those who have used it have circulated around. The fact that noni juice inhibits the COX-2 enzyme is just one of the recent scientific findings confirming the traditional use of noni as a natural healer. Scientists will continue to uncover more about the human body, revealing the phenomenal benefits of noni juice to the world.

Noni and Diabetes

For thousands of years *Morinda Citrifolia*, a fruit-bearing plant commonly known as Noni, has been used in an effort to battle a wide array of health challenges. In recent years, the health-enhancing properties of this plant have been harnessed and made available for the benefit of people.

This miracle from paradise has been described as one of the most important health discoveries of the twentieth century. Noni has earned this praise through its powerful ability to help with a variety of health conditions and act as a natural immune system booster.

Thousands of people worldwide have attributed improvements in their health to the tremendous, and often life-saving benefits found in Noni. Recent scientific research in both clinical and laboratory settings validate the efficacy of this ancient fruit. In addition, doctors and health care professionals around the world are praising Noni as their patients win battles against chronic conditions many have suffered from for years.

One such health challenge that many have found Noni to help with is diabetes. Doctors and researchers suggest that Noni has the ability to help strengthen the immune system which, in turn, can help the body maintain strong insulin levels. As a result, many Type I and II diabetics have finally found relief from this often deadly disease in the form of Noni.

Many of the effects of diabetes can be controlled. While there is no cure for the disease, studies show that by keeping one's blood sugar as close to normal as possible significantly reduces diabetes' long-term complications.

A diabetic's body is not able to properly turn food into energy. The cause of the problem is the body's production and use of the hormone called insulin. There are two types of diabetes: Type I and Type II. In Type I diabetes, the body produces little or no insulin. It is often referred to as juvenile diabetes because it usually starts at a younger age and is more severe. In Type II diabetes the body produces enough insulin, (sometimes even too much). However, the insulin is unable to adequately enter the body's cells to break down sugar into energy. In a Type II diabetic, the body has trouble properly utilizing fats and protein. Type II is the more common type, accounting for nearly 90 percent of diabetics. It used to be referred to as "maturity-onset" diabetes.

Type I and Type II diabetes share some similar symptoms. The most common of which include: lack

of energy, increased hunger, weight loss, frequent urination, excessive thirst, blurred vision, nausea, abdominal pain, and weakness. While we do know that diabetes is genetic, or is passed on from generation to generation, scientists are not exactly sure of the precise cause except that the disease may be the result of a malfunction in the body's endocrine and immune system.

Research has shown that if the immune system starts to turn on itself - perhaps the result of an autoimmune disorder - it may cause a complete obliteration of the pancreas' beta cells or at least a reduction in the number of functioning beta cells. This then affects the amount and purity and effectiveness of the body's insulin. However, if the immune system is able to ward off an attack, the integrity of the body's insulin will be maintained.

More refined tests now make it possible to detect faulty immune antibodies in the blood well in advance of a person showing symptoms of diabetes. In some adults, these destructive antibodies may be present years before diabetic symptoms appear. This lag time is known as the "*prediabetic stage*."

One of Noni's effects is on the pancreas and immune system. Current studies have revealed that Noni may help promote a healthy immune system or by either enhancing an already functioning system or by stimulating a sluggish one. In addition, as described earlier, Noni is believed to fortify and maintain cell structure. This can be accomplished by Noni acting as an adaptogen that can aid "sick" cells in repairing themselves. This could apply to diabetes by either helping malfunctioning beta cells in the pancreas or by aiding the cells that are unsuccessfully trying to receive and use the glucose in the blood.

Keeping a daily log of your blood sugar level is the best way to monitor any changes that perhaps may occur. A good recommendation is to check your blood sugar first thing in the morning (a fasting level) and then check it again in the late afternoon (around 4 p.m.) This will show how your body is metabolising sugar and responding to the Noni or anything else you have consumed.

Please note that a Type I diabetic should never substitute Noni juice for insulin shots. A Type I diabetic may be able to reduce his or her insulin. Using a natural supplement such as Noni juice should be done under the supervision of a doctor.

Noni and Cancer

Cancer is a cellular malfunction. When suffering from cancer, the human body loses normal cellular controls, which results in the malignant cell's unregulated growth. These cancer cells have a lack of differentiation and invoke local tissue, travel elsewhere, and metastasize. The disease itself begins by one cell that mutates or changes. The abnormal cell maintains that mutation through the cell's reproduction process despite the efforts of the human body's defense system, which tries to eliminate abnormal cells. These mutated cells (resulting from abnormal DNA) then travel through the body, setting up residency in one or more of the body's organs. There are now well over one hundred types of cancer that can exist within the human body.

Since there are so many types of cancer, each with their own abnormal DNA and different set of signs and symptoms, it is impossible in this short review to cover all of them. The most common symptom we observe was the loss of energy. In many different types of cancer such abnormalities as skin discoloration, and non-healing sores, detectable lumps under the skin, elevated temperature and weight loss, which are often associated with many other signs and symptoms. Most types of cancer start subtly and can only be properly diagnosed early on by having regular medical check ups and specific testing. The earlier a cancer is detected and treated, the better the outcome.

Noni's effect on cancer most likely deals with the fact that both Noni and cancer work on a cellular level. It is further believed that Noni enhances cellular structure while cancer, of course, destroys it. One of Noni's key components, Proxeronine, is sent to "sick" cells within the body by the Golgi apparatus and reticuloendothelium. These sick cells attract Proxeronine and an enzyme, Proxeroninase. The

interaction creates Xeronine, a cellular enhancer.

Several other studies have been performed in laboratories in order to validate *Morinda Citrifolia's* cancer-fighting abilities. In one such study, four Japanese scientists injected ras cells (*cells that are precursors to many malignant growths*) with a substance called Damnacanthol found in *Morinda Citrifolia*. They observed that the injection significantly inhibited the ras cells from reproducing. Proxeronine and Damnacanthol are substances within *Morinda Citrifolia* that are believed to be anti-cancer agents. In addition, research has revealed that Noni helps stimulate the body's production of other cancer-fighting elements such as nitric oxide, interleukins, interferon, tumor necrosis factor, lipopolysaccharides, and natural killer cells.

It is believed by some that *Morinda Citrifolia* might exert a preventive and protective action against cancer during the initiation stage, which is the first phase of the formation of cancer. A study performed by Mian-Ying Wang, M.D., at the University of Illinois College of Medicine at Rockford showed that mice which were given a solution of 10 percent Noni for a week and then injected with DMBA, a known cancer causing agent, had significantly lower DNA adduct markers (*a test for abnormal DNA*) than DMBA-injected mice fed only water. The lower the number of DNA adduct markers, the more protection one has against fighting cancer. The Noni-fed mice had 50 percent fewer DNA markers in the lungs than the water-fed mice without Noni, 60 percent fewer markers in the heart, 70 percent fewer in the liver, and 90 percent fewer in the kidneys. Therefore, Noni gave the greatest protection from cancer to the kidneys (90 percent) and the least protection to the lungs (50 percent).

Noni and High Blood Pressure, Heart Disease & Stroke

High blood pressure is one of the body's most noticeable red flags to indicate that a person's heart and blood vessels are in trouble. Once a person is diagnosed with high blood pressure, he or she is seven times more likely to suffer a stroke, four times more likely to die of congestive heart failure. On a positive note, there are well-proven ways to control blood pressure and even reverse some of the damage already done.

Before discussing how to control high blood pressure, let's talk about what it is. Blood pressure is the force exerted by the heart on the blood as it moves through a person's arteries. If a person has high blood pressure, this means

the heart is pumping harder than it should have to pump. A healthy blood pressure would read somewhere at or below 120/80 or lower. Consider mildly high blood pressure somewhere around 130/90. Most doctors agree that a blood pressure reading of 160/100 or higher is considered dangerous.

High blood pressure, heart disease and strokes lumped together, because they are all interrelated in the body's circulatory system. In a heart attack, there is not enough nutrient rich oxygenated blood to nourish the heart muscle cells. As a result, some heart muscle cells die. When enough die, you have a heart attack. It can be sudden, as a result

of a cholesterol/calcium/fibrin clot to the coronary artery, or an embolus, which is a clot that breaks away from another part of your body and ends up clogging your coronary artery goes into spasm, preventing adequate blood flow, or you can have a small unstable plaque released that goes toward the heart and clogs the coronary artery as well as puts it in spasm. The end result of all these conditions results in not enough nutrient rich oxygenated blood to sustain heart muscle.

In a stroke, or “brain attack” as some lay people call it, the brain tissue is damaged due to lack of blood flow. The lack of blood can be caused by a blood clot in an artery that has decreased in size because of spasm or atherosclerosis. It can also be caused when a brain (cerebral) artery leaks blood as in a leaking or ruptured aneurysm.

There are many lifestyle changes a person with high blood pressure can make to fight against these conditions. A change in diet to reduce red meat and fats, and to add more fiber and fresh fruits is a very good start. Sodium

intake should be reduced, and of course one ought to get regular exercise. There are many other recommendations. Add a good amount of garlic, onions, and celery to your diet; avoid caffeine, stay away from excessive amounts of dairy products, processed sugars and flours; and supplement with things such as antioxidants, vitamins, essential Omega-3-fatty acids, fiber, calcium, magnesium, selenium and others. The reasons for Noni’s reported success in helping with high blood pressure are multi-faceted. First of all Morinda Citrifolia contains scopoletin, which has been scientifically proven to dilate blood vessels resulting in lower blood pressure.

A second reason that many use Noni for high blood pressure is that this fruit juice helps stimulate the body’s production of nitric oxide, a chemical which allows the blood vessels to dilate more easily and be more elastic. The third reason, is through the Xeronine system that promotes a healthy cell structure within the circulatory system.

150 + Nutraceuticals in Noni

(ethylthiomethyl) benzene	anthraquinones	campesteryl palmitate	methyl 3-methylthio-
1-butanol	anthragallol 2,3-dimethyl ether	campesteryl palmityl	propanoate
1-hexanol	asperuloside	glycoside	methyl decanoate
1-methoxy-2-formyl-3-	benzoic acid	campesterol	methyl elaidate
hydroxyanthraquinone	benzyl alcohol	carbonate	methyl hexanoate
2,5-undecadien-1-ol	butanoic acid	carotene	proxeronine
2-heptanone	methyl octanoate	cycloartenol	proxeronase
2-methyl-2-butenyl decanoate	methyl oleate	cycloartenol linoleate	resins
2-methyl-2-butenyl hexanoate	methyl palmitate	cycloartenol palmitate	rhamnose
2-methyl-3,5,6-trihydroxyanthraquinone-	morenone-1	damnacanthal	ricinoleic acid
6- β -primeveroside	morenone-2	decanoic acid	rubiadin
2-methyl-3,5,6-trihydroxyanthraquinones	morindadiol	elaidic acid	rubiadin-1-methyl ether
2-methylbutanoic acid	morindanigrine	ethyl decanoate	scopoletin
2-methylpropanoic acid	morindin	ethyl hexanoate	sitosterol
24-methylcycloartanol	morindone	ethyl octanoate	sitosteryl glycoside
24-methylenecholesterol	morindone-6- β -primeveroside	ethyl palmitate	sitosteryl linoleate
24-methylene cycloartanyl linoleate	mucilaginous matter	eugenol	sitosteryl linoleyl
3-hydroxyl-2-butanone	myristic acid	ferric iron	glycoside
3-hydroxymorindone	n-butyric acid	gampesteryl linoleate	sitosteryl palmitate
3-hydroxymorindone-6- β -primeveroside	n-valeric acid	glucose	sitosteryl palmityl
3-methyl-2-buten-1-ol	nonanoic acid	glycosides	glycoside
3-methyl-3-buten-1-ol	nordamnacanthal	heptanoic acid	sodium
3-methylthiopropionic acid	octadecenoic acid	hexadecane	sorandjidiol
5,6-dihydroxylucidin	octanoic acid	hexanamide	β -sitosterol
5,6-dihydroxylucidin-3- β -primeveroside	oleic acid	hexanedioic acid	stearic acid
5,7-acacetin 7-O- β -D(+)-	palmitic acid	hexanoic acid	sterols
glucopyranoside	paraffin	hexose	stigmasterol
5,7-dimethylapigenin-4O-O- β -D-	pectins	hexyl hexanoate	stigmasteryl glycoside
D(+)=galactopyranoside	pentose	iron	stigmasteryl linoleate
6,8-dimethoxy-3-methyl anthraquinone-	phenolic body	isobutyric acid	stigmasteryl linoleyl
1,-O- β -rhamnosyl	phosphate	isocaproic acid	glycoside
glucopyranoside	physcoiin	isofucoesterol	stigmasteryl palmitate
6-dodeceno-y-lactone	physcion-8-O-[[L-arabinopyranosyl] (1-3)	isofucosteryl linoleate	stigmasteryl palmityl
7-hydroxy-8-methoxy-2-	{ β -D-g-D-galactopyranosyl (1-6)	isolaveric acid	glycoside
methylanthraquinone	{ β -D-galactopyranoside;}]	lauric acid	terpenoids
8,11,14-eicostrienoic acid	potassium	limonene	trioxymethylanthraquinone
acetic acid	protein	linoleic acid	undecanoic acid
alizarin	calcium	lucidin	ursolic acid
alkaloids	campesteryl glycoside	lucidin-3- β -primeveroside	
anthragallol 1,2-dimethyl ether	campesteryl linoleyl glucoside	magnesium	

Drive away Depression with Noni

Serotonin is a hormone that act as a neurotransmitter. Neurotransmitters send messages (electrical impulses) from one nerve cell to another. It is often termed as 'Mood Molecules' as it determines the mood of a person.

Serotonin manufactured by the body, is found along with its receptor sites in the brain, blood platelets and lining of the digestive tract. This is also a precursor to a hormone called melatonin which plays multiple life-giving roles in the body, including regulating biological rhythms. Serotonin is more than a messenger, as it's level in our body affects a wide range of mental and physical responses in the body and plays a significant role in activities such as temperature regulation, longer sensations, sexual behaviour, and sleep patterns. Serotonin receptors also help to regulate emotions, cognition, pain, and sensory motor function. Serotonin deficiencies can give rise to wide range of illnesses, depending on the part of the brain that is affected.

James Stockard, a North Western University psychiatrist, has stated that, "A person's mood is like a symphony and Serotonin is like the conductor's baton".

For example, Serotonin levels in the brain determine whether we will perceive a glass of water as being half-empty or half-full. Other neurotransmitters may send the message that we are full, but Serotonin levels determine if we feel satisfied. In a recent study using PHT scans (technology that measures cell function to gauge the rate of Serotonin synthesis), it was found that men in the study produced 52% more Serotonin than women. Women are twice as likely as men to become clinically depressed. **Low Serotonin levels in the brain are linked to clinical depression, suicidal tendencies, anxiety disorders, obsessive-compulsive behaviours (such as overeating), bulimia, schizophrenia, sleep problems, migraine headaches, autism, drug and alcohol addictions,**

Alzheimer's disease, and patterns of violent behaviour. The conditions listed above may improve significantly when Serotonin levels are raised.

Simply put, depression is a mood disturbance. Depression affects a person's mood, thoughts, behaviours, and physical wellbeing. Most depressions are a disorder of the brain's chemistry. Three other main categories of depression are major depressive illness, dysthymia, and bipolar disorder.

Major depression strikes intensely for an undetermined period of time. During the episode, things such as eating, sleeping, or even getting out of bed become almost unbearable. Much of the time one can't think or concentrate.

Dysthymia, on the other hand, can be milder and persistent with low-moods almost every day, possibly lasting for several years. Sad days outnumber good days. Victims function to a degree, but always feel as if they are never at their full capacity.

Victims of bipolar disorder swing between episodes of major depression and "highs" known as mania or less severe highs, known as hypomania. Its high symptoms include irritability, elevated mood with decreased need for sleep, excessive talking, and impulsive behaviour fueled by bad judgement leading to painful consequences for themselves and their loved ones.

Chemicals in the brain may be largely responsible for depression, mania, and hypomania. Major depression, dysthymia, and bipolar disorder often require psychiatric help and medicines to normalise the chemicals in the brain. Serotonin is one such known chemical.

In the survey conducted of the 1,111 people who consumed Noni for help with their depression, 77 percent reported some of their symptoms decreased after drinking Noni.