

cramps, arthritis, ulcers, sprains, injuries, depression, senility, poor digestion, arteriosclerosis, addiction, colds, flu, and headaches. They also claim that the Noni juice can heal scratches on the cornea of the eye.

In the same guide it reads: "Parts of the Noni plant are used as a juice, a tonic, a poultice, and in tea. Tea made from leaves of the plant is used as a remedy for tuberculosis, arthritis, rheumatism, and anti-aging. The leaves and bark are sometimes made into a liquid tonic for urinary complaints and muscle or joint pain. The juice, which has an unpleasant taste and odor, is used on the scalp as a treatment for head lice. The unripe noni fruit is mashed together with salt and applied on cuts and broken bones. Ripe fruit is used as a poultice for facial blemishes or as a remedy for skin sores, boils, or infections."

The Evidence

The main active components of Noni Fruit are xeronine and proxeronine. However, researchers don't know if xeronine has any direct effects on cells or their function. "Several animal and laboratory experiments have been done on different compounds taken from the Noni plant. A group of researchers caused tumors to grow in experimental mice and then investigated the results of treatment using specially prepared injections of Noni juice. Mice who received the treatment survived 123% longer than the untreated mice. Another team of investigators reported that damnacanthal, a compound removed from the root of the Noni plant, might inhibit a chemical process, which turns normal cells into cancer cells. They stated that damnacanthal caused cells to return to their normal shape and structure. Other scientists studying lyophilised aqueous extract from the roots of the plant found that the substance appeared to prevent pain and induce sleep in mice,"

As we see the results of the studies of Noni Fruit and its effectiveness hold promise for the future, but more research is still necessary. Since the results are not yet fully known it is good to keep the diet and eating habits of vegetables and fruits in the balanced manner and not to avoid the conventional medical care.

Disclaimer : The information published in this issue is based on research studies and meant for educational purposes only. For any medical condition, always consult a qualified medical practitioner. A few of the articles are repeated in this issue intentionally to help the new readers.
 Owned and published by Prof. Dr. P.I. Peter from 63/38, First Main Road, Gandhi Nagar, Adyar, Chennai-600 020 and Printed by him at Reliance Printers, 9, Sardar Patel Road, Adyar, Chennai-600 020. Editor : Prof. Dr. P.I. Peter Phone : 2440 4937 Fax : 2440 4935 E-mail - info@indian-Noni.net Website : www.indian-Noni.net

“Timely food is the best for maintenance of good health”.

- Charak Sutra

Containing Periodical

Registered as a Newspaper
 Posted at Egmore RMS/1
 (Patrika Channel)

Registered Newspaper Monthly
 (Licensed to Post without Prepayment)

To

DATE OF POSTING : 29.01.2008

If undelivered please return to :

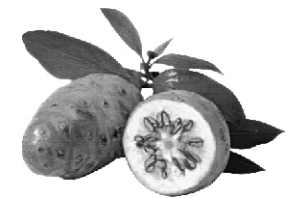
Noni News

85, First Main Road, Gandhi Nagar
 Adyar, Chennai - 600 020
 Tel : 044 - 2440 4937.

NONI News Letter

A Monthly Magazine for your Family's Health and Empowerment

Price Rs. 10/- Annual Sub. Rs. 120/-



January 2008 . Vol. 5 ; Issue 1

Contents

- Nutrition Deficiency and Noni's Efficiency..... 1
- Indian Noni Juice found to be high in Antioxidants. 2
- The Working of Noni..... 2
- When our chemistry works well, our body works well too!..... 3
- Noni and Body Energy Flows..... 3
- Benefits of regular Use of NONI..... 4
- Noni - Nature's Gift 4
- Role of Noni to Prevent HeartAttack.. 5
- Role of Noni in Cardiovascular Diseases and High Blood Pressure.. 6
- Noni Plant 7
- The Evidence 8

Nutrition Deficiency and Noni's Efficiency

All our diets lack the nutrients that our bodies require. NONI replaces vital nutrients that have been depleted from our foods and not replaced by other supplements. It has been observed that our body requires around 16 major nutrients and more than 150 micronutrients everyday for proper functioning.

Nutritional deficiencies lead to diseases. Most diseases are caused by nutrition deficiencies. Nutrition deficiencies also break down our immune system, which weakens our body's natural ability to fight diseases and infections. Scientists have expressed their shock that presently people are experiencing 50% immunity compared to the early 60's.

Proper daily intake of sufficient nutrition effectively prevents almost all diseases. Nutrition deficiencies are caused due to the fact that the foods we eat are devitalized. Modern farming practices using chemicals, fertilizers and toxic pesticides have depleted our soil of much of its natural mineral components.

Nutrition deficiencies also happen due to cooking of food, intake of sugars and fats. NONI is the only fruit that provides more than 150 of these much needed essential Nutraceuticals in their most readily absorbable form in order to enhance our health. Thus, NONI protects us from diseases and provides good health.

In order to stay healthy and feel happy, we must take care of our entire body, which includes our tissues and cells. Healthy cells lead to healthy tissues, healthy organs, healthy systems and a healthy body.

The best way to maintain healthy cells for a healthy life is through good nutrition and nutritional supplements. **NONI is the best nutritional supplement.**

NONI works at the cellular level. It is a food. There is no other supplement in the world, which works at the molecular level to build cells like NONI.

Indian Noni is a high integrity, nutrient-rich juice that aids our body's natural healing abilities.

Indian Noni Juice found to be high in Antioxidants.

NONI have the powerful antioxidant properties that help to neutralize the free radicals role of oxidation of the native LDL cholesterol to harmful LDL cholesterol and thus protects the arterial endothelial lining from injury and future developing atheromatous plaque. The main antioxidants are vitamins A, E and C, beta-carotene, glutathione, bioflavonoid, selenium, zinc, CoQ10 (ubiquinone), and various phyto-chemicals. NONI is rich with Vita A, Beta carotene, Vita E, C, glutathione, bioflavonoid, selenium, zinc, and many more essential phytochemicals. Melatonin, a hormone produced by the pineal gland, is also a potent antioxidant. NONI helps to stimulate more melatonin release from the pineal gland.

Noni & nitric oxide its role in preventing arterial cells damage

Normally the layer of endothelium function well by releasing an important product called nitrous oxide (NO). During this inflammatory response of forming the plaques, however, the appropriate release of nitrous oxide is blocked from the endothelium, causing the endothelium to function poorly. NONI helps to proper production of nitrous oxide in our body and thus helps the endothelium to functions smoothly.

Noni promotes the cellular growth:

In addition to the antioxidant activity in Noni, Dr. Ralph Heinicke, has pinpointed one constituent in Noni that he believes are responsible for the Juice's ability to promote cellular growth. These are parts of his postulated xeronine system, which consists of proxeronine, proxeroninase, and xeronine.



The xeronine theory, which is based on much of Dr. Heinicke's work, postulates that once in the body, proxeronine travels to specific parts of cells, such as the mitochondria, microsomes, Golgiapparatus, reticuloendothelium, electron transport system, within the cell, these components communicate with each other (intracellular) and with other cells (intercellular). This communication between cells may work according to the theories of several Nobel Prize winning doctors.

NONI - A Detoxifier.

Our body cells are made up of genes. All our cells are genetically engineered to work well in a chemical free environment. If they work well, then, there are no health issues. But we are now living in a chemically polluted environment. In the modern way of living, changes in our living and eating habits happen faster than our genes can adapt.

The food we intake contains toxins and pollutants due to fertilizers, pesticides, food processing and a polluted atmosphere. It is impossible in the present day to find food, which does not have harmful chemical residues. The air we breathe is polluted. Most of the time the water we drink is also polluted. It is necessary for us to survive in this world facing the challenges of pollution.

Further, according to scientists, the toxins we intake, undergo biomagnifications within our body, leading to dangerous levels of toxicity in the cells and cell walls of our body.

Research has found that **NONI is the best Detoxifier** capable of cleaning the toxins that damage our system.

THE WORKING OF NONI

To understand how NONI works in our body, giving us so many health benefits, we should first understand a little about how our body works. On the physical level, our body works by chemical reactions, all the time converting one substance to another. Even our thinking, feeling, healing and spiritual issues all manifest in the body through chemical reactions.

In our present life pollution, stress, heavy metals, malnutrition, aging and illness interfere with the body's chemical reaction. NONI helps chemical reactions in our body to work better.

When our chemistry works well, our body works well too!

Let us now see how NONI works in our body.

NONI works at the cellular level. It helps our body's chemical reactions to work better since it has a high energy level. There are many processes of chemical reactions happening in our body. The two important ones are

1. Synthesis of Protein: Synthesis includes all the things that our body makes, for example: proteins, connective tissues, new cells, hormones, DNA, etc..

2. Cellular Communication: Communication refers to the flow of chemically controlled information among the cells, for a proper, coordinated growth of the human body as a whole.

Globular proteins are the workhorses for both Synthesis and Communication. One class of globular proteins are enzymes. Enzymes enable every chemical reaction in the body. It is so important that if there are no enzymes, there are no chemical reactions.

To control the chemical reaction which the body must do to make everything work effectively and smoothly, the body controls the activity of its enzymes.

Thanks to the remarkable work of Dr. Ralph Heinicke of Hawaii, who discovered a vital molecule called Proxeronine in the NONI fruit. According to Dr Ralph Heinicke, Proxeronine combines with an enzyme Proxeroninase to form an alkaloid called Xeronine in our body.

Once Xeronine is formed, it combines with many proteins in our body that require Xeronine to function. There is a specific site on certain proteins that allows them to combine with Xeronine.

Many vital proteins acting as hormones, antibodies and enzymes need Xeronine to carry out their duties. Many of these proteins cannot function without Xeronine.

Proteins are important because they **give structure** to hair, skin and bones. Proteins also act as **hormones**, co-coordinating all bodily processes at the molecular level. They allow the **transport of chemicals** and nutrients through the cell membrane. Proteins act as **Antibodies** and incapacitate foreign bodily invaders such as viruses. They also act as **enzymes** and facilitate all chemical productions in the body.

Xeronine assists in enlarging the pores of the cell wall, allowing better absorption of micronutrients and medicines. It also supports protein metabolism.

Noni and Body Energy Flows

Science has shown us that physical matter is really made up of energy energy that behaves as though it were solid. The human body even though it looks like solid is also made up of energy, in fact, much different kind of energies. There is a two-way system connecting our chemistry and our energies.

Herbs, fruits and medicines have an energetic influence along with a chemical influence. The energy that passes into our body, directly influences the chemical reactions. NONI has a very high energetic quality.

NONI contains healing energies that strengthen the life force - 'Chi' - 'Prana' in our body. When this life force becomes stronger, our defenses improve and symptoms clear. We naturally feel better about ourselves and life seems worth living even more. This effect on our vital force has a lot to do with why the NONI fruit has helped so many different health conditions.

Both our physical and non-physical components are made of patterns of energy. The energies that flow through these patterns are called "energy flows". They keep us healthy and alive by reminding our physical and non-physical components about their purposes. The more closely our cells fulfill their purposes the healthier we will be.

Every one of our physical and non-physical components has a purpose. For example, the purpose of our red blood cells is to carry oxygen. The purpose of our endocrine gland cells is to produce hormones, and the purpose of our intestinal cells is to absorb nutrients. Cells continually look to their energy patterns for information about their purpose. They need these reminders because they are faced with so many challenges everyday. These challenges include environmental toxins, food additives, undigested foods, bacteria and viruses, as well as the effects of negative thoughts and emotions such as worry, anger, impatience and stress. These challenges can make our cells forget what their purpose is.

These challenges also affect us negatively when they change the vibrations of our energy flows. Vibrations represent the speed at which energy flow moves through the body. When our energy flows stop

vibrating the way they should, some of them slow down and some speed up. As a result, they become out of balance with each other. This causes their pattern to change. Because the pattern is now different, it will feed different and incorrect information to the cells. The cells will no longer fulfill their purpose as correctly or efficiently as before. Consequently, cells will begin to experience the effects of diseases.

Therefore the underlying reasons for ill health are energies. Hence, if we fix the vibrations of our energy flows, these underlying reasons are resolved. **Noni's healing energies remind our cells of their purpose by correcting their energy flows.** Thus, NONI improves the health of our cells by reminding them of their purpose. It has been found that **Noni's healing energies are similar to the body's energy flows.**

Benefits of regular Use of NONI:

Rejuvenates the Body Revitalises the Cells Restores Energy Relieves Pain Reduces Inflammation Releases Stress Purifies Blood Stimulates Immune System Improves Digestion Enhances Well being Regulates Cell Function Maintains healthy Skin, Hair and Scalp Protects you from Toxins and Pollutants Reduces the risk of developing cancer Improves Memory and Concentration Inhibits tumour growth Reduces the chances of Premature onset of age-related diseases such as Arthritis, Heart Disease, Diabetes or Strokes Protects against Viral and Bacterial strains that have become anti-biotic



resistant Aids in Digestion, that means we absorb more nutrients at the cellular level. These are only a few examples of an extensive list of uses and benefits that regular consumers of NONI have experienced.

NONI Supports the Immune System, the Circulatory System the Digestive System, the Metabolic System, the Tissues and Cells of our Body.

Noni - Nature's Gift

NONI is nature's abundance bundled in one fruit. It is from the biggest pharmaceutical unit in the world "Mother Nature". The CEO of this pharmaceutical unit is God. Mother Nature knows what nutrients our body requires and in what combination. Nature works holistically. No single product on earth can help so many different health conditions because none of them are made by God. Men make them. The NONI fruit is made by nature-God

Noni Plant Helps Cancer

BACKGROUND: According to legend, the Noni plant was brought to Hawaii from Southeast Asia around 1,500 years ago. The Noni's scientific name is *Morinda citrifolia*, and it's also called Indian Mulberry. Hawaiians have been known to use all parts of the noni, roots, stems, bark, leaves, flowers and fruit, in making around 40 different herbal remedies. The Noni plant is a small evergreen tree found growing in open coastal regions at sea level and in forest areas up to about 1,300 feet above sea level. The plant is often found growing along lava flows. It's identifiable by its straight trunk, large, bright green leaves, white tubular flowers and its distinctive, "grenade-like" yellow fruit. The Noni fruit, when mature, has a foul taste and odor. The smell and taste of the fruit pulp is so foul that one researcher pronounced it akin to 'vomitus'!

NONI'S BENEFITS: The beliefs of Noni's benefits have now gone beyond just word of mouth. In a report to the 83rd Annual meeting of the American Association for Cancer Research in May, 1992, the juice of the fruit of the Noni plant was shown to significantly prolong the life of mice with implanted Lewis lung carcinoma. The conclusion was that it seemed to suppress tumor growth indirectly by stimulating the immune system. Now, Dr. Brian Issell, and colleagues at the University of Hawaii Cancer Center, are involved in another study of the Noni. Dr. Issell says patients were coming to him and telling

him they were taking Noni. The patients wanted to know if that was safe to do, but Dr. Issell didn't have an answer. That's when he began a clinical trial to test the safety of Noni in cancer patients. **NONI STUDY:** Dr. Issell was given \$340,000 by the National Institutes of Health to study the Noni. Part of his goal is to determine what chemicals in Noni are responsible for its believed to have cancer-fighting properties. He is conducting a two-year study involving 30 patients who have failed standard therapies. Patients take a capsule with Noni extract. The key, says Dr. Issell, is that as opposed to many of the home remedies with Noni, these pills are very exact and their make-up is completely known. Throughout the study, patients will have their blood and urine tested. This will help doctors get a grasp on what is in the plant that is having an effect. Doctors are not focusing on any one specific type of cancer at this time, but all patients have gone through traditional treatments and have not had their cancer successfully treated.

RESPONSE: Patients in the study say they feel better and have more energy, and say they don't have the same side effects they experienced with chemotherapy.

Role of Noni to Prevent Heart Attack

Heart attack is the number-one cause of death not only in India but also in whole world. Our fastidious



life style, rich diet habits, physical inactivity, stress full mental condition are the predisposing factors of various cardiac problems and heart attacks. The high rise of cholesterol in our blood is one of the causes

of many cardiac problems and the heart attacks. The oily fatty food, ghee, fried foods has become a habit in our daily routine diet. It all causes the rise of cholesterol in our blood and plays the main role in generating various heart diseases like coronary artery diseases, ischemic heart diseases, atherosclerotic plaques in artery, unstable angina pain etc.

Cholesterol is of two types HDL (high density lipoprotein) cholesterol and LDL (low density lipoprotein) cholesterol. Among them HDL cholesterol is good for our body. But LDL cholesterol is named as bad cholesterol and this is the one, which is the route cause of coronary artery diseases, angina pain, and atherosclerosis of artery etc. But LDL cholesterol is not really bad in its native form because God did not make a mistake when he created it. Native LDL cholesterol is good. In fact it is essential for building good cell membrane, others cell parts, and many different hormones that our body needs. Problems begin when native LDL cholesterol are oxidized by the free radicals in our body and make them the harmful cholesterol. The high environmental pollutions, our stressful life style, a good nutrients depleted diet are the main causes of over production of free radicals in our body. Those free radicals play the main role to oxidize LDL cholesterol and make it harmful to our body.

The inner layer of our artery is called the endothelium, which is an extremely sensitive lining that is vulnerable to even slightest irritation. Oxidized cholesterol, excessive free radicals causes the oxidative stress that injures the endothelium. Our body has a defense system designed to protect this endothelium of the artery. In the events of injury, our body responses by sending WBC (mainly monocytes) in an attempt to eliminate the harmful oxidized LDL cholesterol. Here the defense team of monocytes starts gobbling up the enemy in an attempt to minimize the irritation to the endothelium. If this response process is successful, the problem is over and the lining of the artery will be repaired. But this is not what usually happens. Monocytes continue to gather the delinquent oxidized LDL cholesterol, but they don't let any out. Hence the monocytes get crammed so full of oxidized LDL cholesterol (fat) that it becomes a foam cell, looks like a ball of fat. This foam cells then attach itself to the lining of the artery and eventually forms the initial defect of hardening of the arteries, which is called *fatty streak*.

The fatty streak is an inflammatory lesion. This leads to form a plaque. It is the initial step in the process called atherosclerosis. The atherosclerotic plaque goes on increasing in size and consequently makes the artery narrow inside to pass the blood flow. The entire process is a vicious cycle. Not only there is build up plaque, but there is also thickening of artery. Normally the layer of endothelium function well by releasing an important product called nitrous oxide (NO). During this inflammatory response, however, the appropriate release of nitrous oxide is blocked from the endothelium, causing the endothelium to function poorly. This in turn causes the platelets of blood to adhere to the plaque and the artery around the plaque to go into spasm. About 50% of heart attacks are the rapture of one of these plaques and the clot that forms around a ruptured plaque. A situation such as this causes acute and abrupt total closure of this artery, which blocks the blood flow to that part of the heart. Oxidative stress may also cause the break down of these plaques, which eventually leads to their rupture.

Arteries can keep narrowing to the point that they become occluded. These patients have usually had symptoms of chest pain that is called *unstable angina*.

So to neutralize the notorious activity of those free radicals to convert the native LDL cholesterol to harmful LDL cholesterol it is required some powerful antioxidants. Those antioxidants not only neutralize the effect of free radicals on the vessels cells but also to other cells.

Role of Noni in Cardiovascular Diseases and High Blood Pressure

NONI keeps high blood pressure in check:

The Role of Nitric oxide

As we are well aware, hypertension has multifactor etiology. It is clear that diet, exercise, and genetics play a role in the human body's circulatory function.

Many people are controlling their diet and exercising regularly, yet they still suffer from high blood pressure. Modern science is still looking for more answers to why high blood pressure occurs. One such theory centers on a chemical called nitric oxide. In a briefing prepared for the Royal Society and Association of British Science writers, it was concluded that:

“Summary research papers continue to flood the scientific journals with insights into the biological

activity and potential clinical uses of nitric oxide (NO), a gas that controls a seemingly limitless range of functions in the body. Each revelation adds to nitric oxide's already lengthy resume in controlling the circulation of the blood, regulating activities of the brain, lungs, liver, kidneys, stomach and other organs.”

The crux of the presentation indicated that the level of nitric oxide is believed to be one controller of blood pressure within the body. Noni stimulates and boosts the body's immune system, therefore enabling the body to produce those substances in the body [such as nitric oxide]. Recent studies have shown how specific extracts from *Morinda citrifolia* (NONI) produce a significant nitric oxide effect in endothelial cells in vitro.

It is believed that Noni stimulate the body's production of nitric oxide, a chemical which allows the blood vessels to dilate more easily and be more elastic. In other words it acts as a vaso dilator to reduce the high blood pressure in hypertensive patient.

The Role of Scopoletin present in Noni to reduce the Hypertension-

Another key component found in Noni that has been connected to lowering blood pressure is scopoletin. Scopoletin, which has been scientifically proven to dilate blood vessels and act as a vaso dilator also helps in lowering the blood pressure.

In 1993, researchers from the University of Hawaii extracted natural scopoletin from the Noni plant. Dr. Isabelle Abbott, a recognized expert in botanical sciences, believes scopoletin is almost certainly involved in the body's response to Noni's effect on lowering high blood pressure.



Role of Xeronine , the alkaloid of Noni in reducing High Blood Pressure and cardiovascular diseases

Xeronine is a small alkaloid that is required in microgram(trillionth of gram) amounts and is essential to the correct functioning of body. Large amount are used in times of physical or mental stress. In over mental stress condition the blood pressure rises hence the role of xeronine helps in lowering the blood pressure by maintaining the normal function of all cells, enzymes, and keeping all the endocrine system to act in a harmonious way.

The xeronine system promotes a healthy cell structure within the circulatory system thus maintain the blood pressure within the normal range.

The role of serotonin in cardiovascular diseases

Serotonin is a neurotransmitter, a specialized molecule that allows nerve cells to communicate and interact with each other. Without neurotransmitters we would be unable to think, perceive, move, or even live. Serotonin also does double duty in the cardiovascular and gastrointestinal systems. It helps regulate the expansion and contraction of blood vessels and the function of platelets, the blood cells that cause blood to coagulate and close a wound. It is synthesized in different parts of the brain and body, where it can be stored or released. The most important raw ingredient is an amino acid called tryptophan. Noni is a good source for tryptophan. When we take Noni the amino acid tryptophan enters our blood stream and are carried to tissues that will use them to synthesize the body's own proteins and other essential molecules, including serotonin.

Serotonin also has complex roles in regulating blood flow to the brain, heart, and gastrointestinal tract. It regulates blood vessel elasticity and can act as either a vasodilator (causing vessels to expand) or a vasoconstrictor (causing vessels to narrow), depending on where and when it is released. Because of its complex action in controlling blood flow and blood pressure, serotonin abnormalities are also thought to have a role in a number of other cardiovascular conditions, including some forms of hypertension (high blood pressure). These include peripheral vascular diseases, which are circulatory problems involving the blood vessels in the extremities, the hands and feet, and sometimes the lower legs as well. One such disease is Raynaud's disease.

Noni helps in keeping and maintaining the serotonin level in blood and thus helps in improving some form vascular disease.

Noni Plant

Other common names for Noni Plant are Noni Fruit, Noni Juice, Morinda, Indian Mulberry, Hog Apple, Meng Koedoe, Mora De La India, Ruibarbo Caribe, and Wild Pine. However, the scientific/medical name is *Morinda citrifolia*.

This evergreen tree grows 10 to 20 feet tall mainly in forests with altitudes up to 1300 feet and open coastal regions of Pacific Islands. The juice of Noni fruit and the fruit itself are widely used as herbal remedies. While the research is underway to study the various ingredients of Noni fruit and their helpfulness on human body, there is no scientific evidence that Noni Fruit Juice can heal or prevent cancer or any other disease. It should be mentioned though that the studies on animals have show some positive signs.

The claim of Noni Fruit Juice

Supporters of Noni fruit argue that it can treat cancer, diabetes, heart disease, cholesterol, high blood pressure, HIV, rheumatism, psoriasis, allergies, infection, and inflammation. Some proponents believe that the fruit can relieve a wide range of conditions, including sinus infections, menstrual

