

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. Ancients 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.



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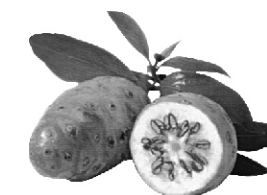
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Noni for Health

In a time when we are more concerned than ever with issues of health, a tried and true tropical herb called noni needs to be added to our list of the best natural healers. Its usage over hundreds of years supports its description as a good food supplement. At this writing, Noni continues to accrue impressive credentials, and its emergence as an effective natural healing agent is a timely one. Amidst rising cancer rates, the high incidence of degenerative diseases like diabetes, and the evolution of antibiotic resistant bacteria and new viral strains, herbs like Noni are sought after for their natural pharmaceutical properties.

Unquestionably, all of us want to know how to:

Protect ourselves from toxins and pollutants boost our immune defenses to protect ourselves from new viral and bacterial strains that have become antibiotic resistant better digest our food for proper assimilation and purge the intestinal system without the dangerous side effects of harsh drugs. Its actions are multifaceted and must be considered when assessing natural treatments for disease or injury. Its impressive and widespread use among various native cultures of tropical island regions supports the notion that it does indeed possess valuable, therapeutic compounds.

Parts Used

The parts of the Noni plant most used for their nutritional purposes are the fruit, seeds, bark, leaves, and flowers. Virtually every part of the Noni plant is utilized for its individual healing properties; however, it is the fruit portion that is regarded as it's most valuable. The seeds have a purgative action, the leaves are used to treat external inflammations and relieve pain, the bark has strong astringent properties and can treat malaria, the root extracts lower blood pressure, the flower essences relieve eye inflammations and the fruit has a number of other actions.

Physical Description

Morinda citrifolia is technically an evergreen shrub or bush, which can grow to heights of fifteen to twenty feet. It has rigid, coarse branches which bear dark, oval, glossy leaves. Small white fragrant flowers bloom out of cluster-like pods which bear creamy-white colored

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fruit. The fruit is fleshy and gel-like when ripened, resembling a small bread fruit. The flesh of the fruit is characteristically bitter, and when completely ripe produces a rancid and very distinctive odor. Noni has buoyant seeds that can float for months in ocean bodies.

Pharmacology

Recent surveys have suggested that Noni fruit exerts antibiotic action. In fact, a variety of compounds which have antibacterial properties (such as aucubin) have been identified in the fruit. The 6-Dglucopyranose pentaacetate of the fruit extract is not considered bacteriostatic. Constituents found in the fruit portion have exhibited antimicrobial action against *Escherichia coli*, *Salmonella typhi* (and other types), *Shigella paradysenteriae*, and *Staphylococcus aureaus*. Compounds found in the root have the ability to reduce swollen mucous membrane and lower blood pressure in animal studies. Proxeronine is an alkaloid constituent found in Noni fruit which may prompt the production of xeronine in the body. It is considered a xeronine precursor and was discovered in Noni fruit by Dr. Ralph M. Heinicke. He has theorized that this proenzyme can be effective in initiating a series of beneficial cellular reactions through its involvement with the integrity of specific proteins. He points out that tissues contain cells which possess certain receptor sites for xeronine. Because the reactions that can occur are so varied, many different actions can result when xeronine production escalates, explaining why Noni is good for so many seemingly unrelated disorders. Damnacanthol is another compound contained in the fruit of the Noni plant which has shown the ability to block or inhibit the cellular function of RAS cells, considered precancerous cells.

Body Systems Targeted

All systems of the body are targeted by the many alkaloids found in the plant.

Safety

Extracts of *Morinda citrifolia* are considered safe if used as directed.

Suggested Uses

Ideally, Noni extracts should be taken on an empty stomach prior to meals. The process of digesting food can interfere with the alkaloid compounds found in Noni, especially in its fruit. Apparently, stomach acids and enzymes destroy the specific enzyme which frees up the xeronine compound.

Noni's Use And History

Noni is a tropical wandering plant. It is considered native to Southeast Asia it grows from India to the eastern region

of Polynesia. *Morinda citrifolia* has a long history of uses throughout these areas. It is thought to be the "most widely and commonly used plant prior to the European era." Among all botanical agents of the 19th and 20th centuries, Noni has been used for bowel disorders (especially infant diarrhea, constipation, or intestinal parasites), indigestion, skin inflammation, infection, mouth sores, fever, contusions and sprains. Commonly prepared Noni tonics were designed to treat diabetes, stings, burns and fish poisoning. The herb's remarkable ability to purge the intestinal tract and promote colon health was well known among folk healers.

Traditional Uses of Noni

Throughout tropical regions, virtually every part of *Morinda citrifolia* was used to treat disease or injury. Traditionally Noni was used basically for everything in the treatment of illness. Noni is a part of our lives. Any one can tell you he's had experience with it. They use juice from its roots, its flowers, and its fruit... they were taught to use Noni from the roots and the leaves to make medicine for external as well as internal use, and for all kinds of ailments, such as coughs, boils, diseases of the skin, and cuts.

Noni was frequently utilized for its anti-parasitic activity.

- ❖ Respiratory ailments, coughs, and colds were treated with Noni.
- ❖ A juice made from pounding Noni leaves, roots and fruit mixed with water was administered for diarrhea.
- ❖ Dried and powdered forms of the bark mixed with water and administered with a spoon treated infant diarrhea.
- ❖ Small pieces of fruit and root infused with water were given to kill intestinal parasites.
- ❖ Boiled bark decoctions were given as a drink for stomach ailments.
- ❖ Coughs were treated with grated bark.
- ❖ Charred unripe fruit was used with salt on diseased gums.
- ❖ Pounded fruit combined with kava and sugar cane was used to treat tuberculosis.
- ❖ Babies were rubbed with fresh, crushed leaves for serious chest colds accompanied by fever.
- ❖ Eye washes were made from decoctions for eye complaints from flower extracts.
- ❖ Leaf infusions were traditionally taken to treat adult fevers.

- ❖ A mouthwash consisting of crushed ripe fruit and juice was used for inflamed gums in young boys.
- ❖ Pounded leaf juice was used for adult gingivitis.
- ❖ Sore throats were treated by chewing the leaves and swallowing the juice.
- ❖ Skin abscesses and boils were covered with leaf poultices.
- ❖ Swelling was controlled with leaf macerations.
- ❖ Heated leaves were often used for arthritic joints and for ringworm.

The Strange Alkaloid in NONI

Proteins and enzymes have so many varied roles within cell processes, the normalization of these proteins with Noni supplementation could initiate a very wide variety of body responses and treat many disease conditions. Proteins are the most important catalysts found in the body. The beauty of obtaining a precursor to xeronine from the Noni fruit is that the body naturally decides how much of this precursor to convert to xeronine. Disease, stress, anger, trauma and injury can lower xeronine levels in the body, thus creating a xeronine deficit. Supplementing the body with Noni fruit is considered an excellent way to safely and naturally raise xeronine levels. It is the research and theories of Dr. Heinicke which have made the juice of the Hawaiian Noni fruit a viable medicinal substance. He writes: Xeronine is an alkaloid, a substance the body produces in order to activate enzymes so they can function properly. It also energizes and regulates the body. This particular alkaloid has never been found because the body makes it, immediately uses it, and then breaks it down. At no time is there an appreciable, isolable amount in the blood. But xeronine is so basic to the functioning of proteins, we would die without it. Its absence can cause many kinds of illness. Because so many diseases result from an enzyme malfunction, Dr. Heinicke believes that using the Noni fruit can result in an impressive array of curative applications. Interestingly, he believes that we manufacture proxeronine while we are sleeping. He proposes that if we could constantly supply our bodies with proxeronine from other sources, our need to sleep would diminish.

“Indian Noni An ideal choice for a Quality Living”

Noni Mouthwash

A refreshing and therapeutic alternative to the mint variety

Use Noni Mouthwash for

- ❖ Bad breath
- ❖ Cancer of the month
- ❖ Gingivitis
- ❖ Gum and mouth infections
- ❖ Mercury poisoning that affects the gums, tongue, or cheeks.
- ❖ Sores on the tongue, gums or inside the cheeks
- ❖ Toothache.

How to use Noni Mouthwash :

1. Take a relatively large sip of Noni fruit juice (about one-half a tablespoonful). The juice will cause you to salivate.
2. Swish the Noni-Saliva mixture around your teeth and gums and every corner of your mouth. If too much saliva is produced spit out some of the liquid. Continue to swish.
3. After about a minute, the flavor of the Noni will change. This is an indication that your body has absorbed most of the Noni's healing compounds under the tongue. It is also a signal to spit out the Noni-saliva mixture.

More about Noni Mouthwash :

Use the Noni Mouthwash two or three times daily, or as needed

The swishing movement increases circulation, and allows the Noni to reach the entire mouth. It also incorporates air into the Noni-saliva mixture. The oxygen in this air is one of the reasons the Noni Mouthwash can make your mouth feel so good. The Noni helps carry the oxygen to the cells, oxygenating them. This in turn activates the cells, so they can receive even more of Noni's healing compounds.

You may gargle with Noni Mouthwash. If you do, it is better to gargle first, and then swish the Noni as described above.

A Noni Mouthwash can leave your teeth and gums feeling fresh and clean. It is a wonderful addition to your daily dental care routine.

If you are using the Noni Mouthwash for pain, you may feel relief immediately, or soon afterwards.

A few applications may be necessary to alleviate infection or other acute problems.

Chronic bad breath may require a daily Noni Mouthwash for a long period of time, in addition to drinking Noni everyday.

The Noni Mouthwash is not as intense a detoxification as the Oral Detrox. The Noni Mouthwash helps draw toxins from the surface of the mouth, whereas the Oral Detox tends to draw toxins from the deeper inside the tissues.

Because the Noni Mouthwash helps draw out toxins from the mouth, try to avoid swallowing it. However, while you are swishing, it is natural to have an urge to swallow. It is possible to allow your body to have this reflex without actually swallowing very much Noni. This is more easily done if you lean forward when the throat muscles contract during the swallow reflex. Don't worry if a little juice drips down your throat.

If you are using the Mouthwash for mercury poisoning, take extra care not to swallow any Noni. Also, the flavor of the Noni may change sooner for you than for most other people, so you may swish for much less than a minute. You should also rinse your mouth with purified water after you spit out the liquid.

How Noni did it?

I know you are excited about what you just read as I am, but the best part may be how the Noni made this incredible achievement possible. Most people would just assume something in the Noni had killed the cancer cells. But like all good scientists, the researchers at the University of Hawaii School of Medicine wanted to know exactly how Noni had accomplished. What they found was quite surprising and very important. They discovered that there was nothing in their Noni extract that killed the cancer cells. What they discovered was that there was a polysaccharide compound (6-D-glucopyranose pentaacetate) found in the Noni that increased the ability of the immune system to produce chemicals that enhanced the killing power of the white blood cells.

Do you realize the great significance of that discovery? You see white blood cells have to kill many things besides cancer cells. They have to defend us against virus, bacteria, yeast, amoeba, parasites and all types of invaders. Since this Noni polysaccharide worked by increasing the overall killing power of the white blood cells, this means it will most likely enhance that same killing power against any invader. It indicates Noni is very likely an overall immune enhancing substance that may provide that little extra, which gives you the winning edge when some invading organism attacks your body.

Noni Historically Credible!

Noni's original use dates back to one of the oldest Indian healing systems, "Ayurveda" some 2000 years ago, as 'Ach'. People throughout the South Pacific have used Noni for over 2000 years for numerous health concerns. There are also many other cultural users such as Polynesians, Indians, Malaysians, the Caribbeans, Chinese, Australians and lately North Americans.

Traditional healers used all parts of the Noni plant including the fruit, leaves, bark, roots and seeds. The benefits and uses of this fruit are documented throughout history of various countries as a genuine source of relief for many of the ailments and diseases that afflict modern-day societies. Like aloe vera, kelp, papaya, pycnogenol and other botanicals, the extract of the Noni has been demonstrated to improve a wide variety of health conditions. It has been long used as a credible for such ailments as fever, tuberculosis, hypertension, diabetes, malaria, liver ailments and others.

Although the Noni plant has been used for millennia, it wasn't until late in the twentieth century that it attracted the attention of scientific groups worldwide. Led by botanists, biochemists and health researchers. These groups were eager to discover the secrets of the fruit's health-giving properties. Until 1996, the general market knew nothing about Noni. Of late Noni has taken its place at the forefront of alternative medicine that vary from cancer to arthritis to high blood pressure and from weight control to skin and hair disorders.

Pharmaceutical interests are growing because modern man is discovering what traditional cultures have known for centuries - Noni provides wonderful health enhancing benefits. The ancient healers and present Noni users are quite right in the validity that Noni is good for you!



Noni and its Nutrients

Noni is receiving more and more attention from modern herbalists, medical physicians, and high-tech biochemists. Scientific studies within the last few decades lend support to the claims of its unusual healing power. Some of the health-related ingredients of Noni fruit that have been isolated are Morindone, Morindine, Acubin, Terpene compounds, L. Asperuloside, various Anthraquinones, Alazarin, Caproic Acid, Caprylic Acid, Scopoletin, Damnacanthal, and Alkaloids.

Alkaloids are colorless, complex, bitter organic bases, and they are essential to maintaining healthy stasis in the body. Dr. Ralph Heinicke, a respected biochemist formerly at the University of Hawaii, has dedicated himself to the study of one alkaloid in particular found in Noni called xeronine. The body produces xeronine in order to activate enzymes and to regulate and give structure to proteins. According to Dr. Heinicke, without xeronine, life would not exist. However extracting xeronine from the human body has been impossible to date. The body's protein molecules consume the alkaloid immediately after it is created; and therefore, there is never an appreciable, insoluble amount in the body.

Even though the noni fruit has only negligible amounts of xeronine, the juice does contain very large amounts of a precursor to the essential alkaloid called proxeronine. Proxeronine is a colloid that, unlike most colloids, contains neither sugars, amino acids, nor nucleic acids and thereby has been overlooked by most biochemists. This compound initiates the release of xeronine in the intestinal tract after it comes in contact with a specific enzyme which is also contained in the noni juice. This particular chemical combination is believed to significantly affect cellular function, which can determine a whole host of physiological reactions. The enzymatic reactions that occur with taking noni juice on an empty stomach are what Dr. Heinicke believes set cellular repair into motion.



Potential* Health Benefits & Traditional Uses of Noni Juice

- ❖ Diabetes
- ❖ High Blood Pressure
- ❖ Arthritis
- ❖ Asthma & Allergies
- ❖ Immune Deficiency
- ❖ Muscle & Joint Pain
- ❖ Digestive Problems
- ❖ Chronic Fatigue

Vital Nutrients

Phytonutrients: A newly recognized group of substances that provides nourishment to cells, tissues, and organs, fights free radicals, and may even reverse the effects of aging and pollution. They are also believed to block the processes that lead to cancer.

Selenium: An important anti-oxidant and trace element that may preserve the skin's elasticity, thus slowing the aging process. Selenium increases oxygen flow to the heart and may prevent blood clotting and hypertension.

Xeronine: An important alkaloid that some scientists believe works on the molecular level to stimulate cell function and regenerate damaged cells.

Current Noni Research Dr Brian Issel of the University of Hawaii Cancer Research Center has undertaken a 2-year study to evaluate Noni's ability to fight cancer.

A study by the research team of A. Hirazumi and E. Furusawa demonstrated that Noni increased the life span of mice infected with lung carcinoma.

The French research team of C. Younos, et.al., seeking to verify the analgesic and sedative properties of noni found that it is both non-toxic and analgesic. A team of Japanese researchers discovered that Noni extract inhibited the development of K-Ras cancer precursor cells.

"It's no use saying, "We are doing our best". You have got to succeed in doing what is necessary."

About HIV

Acquired immunodeficiency syndrome (AIDS) is spreading rapidly worldwide. Governments, NGOs and scientists are leaving no stone unturned to control the spread of this disease. Though no cure is available as of today, awareness and prevention are the only ways to deal with the disease. Many voluntary and governments organisations are constantly working towards increasing the awareness about AIDS. Noted public figures like film stars and sports personalities have been involved in awareness programmes. Confederation of Indian Industry (CII) had organized an AIDS awareness rally recently. Corporate leaders, representatives from NGOs, students and top government officials took part in the event.

Detection of Human Immunodeficiency Virus (HIV) is done through ELISA test. Government and NGOs have been conducting the test at various community centers for the benefit of the public. Many people are utilizing this opportunity to diagnose themselves.

Introduction

In early eighties, this deadly disease was reported by a team of physicians. Since its first identification, HIV infection has become a pandemic and has posed a formidable challenge to humankind. AIDS came to be known in India in 1986. The alarming rate of its spread, the magnitude of its infection, long incubation period, lack of curative therapy and vaccine to prevent it, are the major hurdles in controlling this epidemic. In present circumstances, AIDS prevention largely depends on health education and behavioral changes based on AIDS awareness, particularly among young adults who are prone to risky behaviour. Prevention is the only cure available today. For detection of this disease, many clinical tests are available. Out of these, Enzyme Linked Immuno Sorbent Assay (ELISA) is the accurate and speedy diagnosis that has received greater attraction.

Virus Diagnosis

Diagnosis of HIV infection is important for patient management. Laboratory diagnosis is the mainstay in identifying HIV infection in an individual. Different kinds of diagnostic kits are available. Two types of tests most commonly used to detect HIV infection are ELISA and Western blot tests. These tests are very accurate and speedy in detection of HIV antibodies. The results are available within minutes.

Present Scenario

HIV is spreading its deadly tentacles at an alarming rate in India. Unfortunately, at present, there is no medicine for cure and alternate strategies must be formulated and implemented on priority basis. The most viable and acceptable step would be to increase awareness about this disease among people. It is the only alternative to contain the spread of this disease. At present, even in most of the urban areas, the awareness about this disease is very low.

In India, 3.5m people were affected by AIDS disease in 1998. The number rose to 5.134m people in 2004; a 46% increase. The spread of HIV in India has been diverse, with much of the country having a low rate of the infection. However, the epidemic is most extreme in the southern part of the country and in the North East. The highest HIV prevalence rates are found in Maharashtra in the west; Andhra Pradesh and Karnataka in the south; and Manipur and Nagaland in the North East. In the southern states, the infection is mostly due to heterosexual contact, while in Manipur and Nagaland, the infection is mainly found among injection drug users.

Government Role

Indian government and many NGOs are actively involved in increasing awareness and educating the adults about preventing the disease. Ministry of Health, Govt. of India has implemented special schemes for educating the people

Outlook

Rigorous research efforts by many public and private organizations can definitely provide a solution to this disease in the future. Since no medicine or treatment is available for this disease at present, awareness through electronic and print media, medical and paramedical staff interaction with the people can help in controlling the spread of HIV. It includes increasing awareness about general human biology and social ethics to keep away from risky behaviour. Drug abuse by way of shared syringes should be avoided. As stated earlier, precaution is the only cure available to HIV at present.

**“Drink Noni together
with your Family and
Stay Healthy”**

Noni Fruit Benefits Health

A number of nutritional supplements and aids are available in today's health conscious society, however, the earthy civilizations of the past harvested- nature to cure, and one such rediscovered natural health aid is *Morinda citrifolia*...

Thousands of years ago, sea-going people journeyed in great outrigger canoes to settle what is now known as French Polynesia. Space in the canoes was precious; they brought only what they needed to survive. *Morinda citrifolia* (Noni) was prized cargo in these canoes because of its healthful properties. Indeed it was considered queen of the 'canoe plants' used to establish the new villages.

Knowledge of noni's healthful benefits has been passed from parents to children for countless generations in the South Pacific and Southeast Asia. Families used the noni fruit both internally and externally for its innumerable benefits.

Though noni was widely used and cherished in French Polynesia, its marvelous secrets remained unknown to the rest of the world for thousands of years.

Then, in the twentieth century, ethno botanists interested in the methods of native healers began to study this remarkable fruit. Even the United States military, during World War II, studied the usability and benefits of the noni plant, which were included in the Military Field Handbook for Survival.

Why Natural Supplements?

Medical literature shows us that oxidative stress (the dark side of oxygen) to be the underlying cause of more than seventy chronic degenerative diseases such as heart diseases, cancer, stroke, arthritis, macular degeneration and Alzheimer's dementia. Remember, oxidative stress is created by excessive charged oxygen molecules called free radicals. In fact many researchers now believe that oxidative stress is one of the leading causes of the aging process itself. Building up our body's natural defense system, natural repair system and natural immune system through supplementation is critical in maintaining our health. Our God created body is an amazing structure in its ability to heal. Our immune systems, natural repair system, natural antioxidant defense system, designed by the Great Physician designed, are the best means of protecting one's health! Not the drugs. Unfortunately, our generation is now under greater attack from the toxins in our environment, our stressful life style and poor eating habits than any other previous generation. We need to optimize these defense systems.

The ancient people have used noni for centuries, with only traditions and results as proof of its effectiveness. Today, scientists around the world are confirming through scientific research what these islanders have known for thousands of years. Noni is coming out of the wild and into the laboratory.

Research shows that all parts of the *Morinda citrifolia* plant—roots, seeds, flowers, leaves, and fruit—may have a variety of positive health implications.

NONI Juice can increase mental clarity and attention span, as well as allow greater physical performance levels. It also benefits the following systems of the body:

- ❖ Immune system: supports the immune system's natural ability to fight disease and infection.
- ❖ Circulatory system, tissues, and cells: NONI Juice is a superior antioxidant that helps rid the body of harmful free radicals. It also increases energy levels.
- ❖ Digestive system: NONI Juice supports proper digestion and helps you absorb more nutrients at the cellular level.
- ❖ Skin and hair: NONI Juice contains components that are specifically important to the skin and hair. It also helps carry beneficial substances to the skin.

What is Prevention?

Prevention means making our body, the disease protecting power of our body, strong enough to challenge any adverse health situation.

Our body has an amazing disease protection mechanism called the immune system. It is designed to defend and protect us from millions of bacteria, microbes, viruses, toxins and parasites that are simply waiting to invade and harm our body. God has created our body so marvelously that our immune system has the ability to go on fighting without taking any rest in order to keep our body healthy and solid.

If we are going to label something preventive, then it should actually prevent something. The true preventive measures involve encouraging supporting to adopt a healthy diet habit.