

FOR CHRONIC PAIN & SPORTS INJURIES... Soothing & Healing Properties of Hawaiian Noni Lotion Are Worth Knowing About



Bass player Frank Anderson, left

ed Davila, M.D., a highly regarded board-certified medical internist in the state of Washington, loves playing basketball. However, along with a passion for cycling and aerobic activities can come injuries; while playing basketball, he had injured both his right and left Achilles tendons.

With injuries like these, patients can hardly walk and certainly can't play basketball. Physical therapy is extremely important; however, one wants to limit use of painkillers and NSAIDs because of the potential for complications from liver, kidney, or gastrointestinal toxicity.

Enter Dr. Davila's patient, Frank Anderson, a former rock and roll bass player for the Nomads. Anderson almost had to completely retire from music due to chronic hand pain. Dr. Davila shared his sports-related injury with Anderson, who then told him about the use of a lotion made from *Morinda citrifolia*, or noni, a highly perishable fruit from the South Seas, that he himself had learned of from Steve Frailey.

While in Hawaii, Anderson met noni enthusiast Frailey, a certified organic grower whose noni farm on the Garden Island of Kauai has perfected the art of retaining all of the active pain-killing molecules in both a superb lotion and wonderful whole food fruit leather (see Resources). As a result, Frailey and his business partner, Scott Jarvis, have made noni lotion and fruit leather available to tens of thousands of consumers who would otherwise find it difficult to experience the healing powers of this highly versatile fruit (largely only available in juices that are often diluted with other ingredients).

Frailey's company, Hawaiian Health Ohana, has a tiger by the tail in its Icy Heat Lavender Noni Lotion (and regular Lavender Noni Lotion). The company receives tons of mail in the form of testimonials from people who've felt the immediate pain-relieving properties of this amazing topical preparation. Of course, testimonials are not necessarily scientific but, in this case, they absolutely reflect the science of noni as well. In fact, scientific evidence shows that noni is one of nature's richest sources of scopoletin, which belongs to the group of plant chemicals called coumarins (this group also

includes umbelliferone and esculetin) with pain-relieving and anti-inflammatory properties. No wonder noni is also being studied by the University of Hawaii for use as part of cancer wellness programs.

Frailey gave Anderson a bottle of lotion to try. "I rubbed it in," Anderson said, "and I noticed something had changed within 24 hours. No more hand pain. I actually went back to playing in a contemporary Christian music group."

But for Anderson the story became even better. "My wife broke her ankle two years ago, a fairly severe break. I wet some noni fruit leather and wrapped it around her ankle. She went to the hospital, pain-free, and the swelling around her ankle actually appeared to be going down. In the ER, they asked her if it was okay to put the cast on over the fruit leather when they learned it would eventually disintegrate, with its active pain-relieving phytochemicals being absorbed through the skin.

"She was told it would be at least a year before she would be able to walk without pain. About a week later they replaced the cast and this time she rubbed on the lotion. Three months after the break, she had started walking again and had almost completely forgotten about the pain. Getting the noni leather on immediately was important."

Dr. Davila and Anderson consider themselves true models of the patient/doctor partnership. "We share and intently listen to each other. Because of our mutual respect and trust, he provided me with a sample of the noni lotion." Dr. Davila recalls that approximately three days after starting the lotion, "I was pain-free, and I could begin playing basketball and cycling again."

Dr. Davila began researching the science behind noni and its safety record, and once he was satisfied that the fruit was completely safe, he began mentioning it to patients whom he felt would benefit from a complementary approach.

The results were encouraging, he said. "I started using it in my practice and was targeting rheumatoid and osteoarthritis as well as an assorted list of common injuries from the topical standpoint.

THE DOCTORS' PRESCRIPTION

Thankfully more and more medical doctors are confirming that noni lotion and fruit leather are indeed greatly beneficial for sports injuries, muscle soreness, and even chronic conditions like arthritis. While not a drug by any means or a curative agent, noni's rich source of anti-inflammatory phytochemicals do seem to safely relieve pain and enhance recovery. ■

Resources

Hawaiian Health Ohana's Lavender Noni Lotion and their 100 percent certified organic fruit leather are available at health food stores and natural food markets.

Visit Hawaiian Health Ohana at www.nonifruitleather.net to use their store locator service or call 888-882-6664.

