



Got Pain?

MAYBE NONI CAN HELP

Pain is no stranger to many Americans. According to a recent poll conducted by ABC News, USA Today and the Stanford University Medical Center, more than half of Americans are affected by chronic or recurrent pain. Whether it stems from an injury, arthritis, lumbago, tendonitis or fibromyalgia, ongoing pain interferes with a person's mood, activities, sleep, ability to work and enjoyment of life. But initial research and anecdotal experience indicate that one ancient botanical may provide the pain relief millions of Americans are looking for. That botanical is called noni.

by Sara Lovelady

THE NONI STORY

a LARGE, OVALESQUE YELLOW FRUIT, noni is found throughout the Pacific Islands, Southeast Asia, India and Australia, where it's been used as both a medicine and a food for literally thousands of years. The earliest reference to noni is in the Rig-Veda, an ancient Sanskrit text which is at least 4,000 years old and possibly 14,000!

When the Polynesians originally migrated from Southeast Asia to their current island home 2,000 years ago, they brought this important medicinal plant with them. And it's played a key role in Polynesian herbalism ever since. In fact, it was one of the few plants these accomplished sea-farers brought with them on their long ocean journeys. Why? Because they used it for everything—including lumbago, asthma, dysentery, head lice, open wounds and broken bones.

We talked to Steve Frailey—perhaps the most enthusiastic noni advocate in the world—about one of the most intriguing uses of noni today: pain relief.

INSTANT RELIEF

Steve Frailey owns and operates Hawaiian Health Ohana out of Kauai, Hawaii— one of the places where the Polynesians brought noni centuries ago. A true entrepreneur, Frailey isn't content to follow the herd. First of all, while virtually all noni products on the market are juices, his is a fruit leather, which is as close to the whole fruit as you can get. He points out that the traditional way to take noni is by eating the whole fruit. "They didn't have juicers, jars and containers back then," Frailey explains. "They picked the fruit off the tree and they ate it."

The second thing Frailey is doing differently is that he's changing the way noni is commercially used. While most noni manufacturers are marketing the plant as an internal elixir, Frailey isn't neglecting its external benefits. He's plastered his

Noni Fruit Leather on people's wounds and rubbed his Lavender Noni Lotion into their inflamed joints, pulled muscles and sore backs.

At first, Frailey was surprised by the instantaneous results his products produced. At health shows he would apply the lotion (which is an impressive 99.2 percent pure fruit) to hundreds of people; 90 percent would come back within 10 to 20 minutes and say, "My pain is gone." Some experienced relief before they had even walked away from the booth. But now he's used to this kind of response. "I don't say it works for everybody every time," Frailey cautions. "But 90 percent of the people who use it get relief."

ATHLETIC COACHES IMPRESSED

Chris Leong, a football coach in Honolulu, started using Lavender Noni Lotion on his shoulders one evening to treat a skin fungus. Much to his surprise, the spasm he'd had in there for several months was gone the next morning. "I looked back and said 'What did I do different? Maybe it's the noni,'" Leong told *Healthy Living*. The coach wasn't active for a few days and all was fine. Then he went back to the weight room and the spasm came back. "I put noni on again and the spasm went away again," Leong went on. At this point, he knew he was on to something.

So he brought the bottle to school with him and gave a little bit to a boy who had sprained his knee two days before. "The next time I came back, he asked 'Coach, what did you give me? It's a lot better,'" remembers Leong. "I gave him some more and a minute later he told me the pain was gone." A similar story has repeated itself with over a dozen of his players.

WHAT THE SCIENCE SAYS

The anecdotal information is intriguing, but very preliminary research supports noni's traditional use as a pain-reliever.

In 2003, researchers investigated the effects of 24 plants traditionally used in Australia and China to treat all kinds of inflammatory conditions. Nearly all of the plants were shown to inhibit COX-1, a pro-inflammatory protein. However, noni had the most powerful effect of all. A study two years later confirmed that noni has anti-inflammatory and pain-relieving effects both *in vitro* (test tubes) and *in vivo* (animals).

But perhaps the most impressive study was one which found that noni extract "did not exhibit any toxic effects but did show a significant, dose-related, central analgesic activity." So significant, in fact, that it was 75 percent as strong as morphine, yet totally safe and side-effect free. We're not surprised, therefore, that Lavender Noni Lotion works so well.

WHY WE LIKE HAWAIIAN HEALTH OHANA

The noni fruit leather and lotion produced by Hawaiian Health Ohana meet all four of our criteria for quality noni products: organic, whole fruit, processed using low temperatures and non-fermented. We also like the fact that these folks are intimately involved in all phases of production. As Frailey says, "We grow it, we pick it, we process it, we package it and we distribute it, so we have total control over the whole process." But most of all, it's wonderful to see that someone is offering the millions upon millions of Americans who are in pain a natural, effective, safe and side effect-free way to manage their pain. ■

Notes from Noni Users

"Just a note to tell you my story about using Noni Lotion with Lavender. I have osteoarthritis in my ankles and knees, but have NO pain or swelling, because of Noni Lotion. And, I have no need to take any aspirin-type products." —*Barbara Wilcox*

"We recently enjoyed a vacation in Hawaii and while there, purchased a bottle of Lavender Noni Lotion. My husband has arthritic knees and back, and has found that your lotion gives the best topical pain relief of any product." —*Linda Creed*



Resources

If you don't yet see Hawaiian Health Ohana noni products at your local retailer, call them at (888) 882-6664 or visit their store locator service at www.notifruitleather.net.

The Details Make a Difference

Here are some things to look for when choosing a quality noni product:

- **Organic.** Organic noni is grown without the use of synthetic pesticides, fertilizers, sewage sludge, bioengineering or ionizing radiation.
- **Whole fruit.** Products made from the whole fruit, such as fruit leather, closely resemble the way noni was traditionally used in Polynesian herbalism.
- **Low-temperature processing.** High heat destroys essential enzymes contained in noni; low temperatures (below 115 degrees) preserve them.
- **Non-fermented.** Fermentation creates a taste and odor many people find objectionable. In fruit leather form, noni is not allowed to ferment, making it more palatable.

