

## Company of the Month

This summer, when you are most active and sore, and your skin needs sun exposure protection, you're going to be as happy as a surfer with a southerly swell that we told you about...

# Noni—Perfect Summer Sore Muscle & Sunburn Lotion

**t**he fruit is noni. The company is Hawaiian Health Ohana.

Their certified organic noni lotion (they also make wonderful noni fruit leather) from the Garden Island of Kauai makes a fantastic lotion, one you definitely want to bring along on any vacation, or just have at home for days when you've overdone it and have intense muscle and nerve pain.

It is really quite amazing. Steve Frailey and Scott Jarvis have literally received thousands of testimonials from people who're amazed at how well this product works. You can't buy that kind of enthusiasm. No, this is real.

Hawaiian Health Ohana's Lavender Noni Lotion isn't oily smooth and slick like a drug store product made with synthetic petrochemicals. The lotion's basic

power comes from the fact that it is so close to nature—not a mean feat considering that noni is one of the most perishable fruits of commerce.

Instead, this naturally colored, easily smoothed on, reddish-brown topical lotion is naturally rich in scopoletin, a pain-relieving chemical of intense interest to medical doctors and scientists.

All of us will experience typical summertime aches and pains from running or walking, horseback riding, and a myriad of other fun summertime activities, as well as feel the skin-damaging effects of sun exposure. Because of scopoletin, noni addresses a wide range of health complaints including muscle aches and pain as well as sunburn and the need for after-sun protection and nourishment.

Scopoletin appears to be the reason that noni is also being used to relieve pain with cancer patients.

Besides its pain-relief properties, scopoletin may well have anti-inflammatory, antihistamine, antibacterial and antifungal properties; it also binds to the neurotransmitter serotonin to help regulate sleep, hunger and temperature, and fight anxiety and depression. Indeed, cancer researchers say that noni is emerging as a serious candidate to become a top quality-of-life herb for people undergoing chemotherapy and radiation.

What this unique company has done is respect our planet with certified organic growing practices—and they've discovered a great way to deliver scopoletin-rich noni to consumers, all in a manner superbly beneficial to the environment, and that supports our American economy.

Steve Frailey began organically farming noni fruit in 1981, when he and his wife started the family farm at their idyllic location on Kauai. He had been a pioneer in its organic cultivation, and a major supplier of the finest quality fruit to many of the endeavors throughout the Hawaiian Islands, before concentrating on the joint venture of Hawaiian Health Ohana.

He and his family and the noni trees all reside on a bluff overlooking turtles, whales and dolphins on the northernmost point of the Hawaiian Islands. Frailey lives a coconut's throw from the beach on the North Shore of Kauai, where he has been for most of the last 20 years.

Partner Scott Jarvis originated Noni Fruit Leather in 1994 in response to the need to send noni to friends around the world. Finding that low-temperature dehydration created a form that needed no refrigeration and could be mailed easily and inexpensively, yet still retain the healing qualities of the fresh fruit, he began a quest to build a better dryer that would enable the extremely efficient processing required to keep temperatures down.

This is a product that will grow on you; its effects are immediate. It's no coincidence that noni was traditionally used throughout the South Sea Islands by natives for skin protection and nutrition. It was one of their superfoods, and now it is one of the superfoods we on the mainland also may enjoy, thanks to Hawaiian Health Ohana. ■

—David Steinman

This month *The Doctors' Prescription for Healthy Living* introduces a new regular feature: Company of the Month.



## Pure Noni

Hawaiian Health Ohana 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](http://www.nonifruitleather.net) to use their store locator service or call (888) 882-6664.



**How to Use** Lavender Noni Lotion should be applied liberally for all aches and pains and to sunburned skin. Its scopoletin and antioxidant-rich molecules soothe the muscles and skin as well as provide protection from solar-related skin aging. For added protection and pain relief you may also consume Noni Fruit Leather.