



Why We Love to Rub Noni on Our Bodies *AND WE THINK YOU WILL TOO*

Summer is here sooner than you could have imagined and, no doubt, you're going to be absolutely more active than ever before. You'll be hiking, running, swimming, pumping iron, golfing, playing tennis, rock climbing, and backpacking, to name a few activities—doing all sorts of wonderful physical things that make you feel sooooo ALIVE!

But you're also going to experience sore muscles and perhaps even some minor injuries: tears, strains, sprains, and pulls. Or you may experience minor forms of skin irritation or sunburns; maybe your arthritis or an old knee or hip injury will act up. That old nemesis, inflammation, will come into play, and with it, pain.

What Lavender and IcyHeat Lavender Noni Lotion users are saying...

Nothing but Noni Helps Fibromyalgia and Arthritis

My mother swears by the Noni Lotion; nothing else seems to work to ease her fibromyalgia and arthritis. I'm sure you'll be hearing from us again! —*Sincerely, Laurie Elkow*

Helps Painful, Swollen Feet

I visited the Kauai Coffee Company in Kauai recently, and I bought a small bottle of your Icy Heat Lavender Noni Lotion. I suffer from peripheral neuropathy of the feet due to diabetes. I get burning pain from my toes at night. I have used special lotions specifically indicated for diabetic foot pain, and they worked fairly well. I tried the Icy Heat Lavender Noni Lotion and was surprised at the effectiveness of the product. It decreased the pain more effectively than any of the other products that I have tried in the past. I just ordered three large bottles of the lotion and will use it regularly. I am a Doctor of Pharmacy, and, as a practicing professional, I am always interested in products that will benefit patients and decrease the suffering from diabetic foot pain. —*JFG, PharmD, Orange County, California*

Helps with Osteoarthritis

Aloha, I have osteoarthritis in my ankles and knees, but have NO pain or swelling, because of your Lavender Noni Lotion. And I have no need to take any aspirin-type products. In September, I went on a hiking holiday in Italy, hiking the beautiful cliffs of the Cinque Terre coast. I faithfully put Noni Lotion on my ankles and knees in the morning and before going to bed. I don't hesitate to tell anyone with pain of my success story using Noni Lotion. Thank you! —*Sincerely, Barbara Wilcox*

Hip Flexor Problems Relieved, Endurance Improved

We met at the Expo before the Great Aloha Run. I told you that I had a hip flexor problem and you gave me some of the Lavender Noni Lotion to rub on it. I believed you and your product; therefore, I purchased an 8-ounce bottle. I applied it for two days and the pain went away.

I did the Great Aloha Runa (8.1 miles) in under 90 minutes, and in my age group (70 to 74) I finished 14 of 107, and 4,281 out of over 18,000 entries.

Miracle lotion is an appropriate name for Lavender Noni Lotion!
—*Aloha, Allen Jue*

REACH FOR NONI

So what you need to do is smooth a generous portion of topical Noni Lotion all over your injured area and feel the soothing disappearance of all those pain sensations.

A few years ago nobody had heard of noni. But today hundreds of thousands of people benefit from the health-promoting properties of this South Seas tropical fruit. However, while most folks imbibe the juice, its greatest immediate benefits may well be when used topically.

Noni's pain-relieving properties are legendary. The University of Hawaii's athletes, including members of their Warriors' football and basketball squads, now use topical noni. And thousands of other weekend warriors are also using topical noni, some of whose amazing stories we've reported on in past articles in *The Doctors' Prescription for Healthy Living*.

However, its popularity aside, scientists themselves have been exploring the pain-relieving benefits of noni, and they've discovered there truly is a scientific basis for this amazing healer.

HOW NONI RELIEVES PAIN

"In terms of speculation about the roles of different ingredients, only those ingredients that get absorbed by the human gut in sufficient quantity to

have an effect are likely to be of importance," says Dr. Brian Issell of the University of Hawaii. One of the better absorbed molecules from noni is scopoletin, he adds. Scopoletin is renowned for its pain-relieving properties and appears to work by blocking sensory neurons that transmit pain to the brain. Indeed, noni has scopoletin in abundance—and that's why many people who use the fruit topically say they feel relief immediately. That's also why Dr. Issell is studying noni for use with cancer patients as a means of palliating their pain.

THE SCOPOLETIN CONNECTION

Studies have demonstrated that noni is rich in scopoletin. Among its wide-ranging pharmacological effects are anti-inflammatory, pain-relieving and sedative activities. The body also utilizes scopoletin for smooth joint movement.

You've probably heard about the new generation of selective cyclooxygenase-2 (COX-2) inhibitor drugs for dealing with pain. Noni is also a selective COX-2 inhibitor. However, unlike the drugs, noni has

no side effects, and when scientists compared noni's COX-2 inhibition powers to those of prescription arthritis medications, the natural alternative compared "very favorably." When compared to non-prescription medications, noni actually "far out-performed the over-the-counter medications. And again, the noni did not exhibit any of the negative side effects" associated with non-steroidal anti-inflammatory drugs.

By the way, this is not to turn noni into some kind of pharmaceutical drug. As a topical agent though, we wouldn't want a single day to pass without our having noni to smooth on for all of those frequent aches and pains when taking a painkiller is not the best choice due to its toxicity. ■

Hawaiian Health Ohana is a GREEN Patriot Company of the Month award winner.



Visit www.webtalkradio.net or www.greenpatriot.us and enjoy our in-depth interview with Steve Frailey and Scott Jarvis of Hawaiian Health Ohana, on the Green Patriot Radio Show. We'll take you through the history and current modern uses of this natural medicine.

Former University of Hawaii head trainer Melody "Mel" Toth advises weekend warriors to use noni for the types of injuries active people are most likely to experience:



time allowed. So for athletes who want to work out two days in a row or who do work out regularly, say three or four times a week, she recommends massaging a thin layer of noni into all portions of your legs after your work out.

Quadricep and hamstring injuries. For quadricep and hamstring injuries, Toth strongly recommends electrical stimulation with micro-currents, icing, and then noni. She advises that many acupuncture clinics can provide electrical stimulation with micro-currents.

Low back pain. Almost everyone suffers from low back pain every now and then. Once again, says Toth, noni is excellent for relieving pain. She advises massaging it into the affected area four times a day.

Trauma and minor contusions. Most of us experience trauma or minor contusions. Use Lavender Noni Lotion or IcyHeat Lavender

Noni Lotion four times daily on the affected area.

Repetitive motion injuries. Golfers and tennis players, in particular, are likely to experience soreness from repetitive motion. Once again, noni applied to the area offers excellent pain relief.

Warming-up massage. For warming up the muscles prior to working out, Toth recommends IcyHeat Lavender Noni Lotion with menthol and camphor to bring immediate heat to the area.

Sore ankles and heels. Toth recommends rubbing Lavender Noni Lotion or IcyHeat Lavender Noni Lotion on your ankles and heels prior to working out and immediately following workouts.

Tired legs. Toth said that one of the major uses for Lavender Noni Lotion or IcyHeat Lavender Noni Lotion was for tired legs, especially where there is very little rest



Resources

Looking for a new way to enjoy noni's health benefits? Try it as a certified organic lotion or as a tasty nutritious fruit leather. Hawaiian Health Ohana's Lavender Noni Lotion, IcyHeat 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 for more information.