

Over the years, *Healthy Living* has reported on all of the wonderful benefits of noni and spoken to many people who have used the tropical fruit to treat many diverse conditions such as diabetes, arthritis and chronic skin ailments, to name a few. If by chance you are hearing about noni for the first time, get ready to be wowed by its amazing health benefits!

The Many Ways Noni Heals

The noni tree (*Morinda citrifolia*) has been a principal medicine in Polynesian culture for 2,000 years. Traditionally, noni was taken for coughs, colds, pain, liver disease, malaria, hypertension and intestinal worms. Topically, it was used for sprains, swelling, bruises and wounds.

Today, on the Garden Island of Kauai sits the bustling Hawaiian Health Ohana, a family-owned, certified-organic noni farm where founder Steve Frailey has brought the treasures of raw whole food noni and noni lotion to the world. Their Noni Fruit Leather is raw food, not juice, for greater potency.

IMMEDIATE PAIN RELIEF

The pain-relieving benefits of the fruit leather are thought to be the most potent of all types of noni since it includes all of the traditionally consumed portions of the fruit known to be richest in scopoletin, which relieves pain by regulating levels of serotonin.

Rob McDaniel of Auburn, California, was able to find immediate pain relief with noni fruit leather. "I was diagnosed with degenerative arthritis of my spine," says Rob, who worked at McClellan Air Force Base sorting and recycling military metal.

The physically demanding work took its toll, and Rob retired with job-related spine pain—so much so that even ordinary things he used to do around his home, like watering the garden, were painful. The painkillers his doctor prescribed had side effects, but he wasn't really big on alternative medicine for exploring other pain-relieving solutions.

However, during a trip to Kauai, he visited Hawaiian Health Ohana and was introduced to noni. After that, Rob wouldn't go a day without eating a two-by-two-inch square of the noni leather.

Rob says, "Without noni, most days, I wouldn't be able to get out of bed. Plus, there are no side effects. I am able to do all of the things I want to do without the pain."

Rob's experience resonates with results from a study published in *Phytotherapy Research* in January 2010. Researchers from the University Clinic Hamburg, Germany, found that preparations of noni "are effective in decreasing pain and joint destruc-

tion caused by arthritis." The analgesic activity of noni fruit "reduced the pain sensitivity comparably to the central analgesic drug tramadol." An alcohol extract of noni fruit puree also caused an "effect [that] was comparable to hydrocortisone."

HEALING FROM SPORTS INJURIES

For those with active lifestyles, Lavender Noni Lotion or IcyHeat Lavender Noni Lotion can relieve pain associated with sore muscles and sports injuries. Former University of Hawaii sports trainer Melody Toth tells us, "I used noni mostly for tired legs, bone spurs, arthritis, repetitive trauma and ankle support." She also recommends using noni for low back pain and quadriceps and hamstring injuries.

Noni lotion can be applied both prior to and after exercise. For warming up the muscles before a workout, Melody recommends IcyHeat Lavender Noni Lotion with menthol and camphor to bring immediate heat to the area. Directly following a workout, noni offers instant relief to injured or sore muscles when rubbed or massaged into the effected area.

HEALTHY BLOOD SUGAR LEVELS

Noni, among other medicinal plants traditionally used as alternative support modalities in diabetes, was evaluated for antioxidant activity by the Department of Pharmaceutical Science, Faculty of Pharmacy, Chiang Mai University, Chiang Mai, Thailand. The study, published in the March 2009 issue of *Medicinal Chemistry*, demonstrated that five plants had strong antioxidant activity, among these noni, *Phyllanthus emblica* and *Houttuynia cordata*. "The results imply that these plants are potential sources of natural antioxidants which have free-radical scavenging activity and might be used for reducing oxidative stress in diabetes."

Phyllis Kramer from Reading, Pennsylvania, a manager of the dental department at St. Joseph's Medical Center, uses noni fruit leather from Hawaiian Health Ohana to manage her type 2 diabetes. The American Diabetes Association recommends keeping blood sugar levels in the range of 80-120 mg/dL before meals and 100-140 mg/dL at bedtime. Phyllis couldn't get her levels under 200, but



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Phyllis Kramer... "I was always very tired and in only two and

half weeks after taking noni, I had more energy and started walking again to get exercise."

after only two months after taking noni, her levels were running between 130 and 140.

Phyllis had been taking oral medications. Although noni didn't replace any of her medications, she experienced a positive change to her overall health with noni fruit leather by taking two two-by-two-inch squares a day, once in the morning and once in the late afternoon.

MOOD ELEVATOR

Indeed, noni has been proven to increase energy and lift spirits. An April 2011 study in the *Asian Journal of Medical Sciences* looked at the antidepressant effects of *Morinda citrifolia* (noni) fruit extracts. "The results of this investigation provide an *in vitro* rationale for the traditional uses of noni fruits as a natural remedy for antidepressant and antianxiety, as well as improved sense of well-being. This study reports the possible *in vitro* mechanism responsible for noni antidepressant and antianxiety effects."

Ed Marcus was experiencing low energy and aftereffects of a stroke until his cousin Joyce introduced him to noni fruit leather. Noni changed his life. "I was almost a couch potato. Now I get up and take walks that I hadn't been doing before."

SUPPORT FOR CANCER PATIENTS

An early phase 1 clinical trial to see how noni safely improves the quality of life in cancer patients was conducted under the leadership of Brian Issell, MD, who used pure nonfermented noni in his research. Dr. Issell said, "If fermentation is allowed, then a different chemical profile is almost certainly present. Plus, fermentation destroys all the digestive enzymes."



Brian Issell, MD... "One of the reasons I became interested in studying noni with rigorous scientific methods was because some of my cancer patients said it made them feel and function better."

The study, published in the December 2009 issue of *Journal of Dietary Supplements*, concluded that "it is feasible to use quality-of-life measures to select a phase II dose for subsequent trials. Three or four capsules four times daily (6–8 g) is recommended when controlling fatigue, pain, and maintaining physical function are the efficacies of interest. Scopoletin, a bioactive component of noni fruit extract [and pain reliever], is measurable in blood and urine following noni ingestion and can be used to study the pharmacokinetics of noni in cancer patients."

SKIN CARE

Noni typically helps with a wide range of skin conditions that affect millions of people, including eczema, atopic dermatitis, psoriasis and sunburn.

M.L. from New York wrote to Hawaiian Health Ohana about treating his psoriasis and eczema: "I used your Lavender Noni Lotion for about two weeks, and it was simply amazing! It goes on easy and does not sting. It creates a 'liquid bandage' of sorts and promotes healthy non-psoriatic skin cell growth."

NONI PET SOLUTIONS

Hawaiian Health Ohana has made the benefits of noni available to pets with their new organic pet products used by both pet owners and veterinarians. Their Noni Bio Bandage (a salve from the fruit leather) is used to treat many chronic skin problems, including hot spots on dogs and cats, and foot rot, a common bacterial skin ailment on horses. Joint and tendon/ligament pain can be addressed with their noni lotions. The immune-stimulating, anti-inflammatory properties of their fruit leather makes it ideal for treating Lyme disease, arthritis, tumors, cancers and more.



Priscilla Dressen, DVM... "The noni Bio Bandage was the first thing to clear up a dachshund's antibiotic and steroid-resistant rare necrotic ear syndrome, in just a couple of weeks."

Priscilla Dressen, a veterinarian at North Star Holistic Animal Care in Fort Collins, Colorado, has had great success with the noni products. "I offer the fruit leather more to older animals because I'm looking for immune response and looking for anti-cancer, anti-inflammatory effects."

GREAT HEALTH ABOUNDS WITH NONI

Many people are taking note of noni's powerful healing properties. In addition to the success stories mentioned in this article, Hawaiian Health Ohana constantly receives testimonials from people who are brightening their spirits and improving their well-being with the company's lotions and fruit leathers. Whether you're looking to relieve pain, support your cardiovascular and immune systems, maintain healthy cholesterol and blood sugar levels, sustain joint function or achieve a glowing skin tone, noni has you covered. ■

M.L.... "Very few people understand the pain and suffering my psoriasis causes, but your lotion brings immediate relief and promotes healthy skin growth."



Resources

Raw whole-food noni fruit leather, BioBandage and lotions for people and animals are available wherever fine natural remedies are sold. Or order online at www.real-noni.com or call 888-882-6664 (NONI).

REFERENCES

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If your smartphone is equipped with a QR code application, scan this QR bar code for a direct link to the Hawaiian Health Ohana website!

