



## Organic Tahitian Noni Juice

Our Organic Tahitian Noni Juice blend is made with wild-grown, hand-harvested, cold-pressed, organic Tahitian Noni fruit. To this pure, organic Noni juice we add our own proprietary blend of 2% fruit and berry juice. Our organic Noni juice blend not only tastes great, it's great for you.

### INGREDIENTS: 17 oz. Bottle

Pure Organic Tahitian Noni Juice (*Morinda Citrifolia*) (98%), Fruit and Berry Juice (2%).

### INDICATIONS:

- Supports Normal Blood Pressure\*
- Supports Normal Menstrual Function\*
- Supports Healthy Joints and Skin\*
- Supports a Healthy Gastrointestinal Tract\*
- Supports Healthy Connective Tissue\*
- Supports Healthy Cognitive Function\*
- Supports a Healthy Cardiovascular System\*

### GENERAL INFORMATION

*Morinda citrifolia*, commonly known as Great morinda, Indian mulberry, **Noni** (in Hawaiian), **Nono** (in Tahitian), **Aal** (in Hindi), has been consumed throughout India and the Pacific Islands, especially French Polynesia, for centuries. Noni's importance and extensive use, for well over 2000 years, supports the notion that Noni contains valuable compounds that may promote health and well-being. Noni juice is rich in vitamin A, B vitamins, vitamin C, immunomodulatory polysaccharides, selenium, and phytochemicals such as xeronine, anthraquinones, and scopoletin. Noni Juice is fast becoming the most popular and recognized of the so called "Nutritional or Functional Fruit Juices".

**California Academy of Health is a market leader providing 100% "Certified Organic Tahitian Noni Juice."**

California Academy of Health's 98% organic Noni juice blend and 100% pure organic Noni juice are pure and unadulterated. If you are using another Noni juice brand check the label carefully for statements like puree, reconstituted, from concentrate and/or purified water added. If your Noni juice contains any of these statements, it means that you are not getting pure, straight Noni juice! Our 98%, organic Noni juice blend has 28.8 ml of pure Noni juice per fluid ounce. Read the other brands' supplement facts carefully. Many say 8 ml, 10 ml, and 20 ml per ounce. That means they are not 100% as they may claim. We also offer a more potent version at 100% Noni juice. Our 100% organic Noni juice has 30 ml of pure Noni juice per fluid ounce – that's more pure organic Noni juice than any other brand!

**We boldly make the claim – "Our Tahitian Noni Juice is the Best!"**

California Academy of Health, Inc.

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## Here are just a few of the amazing phyto-compounds found in Noni:

**ANTHRAQUINONES:** (Damnacanthal): Anthraquinones as a class are also found in aloe, cascara sagrada, senna, and rhubarb, and in general possess a cathartic (laxative) effect. The anti-neoplastic “Mitoxantrone” is a synthetic anthraquinone derivative. In vitro studies have shown that damnacanthal extracts from noni fruits possess an inhibitory effect on specific genes which control the cell cycle that can lead to uncontrolled cell division. Other studies showed that damnacanthal had an anti-cancer effect on cancer cells implanted in the abdominal cavity.

**NITRIC OXIDE:** According to Dr. Jonathan S. Stamler, a professor of medicine at Duke University, Nitric Oxide is involved with practically every major cellular or physiological function in the human body, everything from complex behavioral changes in the brain, airway relaxation, beating of the heart, dilation of blood vessels, regulation of intestinal movement, function of blood cells and the immune system, to the slightest wriggling motion of our fingers and toes.

The discovery of the biological functions of nitric oxide in the 1980s came as a complete surprise and caused quite a stir. Nitric oxide was named "Molecule of the Year" in 1992 by the journal Science, a Nitric Oxide Society was founded, and a scientific journal devoted entirely to nitric oxide was created. The Nobel Prize in Physiology or Medicine in 1998 was awarded to Ferid Murad, Robert F. Furchgott, and Louis Ignarro for the discovery of the signaling properties of nitric oxide. It is estimated that yearly about 3,000 scientific articles about the biological roles of nitric oxide are published.

**POLYSACCHARIDES:** Important compounds that stimulate and modulate the immune system and its response to cancer. Profoundly influences anti-cancer activity on the molecular level.

**PROXERONINE + PROXERONASE = XERONINE:** “I am proposing that the primary function of xeronine is to regulate the rigidity and shape of specific proteins. Since these proteins have different functions, we have the usual clinical situation where administering one simple drug causes an unbelievably wide range of physiological responses.

I believe that each tissue has cells which contain proteins, which in turn have receptor sites for the absorption of xeronine. Certain of these proteins are the inert forms of enzymes which require absorbed xeronine to become active. Other proteins become potential receptor sites for hormones after they react with xeronine. Thus the action of ginseng, bromelain and Noni in making a person feel well is probably caused by xeronine converting certain brain receptor proteins into active sites for the absorption of the endorphins, the well-being hormones. Other proteins form pores through membranes in the intestines, the blood vessels, and other body organs. Absorbing xeronine on these proteins changes the shape of the pores and thus affects the passage of molecules through the membranes. Thus the action of bromelain, Noni, and ginseng in improving digestion may be ascribable to this action. These are just a few of the many exciting actions of this newly discovered alkaloid. Since Noni is a potential source of this alkaloid, Noni juice can be a valuable herbal supplement.” Dr. R.M. Heinicke, *The Pharmacologically Active Ingredient of Noni*.

**SUGESSTED USE:** 16 oz. Bottle – Shake the bottle gently before opening. As a dietary supplement, take 2 tablespoons (1 oz.) or more every morning or evening before meals. The juice may be mixed with water, another juice, or in a smoothie. Please refrigerate after opening.

**OTHER INFORMATION:** This formula is free from preservatives, solvents, additives, fillers, yeast, wheat, corn, soy, and milk.

**SAFTEY INFORMATION:** Do not use this product if you have a known allergy to any of the above ingredients. Always consult with a health care professional before using any nutritional supplement or starting any nutritional program.

\*This Product has not been evaluated by the Food and Drug Administration.

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