

REGAINING YOUR HEALTH WITH NONI

The Miracle Working Fruit From The Tropical Islands!

Science indicates it has the ingredients to control everything from Cancer to Malaria!

Users claim it corrects everything!

From Diabetes and High Blood Pressure to Cancer and so much More!

By

Dr. Robert Preston, N.D.

President

International Institute of Nutritional Research

NOTICE AND DISCLAIMER

The material discussed in this book has been carefully researched and is believed to be reliable and accurate. However it is not presented as medical advice. It is offered only as educational information. The reader is advised to obtain the services of a physician if the need for medical treatment is indicated.

The use of doctors names in reference to their research, knowledge and experience with Morinda Citrifolia (NONI) is not meant to imply their endorsement of anything in this book.

Dr. Robert Preston A NATUROPATHIC PHYSICIAN.

The modern doctor of Naturopathic medicine is trained in the same basic sciences of medicine as any other medical doctor. They study from the same text books, the same courses, the same number of hours and must pass the same basic examination. However where the ordinary medical doctor studies drugs to treat disease, the naturopathic doctor studies natural methods to overcome health problems by building good health. The naturopath specializes in using botanical and homeopathic remedies, as well as diet, vitamins, minerals, amino acids, enzymes and manipulation as a means of normalizing body chemistry.



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Dr. Robert Preston attended Arizona State University at Tempe, Los Angeles College of Chiropractic, America College of Natural Healing Sciences, and the Arizona College of Naturopathic Medicine. He is a diplomat of the National Board of Naturopathic Examiners.

President and Found of the International Institute of Nutritional Research in 1985, Dr. Preston has dedicated his entire life to the research and scientific study of the ever changing role that nutrition plays in achieving optimum health. Publishing his research, he has helped literally thousands of people all around the world to improve the quality and health of their life!

"I have never, in the course of 30 years in the natural health field, seen any food, nutrient or herb, produce the rapid and miraculous recovery of health for so many people with so many different health problems as Noni! Sharing this discovery with others is one of the most gratifying experiences in my career!"

NONI - MORE PRECIOUS THAN DIAMONDS!!!

As a physician, I have witnessed the incredible power of the Noni fruit to transform people with the most incredible array of extreme and serious life threatening health problems into a state of good health.

The amazing thing is that these people were already using the best of modern medicine without success. Furthermore, their recovery has been clinically documented by their medical doctor with all the appropriate scientific tests. For these people this miraculous fruit from the tropical islands is more precious than diamonds.

NOW THERE IS HOPE !

f you are one of the millions of people living with a serious health problem, taking all kinds of medicines that are compromising your life and turning it into a nightmare of side effects without giving you any real hope of genuine recovery, then the message of this little book about a miraculous fruit herb from the tropical islands is going to be more precious to you than diamonds! With the emergence of this wonderful herb, I believe there is now hope for you to regain your health!

A POSSIBILITY - BUT NOT A GUARANTEE

I don't want to mislead you, there is absolutely no guarantee that Noni (pronounced no-knee) will do anything for you or a precious loved one who has lost their health. I have absolutely no way of knowing what this fantastic fruit is going to do for you, or someone you love.

What I do know, is that in an enormous number of cases, the use of Noni provides a very real possibility to regain your health, even where the current medical prospects may be extremely grim. In my opinion, the possibility of a major health improvement in virtually every condition is so great, that a person should, with their physician's permission of course, at least try it.

TWO GREAT ADVANTAGES!

There are two great advantages to trying Noni. The first is that it is fairly inexpensive! So it does not cost an arm and a leg to give it a try - Second, it works fast! If it is going to work for you, you'll know it within three or four weeks. This is not one of those things you take and take and wonder if it is doing anything for you. Many people can actually feel the difference within days.

DOCUMENTED EVIDENCE

Patients care about how they "feel" and that is understandable. However, we doctors want to see the hard evidence. The measurable clinical and laboratory data that tell us the result is real and not just in the patients mind. We want to know that it is not what we call the "placebo effect."

Which is one of the things I really like about Noni, we get that kind of hard scientific data, and we get it rapidly!

Depending on what condition your health is in, and how much Noni you take for your particular situation, if it works for you, your doctor will see the improvement in your lab or other clinical test results very quickly. I'm not just talking about light-weight health problems, I'm also talking about serious and major health problems.

For example, in the case of diabetes type II, blood sugar will generally start dropping toward normal within a day or two. Within a week high blood pressure generally starts declining toward normal, both the diastolic and the systolic. In the case of cancer, the C 19-9 count generally declines within 3 weeks, and after 2 or 3 months the palpable or visible mass on a scan has generally reduced significantly and in some cases disappeared altogether.

Does it work every time? Of course not! Nothing does! But if it is going to work for you, you will know it within a month. Your doctor will be able to measure the results. There are virtually no side effects and the cost is minimal. In my opinion, that is as good as it gets!

A COUPLE OF QUICK EXAMPLES

I am going to get into a tiny bit of the biochemistry as to why this remarkable fruit works in just a moment, but first I want to share with you a couple of examples of the kind of scientific data doctors are finding which verifies the improvements patients are experiencing after using Noni.

I don't know about you, but I love animals of all kinds, that's why I have several different kinds of pets. So I'm going to start with the clinical results a doctor of veterinary medicine is having. One of the nice things about working with animals is that there is no "placebo effect". They don't "think" or "imagine" they are getting better!

Dr. John B. Lirnehouse had just started giving Noni to dogs with cancer and here are the results he reported on February 6, 1997 after using it for just a couple of months. "Some tumors actually regressed - a squamous cell carcinoma of the gingiva of an old Labrador Retriever **shrunk by 1/2 its original size; in a dog with multiple lipomas, several have decreased in size and some have even resolved**, and undifferentiated **mammary tumor** in another dog is **almost non-palpable in 1 month**." (bold added for emphasis). That's what I like, fast, verifiable results with a serious condition in dogs that did not just "imagine it"

Although there will be many more examples later, right now I am only going to share one more, because at this point I just want to demonstrate that when Noni goes to work, it produces scientific evidence your doctor can verify and measure, and it generally does it quickly!

This is from Steven M. Hall, M.D. who on January 7, 1997 reported the following results: "**A 75 y/o male with metastatic prostate cancer, most recent PSA of 55, I added....Noni to his conventional treatment regimen and within 2 weeks, his PSA was 1.1**" (emphasis added)

There is simply nothing else I am aware of that could possibly reduce Prostatic Specific Antigen from 55 (indicating uncontrolled cancer) to a normal 1.1, and **DO IT IN JUST 2 WEEKS!**

THE POWER OF PLANTS TO RESTORE HEALTH!

Most people in the advanced nations are constantly exposed to exciting stories by the communications media about dramatic new medicines being "invented" by some scientist. Therefore they have come to believe that most medicines are created in a laboratory. They think the idea of plants providing marvelous health giving properties is an ineffective and outdated concept that belongs to witch doctors and shamans in a backward world.

Actually, the truth is exactly the opposite of this false perception. Currently it is estimate that nearly 70% of all the different medicines prescribed in the United States today are plant based. Most medicines are not "invented", they are simply "copy cat" versions of active ingredients first found in a plant.

For example, the famous heart drug *Digitalis* is actually the active ingredient found in the old fashioned flower "foxglove." The active ingredient in asthma drugs is ephedrine taken from the common herb Ephedra. This is why drug companies spend millions of dollars each year combing the jungles and forests of the world searching for plants from which they can "discover" their health giving secrets.

PHYTOCHEMICALS

The marvelous health giving properties found in the fruits, flowers, leaves, roots and stems of herbs the world over are due to what are known as **phyto** meaning plant, - **chemicals**. The digitalis and ephedrine I mentioned earlier are just two examples of phytochemicals which have found their way into medicine which can be located on the shelf of every drug store in America.

PHYTOCHEMICALS REVERSE CANCER

The power of phytochemicals to promote good health and control cancer is so impressive that the University of Illinois has created a whole new department with 63 scientists and professors to specialize in phytochemical research! Let me share with you some of the scientific findings leading to this major change in research.

Senior Science Advisor to the U.S. Public Health Service, Dr. D.L. Davis states, "Phytochemicals can take tumors and defuse them. They can turn off the proliferative process of cancer." At Ohio State University's Cancer Prevention Laboratory, Dr. Mark Morse and colleagues found that phytochemicals in broccoli known as sulforaphane could reduce esophageal tumor incidence by as much as 40% and reduce the multiplication of such cancer cells by 90%. *Dr. Paul Taladay working at John Hopkins Medical Institute has found that this same phytochemical protected animals from getting cancer even when exposed to cancer causing chemicals.*

According to Dr. Joseph Hotchkiss of Cornell University, the phytochemicals coumaric acid and chlorogenic acid are able to eliminate many cancer causing substances from the body. An epidemiologist at the University of Minnesota, Dr. John Potter, told Newsweek Magazine, "***At almost every step along the pathway to cancer, phytochemicals slow up or reverse the process***

Actually I could go on and on listing the prestigious institutions and doctors that have found phytochemicals will prevent and reverse cancer at virtually every step in the cancer process, but you get the idea. Most of these phytochemicals studied so far are found in ordinary vegetables and culinary herbs. The problem is the amount in these foods is so low that only if you eat a lot of them for a long time will they give you protection. If you already have cancer, what you need is a plant that has these phytochemicals in large enough amounts to go right to work.

NONI IS A TREASURE CHEST OF PHYTOCHEMICALS

When plant scientists at the U.S. Department of Agriculture studied the amazing Noni plant they quickly found the secret to its amazing health building power. It is endowed with a greater number and variety of health giving phytochemicals than just about any plant known.

Dr. James A. Duke is one of the world's most highly respected scientific authorities on herbs and their phytochemical content. In his authoritative CRC Handbook on Phytochemicals he has listed 23 different phytochemicals found in Noni as well as 5 vitamins and 3 minerals. Research on Noni continues at an ever increasing pace with more of its phytochemicals being uncovered all the time.

IT IS THE INCREDIBLE POWER OF THESE PHYTOCHEMICALS THAT ARE PRODUCING THE WONDERFUL HEALTH BUILDING RESULTS DOCTORS AND PATIENTS ARE NOW SEEING AS A RESULT OF USING THIS AMAZING HERB!

AS SAFE TO USE AS ANY HERB ON THE MARKET

I am very anxious to share with you the exciting results that some of Noni's phytochemicals are producing in studies done at major universities and the leading scientific laboratories of the world. However, before we get to that, we need to be aware that the safety of anything we put into our bodies should always be a primary concern, and I want to let you know that Noni is very safe!

The U.S. Food and Drug Administration, as well as the Department of Agriculture maintain a list of plants that have no known harmful ingredients and which over the test of time with large numbers of people have proven themselves to be safe for human consumption by the general population. This is known as the GRAS list, and it stands for Generally Recognized as Safe.

Based on the fact that after careful scientific analysis no harmful ingredients were found, and the Hawaiian and Polynesian people have been using this health building herb without harm for thousands of years, **NONI HAS BEEN OFFICIALLY DESIGNATED AS GENERALLY RECOGNIZED AS SAFE.**

Even though Noni is extremely safe, I would always suggest that the introduction of a new herb into the diet be approached with caution by anyone known to have food sensitivities, allergies, or asthma. I would also caution a woman who is pregnant or nursing to consult her physician before using Noni or any other herb.

HOW NONI HELPS THE BODY FIGHT OFF CANCER!

Researchers at the University of Hawaii School of Medicine introduced cells containing a strain of lung cancer known as Lewis Lung Carcinoma into a group of mice especially bred to be highly susceptible to this type of cancer. Within 9 to 12 days the mice which were given no Noni were all dead as a result of the growth of the tumor.

However, another group of these same mice were given an extract of the Noni fruit on five different occasions. At the end of the 12 days when all the *untreated* mice were dead, those given the Noni were still alive and doing well! At the end of 24 days, the Noni treated mice were all still going strong, this was a 100% extension of life! Actually, 40% which is 9 out of the 22 mice given the Noni, survived for more than 50 days. This is a lifespan more than 4 times greater than the longest living mouse not receiving the Noni. This is an incredible achievement!

Now remember, these were not just any mice, these were mice specifically bred to succumb to this form of cancer.

In this regard, they were "genetically doomed" to be cancer victims. Yet in spite of this, a simple Noni extract gave these mice as much as 4 times the life span of their untreated relatives.

HOW NONI DID IT

I know you are as excited about what you just read as I am, but the best part may be how the Noni made this incredible achievement possible! Most people would just assume something in the Noni had killed the cancer cells. But like all good scientists, the researchers at the University of Hawaii School of Medicine wanted to know exactly how Noni had accomplished its miracle.

What they found was quite surprising, and very important. They discovered that there was *nothing* in their Noni extract that killed the cancer cells. What they discovered was that there was a polysaccharide compound (6-D-glucopyranose pentaacetate) found in the Noni that

INCREASED THE ABILITY OF THE IMMUNE SYSTEM TO PRODUCE CHEMICALS THAT ENHANCED THE KILLING POWER OF THE WHITE BLOOD CELLS.

Do you realize the great significance of that discovery? You see white blood cells have to kill many things besides cancer cells. They have to defend us against virus, bacteria, yeast, ameba, parasites and all types of invaders. Since this Noni polysaccharide worked by increasing the overall killing power of the white blood cells, this means it will most likely enhance the same killing power against any invader. It indicates Noni is very likely an overall immune-enhancing substance that may provide that little extra which gives you the winning edge when some invading organism *attacks* your body.

MORE CANCER FIGHTING POWER IS FOUND!

Japanese scientists were looking for a substance to fight cancer. They searched through over 500 different extracts from tropical plants looking for something which would inhibit the growth of RAS cancer cells. These are a *particular type of fast growing and very malignant* cancer cells that are hard to stop. Reporting in the journal *Cancer Letters*, the scientists stated that the Noni extract was **by far the most effective** at inhibiting and normalizing RAS transformed cancer cells.

RAS is a normal part of the cell structure in every cell. It is a small protein which is part of the RNA of the cell and encodes for the reproduction of the cell. Only when it is activated by a carcinogenic protein within the cell does it trigger the cells to reproduce wildly. If you can turn off this uncontrolled RAS activity, you stop the cancers growth.

What the Japanese scientists found was that one of the phytochemicals in the Noni extract does exactly that!

They found that it was the phytochemical in the Noni extract which goes by the fancy name Damnacanthal that does this. **When they added the Noni extract to RAS activated cancer cells they observed them daily for five days.**

What they saw was *incredible!* They reported that slowly, day by day the cells began to *change their morphology* (cell structure) back to normal.

It was only after I saw this kind of scientific research results that I became interested in this amazing herb. As physicians, we doctors see way too many wild claims and imagined results. It is only on the basis of this kind of hard science that doctors can rely upon the ability of a plant extract to produce the return to good health now being seen clinically by people who have been struggling with cancer. No one knows if Noni will produce a return to good health for any specific person, but the research shows there is a scientific basis for believing that it is possible.

STARTLING CLINICAL RESULTS WITH CANCER

One year ago I was asked to provide a nutritional program for Lanettia who had recently had a pancreatic tumor surgically removed. I told her quite frankly that the five year survival rate for pancreatic cancer was zero, and I could not give her any assurance nutrition would help.

Nevertheless, at her request I did prepare a nutritional program for her. She did quite well, both looking and feeling very good. However as the weeks turned to months, and her regular medical doctor continued to monitor her progress, the signs that *the cancer was coming back*, began to show up as an ever escalating cancer activity marker in the blood.

This cancer activity marker is called a Carbohydrate Antigen index that is commonly known as C 19-9. The C 19-9 index was doubling every month and had risen to 296. Naturally, the doctor was deeply concerned and felt *he should begin chemotherapy right away.*

It was at this point that a loving and concerned daughter-in-law introduced her to *Noni*. Since her physician could see no harm in it, she took 4 capsules on an empty stomach 2 times a day. It was 30 days later that she went back to the doctor for another progress report. **Her doctor was both *shocked and elated*, her C 19-9 index had dropped dramatically below the original level. As of today's date, it has now been a total of 60 days since she first started on the Noni. As I look at her latest medical report I see that her C 19-9 index is now down to 146, a level that is *half* of where it was when she started using *Noni* 60 days ago.**

What the final outcome will be, remains to be seen. Her medical doctor is optimistic and continues to monitor her progress. But one thing is clear, the activity level of the cancer has sharply declined since she started taking Noni. And for now that means more energy, as well as a longer and greater quality of life, something chemotherapy can no offer in this situation.

ANOTHER AMAZING CLINICAL RESULT

This case involves Consuela, a young mother of 3 who began having a burning sensation in one of her breasts. Her physician felt that some mild chemotherapeutic agents would soon take care of the problem. **But the problem only grew worse, when a mammogram revealed the sharp outline of a tumor.** Deeply concerned, the doctor gave her a stronger form of chemotherapy which created overwhelming fatigue. **Unfortunately her C 19-9 continued to rise, eventually reaching 230!**

At this point a concerned relative introduced her to Noni and she began taking only 2 capsules on an empty stomach just once a day. **Three weeks later she returned to her physician and again he did a C 19-9 test** to determine the activity level of the tumor. When the results came in the doctor was amazed and overjoyed. **For the first time the C 19-9 count had dropped It had dropped by 38 points to 192 in only 3 weeks and this occurred on just 2 capsules of Noni per day!**

There is simply nothing else that I have been able to locate in the field of nutrition, herbs, or medicine that can help the body safely produce those kind of results without any side effects, and do it in such a short time. **It is simply amazing!**

Like the previous example, this just happened as I write, and the final results are not yet in. I do not know what the final outcome will be. However, what is happening on a clinical and scientific basis is so dramatic, and so important that I felt it would be very inhumane of me to withhold this information while waiting for the final results.

TOO IMPORTANT TO WITHHOLD

My critics will be sure to say, these results only cover two months or three weeks or whatever. And I agree, it is all very preliminary. However for some people another two months, or even another three weeks without side effects, and without harm, while under their doctors supervision, may be the most important two months or three weeks of their life.

I would be irresponsible to know the possibility of another three weeks or two months of high quality life exists, and then no share it with those who may be so desperately in need of it. Yet, it may not be just three weeks or two months, it may turn out that Noni gives them many additional healthy, happy, pain free months or even years of life to spend with their family and loved ones.

I feel it is your right to know that the possibility of this kind of low cost, non-toxic help to improve and extend your life exists. Then if you and your doctor feel it is the right thing to do, you will have the knowledge that will allow you to make an intelligent and well informed decision about it.

THE POWER TO PROTECT AS AN ANTIBIOTIC

As I mentioned earlier, Dr. James A. Duke has listed 23 different phytochemicals which have been found in the Noni fruit, with more being discovered all the time. So far I have only reviewed the research done with just 2 of these as they relate to cancer. However scientific research with very impressive results has also been done on some of the others as well. **Drs. Levand and Larson at the Universities of Guam and Hawaii, have listed several newly discovered phytochemicals in Noni such as Aucubin that have important antibacterial properties. Such pathogenic bacteria as the Staphylococcus aureaus, Shigella paradysenteriae, Salmonella typhi and Escherichiae colli, are all listed as being killed by one or mre of the phytochemicals of Noni!** In a day when bacteria are rapidly developing resistance to conventional antibiotics, it is reassuring to know there are natural herbs such as Noni which may offer us protection.

PROTECTION AGAINST MALARIA

One of the more serious illnesses that befall the human race in tropical regions of the world is that of Malaria transmitted by mosquitoes injecting people with a parasitic sporozoa known as Plasmodium falciparum. This particular variety of malaria is frequently fatal and quite difficult to treat. However in 1992, **a team of 5 doctors headed by Dr. K. Koumagolo published a report revealing that their research at the University of Benin, in Lome, Togo had discovered three phytochemical from Noni (digitolutein, rubiadin-I-methyl ether, and damnacanthal), which when used together, had been able to generate a 100% inhibition of this malaria producing parasite.**

PAIN RELIEVING AND TRANQUILIZING PROPERTIES

A plant that can provide phytochemicals that aid the body in both normalizing cancer cells and assisting the immune system in killing them, would seem to be wonderful enough. Then we learn that other **phytochemicals in Noni have been found to be effective antibiotic agents against a wide variety of pathogenic bacteria and even a deadly form of malaria causing parasite.** **However, there is much more to the amazing power of Noni's phytochemicals.**

In France, doctors wondered if the traditional stories of the Polynesian people about **Noni's power to relieve pain and stress** had any basis in scientific fact. So at the University of Metz they produced 2 sets of experiments. One study placed 2 identical groups of laboratory mice in a variety of situations that indicated pain. In the other experiment then placed 2 identical groups of mice in situations where there was loud noise and bright lights, and measured their stress response. **The group which was given a freeze dried water extract of Noni recorded a much lower level of pain and stress responses than did those which were given a placebo.** Thus proving that the

HEALTH RECOVERY LIKE NOTHING BEFORE!

**HIGH BLOOD PRESSURE
DIABETES
EDEMA
CHRONIC FATIGUE
UNHEALED OLD WOUNDS
SEVERE LONG TERM PAIN
CLOGGED ARTERIES
BRONCHITIS
INFECTIONS
CANCER**

THE LIST JUST GOES ON AND ON!

When the letters first started pouring into my office from people obtaining the most incredible health recovery from the widest variety of long term health problems imaginable, **and all claiming this recovery came only after using Noni**, to be honest with you, as a doctor it filled me with serious disbelief.

Yet here were letters from very sincere people, who through their own personal experience were telling me that after taking Noni they had recovered from a vast array of health problems that had plagued them without relief, often for years, regardless of what their doctors did. I knew that with so many people having these experiences, it could not be just the imagination of **all** of them.

A SEARCH FOR SCIENTIFIC UNDERSTANDING

So I began to look for a valid scientific explanation. This led me to what may be one of **Science's most incredible breakthrough discoveries** as published in a 1985 issue of the National Tropical Botanical Garden. In this publication a **research biochemist** who had worked in the laboratories of Dole Pineapple and the University of Hawaii describes **his discovery of an amazing health promoting alkaloid in the Noni fruit.** As you will soon see, this is a scientific breakthrough so powerful and revolutionary in the field of science that virtually no one yet fully appreciates what this scientist found. In fact, I don't think he even realizes just how important, far reaching and significant his discovery is.

There is both tragedy and hope in the story I am about to reveal to you. The hope is the enormous benefit this breakthrough, if true, brings to the world. The tragedy is that the man who made this amazing discovery did not document what he found in any scientific publications. This means no other scientists have had a chance to review and repeat his work. Thus even if everything I am going to relate to you about this discovery turns out to be true, it will be decades before most of humanity is able to benefit from it. That indeed will be a tragedy!

Like all the other major scientific breakthroughs of the past, I suspect even after verification it will take decades before science fully appreciates its significance. But, you don't have to wait that long. I am going to share this discovery with you right now and you can make up your own mind as to what value it has.

Once you finish the next few paragraphs you may have **the key as to why the Noni fruit has been hailed by the Polynesian people for thousands of years as their most significant healing agent for virtually every condition.** You may also know why it is working for hundreds of people right now for an incredible array of health problems, and more importantly, you may also know why it could work for you or a loved one, to help the body recover from almost any health problem.

A VERY IMPORTANT DIFFERENCE

Throughout my entire professional career I have never been interested in giving a person something which gets rid of a health problem *for* the individual. If you do this, as soon as you remove this substance, the problem returns. What I have always tried to do is build up that person's body to the point that the body itself could create a full state of health on its own.

This is what excites me so much about the major breakthrough with regard to Noni that I am about to share with you. You see, according to this breakthrough discovery - **Noni does not act as a "medicine" by treating any thing. It works by restoring the body to its normal ability to function on its own, and then the body gets rid of the health problem by itself, whatever that problem may be.**

Only as you learn about this remarkable ground breaking discovery in the next few pages can you really appreciate that a true miracle of good health may have just been made available to you!

XERONINE, PERHAPS THE MOST IMPORTANT NONI PHYTOCHEMICAL OF ALL!!!

When Ralph M. Heinicke received his doctorate in biochemistry from the University of Minnesota, he wanted to escape from those cold Minnesota winters and so he took a job with Dole Pineapple Company in Hawaii. His first assignment was to develop a method to extract the enzyme that caused pineapple to prevent gelatin deserts from setting up. He found it was an enzyme called bromelain and in due time he and his coworkers found a way to extract it.

Soon the Dole Company found that every day they had over a thousand pounds of this crude bromelain enzyme extract left over as a waste product. At the time it had no commercial value, and so the company president asked Dr. Heinicke to see if he could find some use for this material. Eventually he found it was a proteolytic enzyme that had some medical applications. He worked with Smith-Kline and the Rohr pharmaceutical companies to expand its medical use. In order to get FDA approval for this enzyme he had to refine the crude bromelain extract down to an extremely pure protease enzyme.

Much to his and the drug companies amazement, the more pure the enzyme became, the less beneficial it was in many of its applications. Eventually, in its purest state, it had only 5% of its original potency for many of its uses. Dr. Heinicke was then asked to find what it was they were removing that had give the crude bromelain extract all of its power.

Meanwhile the giant Japanese drug company Toshiba had also launched a 3 year, 3 million dollar program to find the same answer. At the end of that time they had used up all their money and not found an answer.

Not one to give up easily, Dr. Heinicke continued his research and eventually found to his great surprise that the active ingredient was not a protein, carbohydrate or fat, but a substance known as an alkaloid. Alkaloids are one of the most important classes of phytochemicals known, and are a major source from which many modern medicines are drawn from Nature.

By isolating this alkaloid into a pure state, he was able to identify its exact chemical structure. Because it could be reduced to a dry crystalline structure he decided to use the latin prefix "Xero" meaning "dry" as the first part of its name. Since it was also an alkaline compound he tacked on the suffix "ine" indicating its alkaline nature. when the prefix and suffix are combined it gives us the word "Xeronine" which means, "a dry alkaline compound". Which is the descriptive name he chose for the compound he discovered.

Eventually he found that Xeronine was a very important biochemical in the human body and essential for good health. So essential that the human body has a limited ability to manufacture it from the raw material found in certain fruits.

Like many other biochemicals produced in the body, he found that positive thoughts and emotions, along with exposure to art, music, nature and spiritual experiences increased its production. While negative thoughts, emotions and stressful experiences suppressed it's production. **He also learned that as the body's level of Xeronine declined with age, stress and a poor diet, the level of health and recovery declined right along with it**

PROVING THE ESSENTIAL NATURE OF XERONINE

Being a scientist, Dr. Heinicke knew that he would have to find a way to prove the essential nature of this amazing alkaloid before he or anyone else could really believe this was essential to good health. During the course of his research through the scientific literature for compounds similar to Xeronine, he located one that had a chemical structure that was extremely close.

This chemical cousin is called Tetrodotoxin and is the most potent neurotoxic poison known to man. It is a potent alkaloid found in the Puffer Fish. When Dr. Heinicke discovered this fact he realized that here was a way to determine for sure whether the Xeronine he had isolated from the pineapple was essential to human health or not.

You see, **the only reason the body takes up certain toxic chemical substances is because they chemically mimic one the body must normally have.** For example, morphine is addictive to the brain **only** because it chemically mimics natural chemicals of the brain called endorphins and are taken up by the same receptors in the brain. Realizing this Dr. Heinicke reasoned that Tetrodotoxin must mimic Xeronine. If this were true, Dr. Heinicke realized that the presence of Xeronine in the tissues would block the uptake of the poisonous Tetrodotoxin and prevent its lethal effect.

AN IMPORTANT GROUNDBREAKING EXPERIMENT!

In a groundbreaking experiment Dr. Heinicke proved the Tetrodotoxin is accepted by the body *only* when Xeronine was missing. He did this by taking 30 laboratory mice and dividing them into 3 groups of 10 each.

He gave an injection of the Tetrodotoxin to one group and they all immediately died. Next he gave an injection of an equivalent amount of Xeronine to the second to the second group and of course they all lived. Finally he mixed together the amounts of Tetrodotoxin and Xeronine he had used with the other 2 groups of mice and injected the third group of mice.

Not only did all 10 of these mice live, but unlike mice would normally do who have received an intestinal injection, they did not curl up in the wood shaving to recover when placed back in their cages. Instead these mice were alert, energetic, curious and active. Yet these mice had just received a lethal dose of the most powerful neurotoxin known to man. This experiment had proven that Xeronine is an essential biochemical of good health, and a natural constituent of the body. Because of this, Xeronine had been preferentially taken up by the nerve tissue, totally blocking out the highly poisonous Tetrodotoxin, and provided not only protection, but exceptionally good health and vigor as well.

You may not realize it yet, but this could be one of the most significant, far reaching and important scientific discoveries of the 20th Century!

PROTEINS NEED A MODIFIER

Nearly everyone knows that the word prototype means the "first" of its type. The prefix of this word comes from the Latin word "protos" and it means first. When scientists were examining and naming the biochemical substances that make up life, they found a substance which they knew was the "first" in importance, and that without it life could not exist. They named that substance protein.

Proteins are made up of building blocks called amino acids joined together by what are called peptide bonds to form long chains. Today everyone is familiar with the letter DNA which stands for the code of life at the center of every cell of our body. DNA is the master blueprint, the grand cookbook with all the recipes for the chemistry and structure of our body. DNA is a protein and is a peptide chain of amino acids. Which gives you some idea of just how important proteins are to us.

All of the enzymes of your body are proteins, as are all of your muscles, ligaments, tendons, skin, and the largest part of all your glands, organs, tissues, blood and immune system. When those proteins are first structured according to the DNA recipe, they come out as peptide chains looking something like a string of wet spaghetti.

Then enzymes act upon those chains and form them into the distinctive shape they must have in order to function. Still, the great bulk of these proteins lack sufficient structural integrity to have enough rigidity to function on their own. They are sort of like a leg would be if it did not have bones. They have form and structure, but they lack the stability to do any work. In the same way that a leg requires a bone in order to function, proteins require some other substances to give them the strength and rigidity they need in order to function. **Science calls these substances "protein modifiers." Dr. Heinicke found that Xeronine is a protein modifier.**

HOW XERONINE MODIFIES PROTEINS

Although alkaloids are not a protein, because they lack amino acids, alkaloids nevertheless do have something in common with proteins. They both contain nitrogen, which neither fats nor carbohydrates do. This allows the alkaloids to have a high rate of affinity for the protein structures of the body. As their name would imply, alkaloids are alkaline while proteins are acids, this characteristic gives them a powerful electrical attraction for each other, and an ability to electrically bond *together without actually mixing* their chemistry.

If you were to look at the molecular structure of an alkaloid with an electron scanning microscope, you would see that it is built something like a bridge girder. Because of this, it has rigidity, and does not flex, twist or compress. **When an alkaloid is inserted into the physical form of a protein it gives the protein the strength and firmness of its intended shape. This is absolutely essential in order for the protein to perform its work.**

Working in the laboratories of Dole Pineapple and the University of Hawaii over a period of many years, Dr. Ralph M. Heinicke found that Xeronine was the most important protein modifying alkaloid yet discovered.

Remember, enzymes are proteins, and Dr. Heinicke believes it is the ability of Xeronine to stabilize an enormous array of our enzymes which are proteins, that allows Xeronine to be the critical factor in promoting a return to good health from an extremely large number of health problems.

NONE - A RICH SOURCE OF PROXERONINE

While living in Hawaii, Dr. Heinicke heard over and over again of the wonderful health giving properties the old Hawaiian Healers ascribed to the *Noni* fruit which grew there. He noticed that the list of benefits very much paralleled those which his own research had shown were the direct result of Xeronine. Eventually his curiosity got the best of him and he made an extract from the *Noni* fruit. After running an analysis he found the fractions of its alkaloid were so identical to that of the Xeronine he had previously extracted from pineapple, that had he not labeled them, he would not have known which one was which.

In fact Dr. Heinicke feels that *Noni* may very well be the richest source of this natural alkaloid currently available. He states that in *Noni*, as in all plant sources, this important alkaloid is in an inactive form known as Proxeronine. Nature has done this because in this form it is highly stable and will store for a long period of time.

PROXERONINE CONVERTS TO XERONINE

Dr. Heinicke points out that just as with many other very powerful and highly active biochemicals, nature has created this wonderful alkaloid in both an active and inactive form. For example, when the thyroid gland manufactures its hormone, most of it is in an inactive form that is converted by the liver to the active form as it is needed by the body. In exactly the same way, much of the Xeronine in the body is stored in the inactive form known as Proxeronine until it is needed, at which time the body converts it to the active or Xeronine form.

Dr. Heinicke's research has shown that in the active Xeronine form, unless it is protein bound, it is very unstable. This is like iron in the body, it is also very unstable and highly reactive unless it is protein bound. Which is why Nature creates and stores this alkaloid in the inactive Proxeronine form. According to Dr. Heinicke, once Proxeronine enters the body it must pass through the stomach at a time when stomach acids are low in order to avoid being destroyed. After it reaches the small intestines Dr. Heinicke's research has led him to believe that the intestinal enzymes along with the Chromatiffin cells convert some of the Proxeronine into the active Xeronine form for immediate use by the body. The balance is absorbed as Proxeronine to either be stored for later use, or converted to the active form wherever it is needed in the body at that time.

DIVERSITY IS THE KEY TO DIVERSITY OF RESULTS

Enzymes are the workhorses of the body. They are the means by which all biochemical actions of life take place. There are literally thousands of different kinds of enzymes in the human body, there may even be millions. No one knows for sure. According to Dr. Heinicke, most of these enzymes utilize the protein modifier Xeronine in order to complete their functions. He believes that without Xeronine these enzymes would not be able to function.

Today science is discovering just how disastrous the loss of even one enzyme can be. It is now believed that some forms of Lou Gehrig's Disease and Cystic Fibrosis are due to a genetic quirk that results in the loss of one key enzyme. The outcome is fatal just because one enzyme system is missing.

Now just imagine what would happen if a person suddenly became deficient in an alkaloid that was required to modify the protein structure of a wide variety of enzymes. **If you lose the full range of function on a variety of enzymes throughout the body you could easily experience a whole host of healthy problems!** You can see how easily the pancreas might not be able to produce enough insulin, or the receptor cells might not be able to respond to the insulin and diabetes would result. The kidneys or adrenal glands would be unable to produce enough of a key hormone, and blood pressure shoots up. The blood could become sticky and clot, creating heart attacks and strokes. Well, you get the idea. **Just one enzyme system failing to function can easily turn fatal.**

NONI HAS WORKED FOR HUNDREDS OF PEOPLE!!!

Is the explanation of Dr. Heinicke with regard to Xeronine and *Noni* valid? Until his claims and explanations are verified by other scientists, no one can know for certain. However his claims do provide the most logical scientific explanation I have yet seen of exactly how one tropical fruit can produce such a tremendous variety of amazing and dramatic health recoveries. I have tried to give you as open and honest a look at what is known about *Noni* as possible. **In the pages that follow are the true life experiences of people who have regained their health by using *Noni*.** Unlike those of us who

are doctors, for them the value of *Noni* lies in what it has done for them and what it can do for their loved ones, not in the scientific explanations as to **why** it worked. Perhaps you are a lot like them!

TRUE PERSONAL EXPERIENCES OF REMARKABLE HEALTH RECOVERIES WITH NONI!!!

The following personal experiences were related to me either by letter, fax or recorded telephone interviews and are on file in my office. I wish to thank each person who has been so generous in sharing part of their life so that others may benefit from *Noni* as they have. To preserve their privacy I have used only their first name. I regret that the lack of space has forced me to edit each of these explanations down to a few sentences and a quotation or two. Because of this, it is impossible to do full justice to each of these experiences, and I extend my apologies to you the reader as well as our contributors.

Diabetes Type II

Elvira has been a diabetic for several years. Not one to watch her diet carefully, she was required to take two injections of 45 units of insulin daily. Even so, her blood sugar remained at an extremely high 378 mg%. Because of this she awoke several times a night to drink water as her body tried to wash the excess sugar out of the body with the urine, and her energy level was extremely low.

Her daughter introduced her to *Noni* and she began taking 6 capsules a day. Her blood sugar began to drop on the second day and continued to gradually do so with each passing day. At the end of 2 weeks her blood sugar was in the 185 to 200 mg% range. Her doctor cut her insulin to 1 injection of 35 units per day. **She now takes 3 *Noni* capsules, 3 times per day and has been able to stabilize her blood sugar at 185 mg% and no longer is awakened at night by thirst and has much more energy.**

Bob has been a diabetic for the past 15 years. By taking 140 units of insulin per day and watching his diet he has been able to maintain his insulin in the 140 to 150 mg% range.

After being introduced to the *Noni* he began taking 2 capsules daily and then increased to 6 per day. **This has allowed him to drop his insulin use for the first time, to 125 units a day, and still maintain 140 to 150 mg% range.**

Diabetes and High Blood Pressure

Annie has had diabetes for several years and has been able to control it with 15 units of Glucotrol per day. She also had mild high blood pressure and pain in her chest and legs.

She began taking the *Noni* working up to 8 capsules per day. At this point, both her blood pressure and blood sugar became normal. **She is no longer required to take any medication, her pains are gone, and she has so much energy she claims to "feel like running."**

Howard spent 20 years with the U.S. Coast Guard and always had a borderline high blood pressure of 140/90 at each of his annual physical exams. During the 18 years since he retired from the Coast Guard, his blood pressure has stayed in that range. However his blood sugar had climbed to the borderline level for diabetes of 150 to 170 g%. Although he stayed physically active and watched what he ate, these borderline health problems remained.

Then a friend introduced him to *Noni* and after taking just 3 capsules a day for a month, **his blood pressure has dropped to 120/80 (textbook perfect) and his blood sugar has *dropped* to a normal range of 90 to 117 mg%.**

High Blood Pressure

Marjorie suffered from high blood pressure so severe it cause her dizziness, nausea, and a burning sensation in her head. Her doctor placed her on high blood pressure medication requiring that she take 3 pills per day. This only brought moderate relief. Working on wet slippery floors, she fell and injured her right knee on 3 occasions. The knee failed to return to normal. This made walking extremely painful and difficult.

A friend introduced her to *Noni* and after taking 3 *Noni* capsules a day for a month, **her blood pressure has returned to normal and she is no longer required to take medication. In addition, her knee has healed, she has no more pain and walks normally. She states that she also has much more energy.**

Migraine Headache

Jozette has suffered from severe migraine headaches on the left side of her head daily for the past 3 years. At times the pain became so severe she became dizzy and nauseated.

Medication failed to stop the pain and only made her drowsy. She was also diagnosed with an inflammatory condition of the hip which made walking so painful she was often immobilized, forced to use crutches and placed on Indocin.

Her pastor introduced her to *Noni* and after taking 2 *Noni* capsules per day, **in just 2 weeks both the migraine headaches and the debilitating hip pain are gone. She is now able to function normally and reports an increase in energy.**

Rosemary suffered from migrating form of migraine headache that begins on one side of the head and then gradually moves to the other side of the head. In spite of all medical help this condition persisted for 10 years. She also began to experience severe pain in her legs that made standing and walking extremely difficult.

After taking *Noni* capsules for only one week she noticed that **she no longer had any more migraine headaches, she could think more clearly and was sleeping better at night. At the same time, the pain in her legs went away and she has remained pain free ever since, claiming to feel better physically than in years.**

Bettie fell 3 years earlier resulting in an injury that caused her arms to swell and to experience migraine headaches on the left side, as well as pain down the left side of her body. MRI and Cat Scans were unable to locate the cause of the problem and medications failed to provide relief.

After being introduced to *Noni* by her pastor, she took 2 capsules per day, **and in 3 weeks the swelling of the arms, the migraine headaches and the pain in the left side of her body disappeared.** She claims, "*Noni makes me rest better at night and it also gives me energy like never before.*"

Anemia and Low Blood Pressure

Andrea fought with debilitating anemia for 28 years. An anemia which failed to respond to daily medication and filled her joints with so much pain she was forced to crawl up stairs.

Accompanying this was a low blood pressure of 90/60 which left her dizzy and fatigued.

After taking 3 *Noni* capsules a day for 2 months, her doctor found her blood pressure to be 107/70, the first time it had been in the normal range for 28 years. In addition her anemia had disappeared and the doctor took her off of medication. The fatigue, dizziness and joint pain has also disappeared and she feels like a new woman.

Severe Allergies and Chronic Infection

Edward was bothered by air born allergies that affected his lungs. During certain times of the year they would cause his breathing to be so difficult he could not go outside and often ended up in the hospital. The skin of his legs developed a fish scale like eczema known as ichthyosis. To make matters worse, 5 years ago he was involved in an accident in which a truck tail gate struck his head inflicting several wounds. Although medical doctors did their best to close the wounds, they would never heal.

After being introduced to *Noni* he began taking 3 capsules daily. **Within a month the ichthyosis eczema disappeared from his legs, the wounds on his head which had failed to heal, now healed without bleeding, infection or inflammation, and he no longer has air born allergies and freely breathes outdoor air at a time of the year that had always previously sent him to the emergency room of the hospital.**

Chronic Constipation & Edema

Teresa began to suffer from chronic unremitting constipation that failed to respond to every known form of laxative when she was only 12 years old. The problem continued for the past 17 years with bowel movements as infrequent as every 5 to 10 days. In addition she began to suffer from edema of the legs accompanied by great pain as her job requires her to stand 7 hours a day.

Within a week of taking the *Noni* capsules she began to experience a return to the normal intestinal action that had stopped 17 years earlier and **now she has normal and daily bowel movements without the use of laxatives.** At

the same time this occurred, **the edema in her legs began to subside and finally totally disappeared.** She says, **"I feel like I have a brand new pair of legs and feet. I feel alive once again!"**

Sickle Cell Anemia

Violet was diagnosed with sickle cell anemia at a very young age. This is a genetic disorder of the red blood cells inherited by those of Mediterranean and African ancestry. It leaves the individual with fatigue due to lack of normal oxygen carrying red blood cells and can lead to painful attacks which requires hospitalization when the sickled cells become excessive. **After taking *Noni* for 4 weeks, she has observed a marked improvement in her energy and a major reduction in pain, with the ability to exercise and recover much faster.**

The change was so dramatic she writes, "I don't usually write testimonial letters; yet felt compelled to this time because of the dramatic improvement in my health that I've experienced in just four weeks."

Rare Lung Fungal Disease

Trudy suffers from Cycadosis a rare fungal disease of the lungs that severely compromises lung capacity. In her case, the lung capacity had declined to 30% and breathing was difficult and labored, with fatigue a constant companion.

After taking 8 *Noni* capsules a day for 2 weeks she experienced a major improvement in her breathing. She is now able to go up and down stairs without difficulty, has no more nightly coughing spells, and has more energy.

Grandmother's Fatigue

Doris is a grandmother with a full schedule as an active pastor's wife and lots of grandchildren around. She just felt tired a great deal of the time and general aches and pains had her wondering if she could keep up with it all.

Then she started taking 3 *Noni* capsules a day and **after 4 weeks says she hasn't had this much energy since she was 16. She is now exercising and includes 150 sit-ups in her program every day.**

Tense, Irritable and Moody

Larry was really a nice guy, most of the time, but his mood could shift suddenly and he would grow tense and irritable. He didn't want to, he just couldn't help it. Then we found out he was allergic to wheat, got him off that and a great improvement occurred. But, there was still a problem left over that made him irritable occasionally.

After taking just 3 *Noni* capsules a day, in two weeks he lost his irritability and moodiness and his wife says he is now the "....husband I always dreamed of."

Cancer Experiences were related on pages 5 - 6.

TRADITIONAL PREPARATION OF NONI

In spite of its many wonderful uses, well known to all the native healers of the tropical world, in the past *Noni* failed to gain wide use. Frequently it was only those whose life was in jeopardy that would use it. The reason was simple and basic. It smelled terrible and tasted *worse!*

After fruit of all types become ripe, it quickly starts to breakdown and becomes rotten. Most people are aware of how terrible rotten fruit smells and tastes. *Noni* is the worst of all. This is because the highest concentration of phytochemicals is in the *Noni* just as it turns from green to ripe. After the fruit becomes fully ripe this level declines quickly. To prevent people from using *Noni* after it has lost most of its healing power, Nature endows the decaying fruit with a terrible odor and taste.

Unfortunately, the traditional method of using *Noni* involved letting the ripe fruit begin to rot in a sealed container. This allowed the rotting *Noni* juice to flow out of the decaying fruit into a container. It was this terrible smelling and tasting juice that was then drunk. It is easy to see why only the desperate turned to *Noni* juice to heal themselves, and thus it never became a popular remedy.

Even today, there are some who extract the juice from the ripe fruit, concentrate it in the tropical islands, ship the concentrate to the United States where they reconstitute the juice with water and natural fruit flavors, in an attempt to improve its flavor.

NEW METHODS IMPROVE PRODUCT AND BENEFITS

A more modern method involves harvesting the fruit just after it turns ripe, removing the seeds, turning the pulp into a puree that is then spread thinly in trays to air dry. This material is then ground into a powder to be placed in capsules. **It takes a ton of fresh *Noni* fruit to produce 500 pounds of powder, thus providing a 4 to 1 concentration.**
ENZYMES - THE KEY TO EFFECTIVE UTILIZATION

One of the important discoveries of Dr. Heinicke was that intestinal enzymes were critical in turning the inactive Proxeronine alkaloid found in *Noni*, into the active Xeronine form. Tragically, **modern research has shown that as we grow older, or we develop serious health problems, we have less of these enzymes than we need. Just at a time when we need them most, we are most likely to be deficient in them. In such situations, the chances are very high that a great deal of the benefits of *Noni* would be lost. To prevent that, I formulated a special enzyme complex to be added to the *Noni* that guarantees the essential enzymes will be there when they are needed, thus guaranteeing as far as possible, that the maximum benefit from the *Noni* will be available when you take it.**

ADVANTAGES OF THE MODERN METHOD

- => The *Noni* is processed at its phytochemical peak!
- => No heat is applied so nothing is lost!
- => It is highly concentrated to at least a 4 to 1 ratio!
- => Ounce of ounce more phytochemicals are present!
- => It is odor and taste free!
- => It is convenient to take any time, any where!
- => Capsules can be emptied into a beverage for a juice!
- => A paste for external uses can be made from capsules!
- => It is easy and inexpensive to ship, and easy to store!
- => No danger of glass breakage or liquids spilling!
- => Enzymes are present facilitating maximum benefit!

HOW TO USE NONI

Preventative Maintenance

Many people are in good health, and like myself, they want to stay that way. For them I suggest they do what I do, take 1 capsule of *Noni* on an empty stomach with a full glass of water every day or two. When the cold and flu season hits, or there is "something going around" you may want to double up for awhile. The same is true if you suddenly find yourself in a very stressful situation, or unusual environment, you may want to double up until things are back to normal.

Severe and Long Term Health Problems

These types of conditions are an indicator that the body is very low in its natural defense biochemicals and in the need for far more supplemental help than the person in good health. For them I suggest they start off with 1 capsule twice a day on an empty stomach taken with a full glass of water.

These people may be highly toxic, and at first they may experience a little discomfort. If this occurs, reduce the dose to 1 capsule per day and drink more fluids till it clears. Then increase the dose back to 1 capsule twice daily. Then proceed as follows: For those who do not experience any discomfort after a week at 1 capsule twice daily, increase to 2 capsules twice daily. This is generally a sufficient dose for most conditions. Once the condition clears, maintain at 1 or 2 capsules twice daily.

Life-Threatening Conditions

I suggest that these individuals begin as outlined in the preceding paragraph. However they will find faster improvement by increasing the morning and evening dose by 1 additional capsule every 3 or 4 days until a maximum of 4 capsules is taken twice daily. If discomfort occurs anywhere along the line, drop back on the amount taken and slow down the rate of increase, and drink more fluids to help the body detoxify faster. Once the condition clears, maintain at 1 or 2 capsules twice daily.

Practical Application To Injuries and Wounds

One of the common uses of the *Noni* fruit for the Hawaiian and Polynesian healers was to make a paste of the fruit and apply it to wounds and area of injury. They would apply a bandage to hold it in place. They made great claims as to its rapid healing power without infection or scarring. You can try this approach yourself by mixing the contents of *Noni* capsules with a little water to make a paste.

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Note: The author of this publication is a medical science consultant to the Lifechoice Corporation.

Noni, as formulated by Dr. Preston, may be obtained from Vitality Corp., 5355 Capital Ct. #108, Reno, Nv. 89502. Toll free **(800) 423-8365**.

The catalog item number for *Noni* is 150. The retail price is \$50 for 60 capsules. The member price is \$40. **Membership is free**, so why would one want to pay retail. Shipping is 10%. With orders of \$100 or more shipping is free. The ladies who take your orders at Vitality are VERY pleasant and VERY helpful. Just tell them Bob and Lucy Shoaf referred you to them.

Vitality's office hours are 8:30 to 5:00 Pacific Time Monday through Friday.