



What is Noni?

Known throughout the South Pacific as “the mother of all healing plants”, Noni is the common name for *Morinda Citrifolia*, a plant the Pacific Islanders have used for centuries almost as a panacea. It has provided both healing and nutrition for centuries.

There is evidence of Noni use in Polynesia and China as far back as 2000 years ago. 500 years later, its use was documented in Hawaii as well, where it may have arrived as a result of trading between the islands. Other evidence suggests the plant’s hardy seeds may have floated there on their own.

What is Noni used for?

Noni is used to detoxify the body, stimulate the immune system, maintain a healthy intestinal system and promote natural bowel function. Noni works at the cellular level as an adaptogen bringing homeostasis to damaged cells.

Modern science has confirmed Noni’s medicinal uses, particularly for supporting the immune system (fruit) and the digestive system (leaves). It also has proven analgesic effects and has been called “the Painkiller Tree” in the Caribbean Islands. The Laboratory of Pharmacosny of the University of Metz in France found that noni has a central analgesic effect and was 75% as effective as morphine sulfate in relieving most pain without addictive side effects.

Noni is an excellent source of nutrition, being rich in vitamins, minerals, trace elements, enzymes, cofactors amino acids, polysaccharides and alkaloids essential for optimal health and performance.

How is Noni taken?

Noni is most often consumed as a juice made from the fruit, sometimes with leaves added. The liquid has an astringent taste and a fairly strong smell. (In Australia, Noni is called “Cheese fruit”.) Most people find it quite palatable, but it is definitely an acquired taste. It may be taken straight or mixed with other fruit juices to sweeten the taste. Suggested initial serving: 1-2oz on an empty stomach twice a day is the perfect loading dose. After 3 months, feel free to reduce by half. Listen to your body. Adjust according to your needs. If you are extremely active, you may want to increase for the natural pain relief benefits. For travelers or those who want portable convenience, vegetable capsules of Noni are also available.

How does Noni work?

Over 150 nutritional compounds have been identified in noni. Some researchers point to the number of enzymes and alkaloids in Noni. Others tout the polysaccharides that are believed to strengthen the immune system. In the 1980’s, researcher Palph Heinecke speculated on the existence of a substance he called xeronine, ostensibly responsible for the plant’s healing effects. Noni is known as a premier adaptogen bringing global balance to all body systems. It may be the unique synergy of all these factors rather than a single constituent that give Noni its healing power.

Life is short. Drink it in.