

NONI: THE SCIENCE BEHIND THE MIRACLE

Noni is much more than a fruit: it's a miracle of nature. Noni has blessed the lives of millions around the world, and it will continue to do so for generations to come. Why? Because noni is a superfruit backed by real science.

There are more than 90 peer-reviewed, published scientific research studies about noni, Tahitian Noni® Juice and TrūAge® Max. Each study shows a specific benefit of noni. Here's a rundown of some of our favorites.



SAFETY AND OVERALL HEALTH

Conducted by the British Industrial Biological Research Association (BIBRA), this study shows Tahitian Noni Juice is completely safe to consume, even in high amounts. TNJ maintains overall health and stimulates the immune-response system.

Source: Journal of Food Science, Volume 1, Issue 8 (R100-R106); October, 2006.

IMMUNE SYSTEM HEALTH

A study conducted by Tianjin Medical University shows that Tahitian Noni Juice enhances immune system activity and lessens oxidative stress in the body.

Source: Journal of Chinese Medical Research & Clinical, 2008 (6): 8-10.

JOINT HEALTH IN THE NECK AND SPINE

Tahitian Noni Juice helps maintain joint health and range of movement in the neck and spine, according to a study conducted by the University Of Lagos College Of Medicine.

Source: Nigerian Journal of Health and Biomedical Sciences Vol. 5 (2) 2006: 6-11.

ENERGY AND ENDURANCE

The Moscow Scientific and Practical Center of Sports Medicine conducted a study in which it was shown that Tahitian Noni Juice increases endurance by 21% and antioxidant activity by 25%. The placebo (blackberry juice) had no demonstrable effect.

Source: Journal of Medicinal Plant Research 2(7):154-158. (2008).

CIRCULATORY SYSTEM

In a study conducted by Brigham Young University-Hawaii, a group participated in a one-month, open-label trial to find that four ounces of Tahitian Noni Juice daily helps maintain normal, healthy levels of blood pressure, especially systolic blood pressure.

Source: American Chemical Society Symposia Series No. 993, Functional Food and Health, pp. 446-453. (2008).

MENOPAUSE

The University Of Illinois College Of Medicine conducted a three-month study with eight menopausal women. The study shows that Tahitian Noni Juice improves mood and energy. TNJ also maintains a healthy auditory system and bone health.

Source: The Journal of Alternative & Complimentary Medicine. November 2004, 10(5): 737-742.

DRUG SCREEN TEST

Through an extensive study, the Morinda Research and Development team found that TNJ does not cause false-positive results when athletes are tested for illicit drugs. These studies were confirmed with independent, third-party testing. Never can be too careful!

Sources: Journal of Medicinal Plant Research 2(7):154-158. (2008). Tahitian Noni Beverage Original, Cologne List, Centre for Preventive Doping Research, Germany Sports University Cologne. 2012.

HEALTHY LEVELS OF CHOLESTEROL

Tahitian Noni Juice helps maintain existing healthy levels of cholesterol according to a study conducted by Brigham Young University-Hawaii.

Source: Journal of Applied Pharmaceutical Science. Vol 2 (9), pp. 025-030, September, 2012.

ANTIOXIDANT ACTIVITY

According to a 30-people, one-hour absorption study by the University Medical School, Hamburg and the Ural State University of Economics department of chemistry, Tahitian Noni Juice is better than orange juice for increased antioxidant activities of blood plasma and blood cell mass.

Source: Testing of antioxidant activity of TAHITIAN NONI® juice and its impact on antioxidant activity of blood plasma. Unpublished proprietary report. IVA Ltd. Ekaterinburg, Russia. 2008.

JOINT HEALTH AND MOBILITY

The University of Illinois at Chicago conducted a study about Tahitian Noni Juice's effect on joint health. TNJ sustains joint health and inflammatory response system. Clinical laboratory findings further confirmed product safety.

Source: Functional Foods in Health and Disease, 2011 Volume 2 (Feb 20, 2011).

OXYGEN INTAKE IN ATHLETES

TNJ is great for active people, says a study conducted by the University of Chile. Tahitian Noni Juice improves maximal oxygen uptake in cyclists, compared with a placebo.

Source: Current Research Journal of Biological Sciences 5(4): 177-181, 2013.

ENERGY

A human pilot study done by the University of Hamburg found that Tahitian Noni Juice helps increase cortisol levels temporarily, which may help resist stress and increase physical energy/power.

Source: University of Hamburg PhD dissertation. Available online at: <http://www.sub.uni-hamburg.de/opus/volltexte/2009/4090/pdf/NoniPDF.pdf>

MUSCLE PERFORMANCE

60 participants participated in a placebo-controlled 30-day trial conducted at the University of Port Harcourt, proving that Tahitian Noni Juice improves endurance in athletes. TNJ also lowers serum creatine kinase levels which improves muscle performance and avoids exercise-related muscle strain.

Source: World Journal of Sports Sciences, 7 (1): 41-47, 2012.

HEALTHY BLOOD SUGAR MAINTENANCE

A human pilot study conducted at the University of Hamburg showed that Tahitian Noni Juice will maintain a healthy blood sugar defense system, keeping blood sugar activity at normal, functional levels.

Source: Diabetologie und Stoffwechsel 2013; 8 – p121

DENTAL HEALTH

Tahitian Noni Juice is great for your teeth, according to a recent study conducted by the University of Hamburg. TNJ helps maintain healthy teeth and gums, and even deters gingivitis.

Source: University of Hamburg PhD dissertation. Available online at: <http://www.sub.uni-hamburg.de/opus/volltexte/2009/4377/pdf/DissMorindacitriifolia.pdf>

ANTIOXIDANT ACTIVITY

The Ural State University of Economics department of Chemistry studied 40 people in an open label trial, concluding that TrūAge Extra and TrūAge Max (when compared to orange juice) enhance antioxidant activities of red blood cell mass.

Source: Testing of antioxidant activity of TAHITIAN NONI® juice and its impact on antioxidant activity of blood plasma. Unpublished proprietary report. IVA Ltd. Ekaterinburg, Russia. 2008.

ANTI-A.G.E. TRIAL IN OVERWEIGHT ADULTS

Daily ingestion of Max helps your body reduce levels of advanced glycation end-products (AGEs), as measured by the TrūAge™ AGE Reader. This study was conducted at the University of Jakarta, and involved 34 people in an eight-week open-label trial.

Source: Functional Foods in Health and Disease, 2011 Volume 2 (Feb 20, 2011).

CROSS-SECTIONAL A.G.E. STUDY WITH 3,913 PARTICIPANTS

Tahitian Noni Juice, TrūAge Max and TrūAge Extra were monitored for their effects on AGEs. Data analysis revealed that iridoid absorption has a direct, positive effect on the body's AGE levels, and will lead to lower AGE scores.

Source: International Journal of Food Science. Volume 2014 (2014), article ID 276950.

WEIGHT CONTROL

90 people consumed TrūAge Max for six weeks in a study conducted by the Institute of Nutrition of the Russian Federation. It was shown, during the course of this study, that TrūAge Max reduces AGE levels, and enhances weight-loss efforts. It also increases energy metabolism and conserves muscle mass.

Source: 249th American Chemical Society National Meeting and Exposition. AGFD 117: Agricultural & Food Chemistry General Posters. March 24, 2015.

COGNITIVE PERFORMANCE

TrūAge Max keeps cognitive faculties functioning at healthy levels, according to a study conducted by Brigham Young University-Hawaii.

Department of Exercise and Sports Science, Brigham Young University-Hawaii. February 2012.

SKIN HEALTH

In a clinical trial involving 25 people, Tahitian Noni Leaf Serum inhibited ultraviolet (UV) light induced redness and swelling of the skin.

Source: Journal of Natural Medicines. July 2009. Volume 63, Issue 3, pp 351-354.

FACIAL CARE

A four-week trial with 23 adolescent volunteers demonstrated the benefits of Tahitian Noni ® Seed Oil. Noni Seed Oil improves and maintains healthy adolescent facial skin.

Source: Journal of Cosmetics, Dermatological Sciences and Applications. 2012, 2, 74-78.

HEALTH BENEFITS IN HEAVY SMOKERS

Tahitian Noni Juice has been the subject of extensive research with heavy smokers. In various studies, Tahitian Noni Juice has been shown to lower free-radicals, maintain functional DNA activity, sustain already existing healthy levels of cholesterol, and preserve cell health and integrity.

Sources:

Chemistry Central Journal. 2009; 3, 13.

Nutrition and Cancer. 2009; 61(5): 634-639.

The Scientific World Journal. Volume 2012 (2012), Article ID 594657.

Food Science & Nutrition. Vol 1 Issue 2: 141-149. 7 Jan, 2013.



To learn more about this incredible fruit, our products, and the countless lives that have been blessed by them, visit www.morinda.com.