Noni Concentrate

Ingredients
Doctor’s Best Noni contains pure dried Morinda citrifolia fruit, commonly known as Noni. The Morinda citrifolia plant has a long history of traditional use in Southeast Asia and the South Pacific for a spectrum of healthful purposes. As ancestors of Polynesians migrated from Southeast Asia two millennia ago, they presumably brought with them plants that were valued for their nutritional content and other health-promoting qualities. Scholars believe that noni was very prominent among the plants that were brought to Polynesia to help the migrants maintain health.¹ Polynesian mythology relates a number of stories where noni is central to the hero averting famine. In more recent times, noni fruit was recognized as a food source in a field manual issued to U.S. soldiers during World War II.² The fruit is known as a good source of potassium and other minerals, and its nutritional profile includes several fatty acid glycosides that appear to be unique to noni when the fruit is ripe.³ Since it is today found in most tropical regions, noni also goes by many other names, including Indian Mulberry, Hai Ba Ji, Cheese Fruit, and Nhau.⁴ While some ethnobotanical reports document its use as a food, noni was (and continues to be) commonly used in many cultures to support diverse areas of wellness such as joint health, immune function, and enhancement of carbohydrate metabolism. In Malaysia, where noni goes by the name Mengkudu, the raw fruit is customarily eaten to purify the blood.⁵

Benefits
Multifaceted Antioxidant Support* Helps Maintain Healthy Cellular Lifecycles and Growth*

Abundant in Phytochemicals
As of 2010, over 100 bioactive compounds have been discovered in noni fruit. Among the phytochemical classes are flavonoids (including rutin & quercetin), coumarins (scofoletin), fatty acids, iridoids, lignans, phytosterols (–sitosterol), polysaccharides, and terpenoids.¹ Researchers speculate that this diversity of compounds—in addition to possible synergistic actions between them—could explain the equally diverse traditional uses for noni over for centuries.⁴ In vitro examination of noni fruit extract revealed antioxidant activity as potent as that of vitamin E.⁵

Supplement Facts
Serving Size: 2 veggie capsules
Servings per container: 60 servings

<table>
<thead>
<tr>
<th>Amount per serving</th>
<th>% Daily Value</th>
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<tr>
<td>Organic Noni (Morinda citrifolia)</td>
<td>1300 mg</td>
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† Daily Value not established.

Other Ingredients: Modified cellulose (vegetarian capsule).

Suggested Adult Use: Take 2 capsules daily, with or without food, or as recommended by a nutritionally-informed physician.

Non-GMO / Gluten Free / Soy Free / Vegan
Store in a cool dry place.

* These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.
Leading Edge Noni Findings

In a 2010 study of rats put on a high-fat diet, some of the rats were also fed noni fruit extract. The fruit extract helped a subgroup of rats in the study maintain a significantly more preferable level of blood lipids than those not receiving the noni extract.¹⁵ The researchers believe that Morinda citrifolia achieves these results in part through the inhibition of HMG Co-A, but that other mechanisms—such as the flavonoid content of noni—are probably also contributing to the inhibition of lipid biosynthesis. Furthermore, they conclude that the high antioxidant content of noni can battle the oxidative stress caused by the amount of lipid biosynthesis that does occur. The results from this animal study have further paved the way for clinical investigations to be carried out in order to clearly define the potential cardiovascular benefits of noni extract.

Noni: Then and Now

The tireless pursuit of uncovering scientific knowledge to help us understand the actions of noni on human health is ongoing, in part due to an interest in finding mechanisms to explain why the traditional use of noni was, and continues to be, so prominent. Additionally, exciting new areas of interest currently undergoing clinical investigation include cognitive function and athletic endurance.

Safety

Numerous toxicity tests and a clinical study have been performed to ensure the safety of noni juice.¹⁶, ¹⁷ More recently, an HPLC lab analysis of noni fruit puree found it to be void of potentially genotoxic anthraquinones, alleviating any safety concerns about these compounds that are found in the noni root.¹⁸ The European Commission (EC) approved noni fruit juice as a novel food in 2003.⁹ This action gives much credence to the safety of noni, as EC regulations are strict and require scientific evidence showing that novel foods do not present a danger for the consumer.

Scientific References


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