

## Beautiful Beaches, Tropical Weather & ... Smelly Fruit??

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I suppose it goes to show that you can't keep a good thing quiet... no matter how bad it may taste or smell. What I'm referring to here is the Noni fruit.

Descriptions can range from the commonly heard "vomit" to "dirty feet" or "Limburger cheese." (No, I'm not making this up.) Shirley Gerum, an ethno-botanist in Hawaii, was made to eat some of the fruit by a professor and vividly recalls "gagging for a while."

So, unfortunately for many, this amazing healant stayed a secret of the islands because of its vile smell and equally repulsive taste. Only recently has modern technology made it possible to process Noni in such a way as to make it palatable for the general public.

### TAKING THE WORLD BY STORM

Of course, this is not new at all, as historical records show how this Pacific Island fruit has been cultivated and used for over 2000 years as a source of food and herbal medicine. Polynesians have successfully used this fruit in the treatment of a variety of physical conditions including heart disease, high blood pressure, diabetes, arthritis, digestive irregularities, hormonal deficiencies and infectious diseases.

Over time, French Polynesians colonized different islands throughout the South Pacific, and brought with them sacred plants from their home islands. Noni is commonly known as the queen of these plants. And today, Noni is most prevalent in the Hawaiian and Tahitian islands.

Ancient manuscripts handed down from generation to generation, cite the Noni fruit as a standard in natural preparations. In fact, an article in *The Bulletin* (April 1972 by Maria Stewart) describes how the Hawaiians solved many of their medical problems with this amazing fruit.

It seems that more and more, Noni is hitting the media and mainstream channels causing doctors and nutritionists to want to better understand Noni's secrets. Dr. Ralph Heinicke, from the University of Hawaii, described some of the many ailments that Noni is known to address, "Although this looks like a page torn out of traveling medicine man's manual, it is probably conservative." The list included: high blood pressure, menstrual cramps, arthritis, gastric ulcers, sprains, injuries, senility, poor digestion, atherosclerosis, blood vessel problems, addiction, relief for pain and many others. Interestingly, Dr. Heinicke also substantiated restful sleep and brightly awakening each morning as a benefit of consuming Noni.



Dr. Steven M. Hall, M.D., was so excited with the efficacy of Noni that he stated; “I’ve not seen a treatment as intriguing and broadly applicable as Noni juice. The net result of taking Noni is that all of your enzymes work better. This helps the immune system, the endocrine system, inflammation, digestion, allergies, and nearly any bodily function you can name.”

A study by Dr. Heinicke indicates that the Noni fruit contributes to cell regeneration and increases cell function as Noni contains compounds that work at a cellular level. Based on another study, where Noni appeared to retard tumor growth, it is believed that it stimulates and feeds the body’s immune system.

Perhaps a key to the results seen with this plant is that Noni regulates specific proteins. And, since proteins are the building blocks of the body and have many different functions, we see a situation where one simple supplement is responsible for unbelievably wide ranges of physiological responses.

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