

Noni—Skin Healer and Protector

Out of necessity, the ancestral inhabitants of the South Seas had to find innovative ways to care for and protect their skin. They discovered the whole pulp of the noni fruit promoted healing of scrapes and bruises, and protected against infection. In fact, noni formed the basis of almost all of their skin care along with a few other select topicals such as ginger (awapuhi).

Today, the world is rediscovering the value of noni's natural skin-healing and protective properties. It has also become increasingly popular among foodies when consumed as raw fruit leather for health and vitality as well as by patients undergoing stressful therapy. And noni's use as a topical lotion has skyrocketed—not just for pain, for which it is unparalleled, but for skin care, too. Noni uniquely addresses a wide range of conditions and beautifying needs.

TRADITIONAL USE OF NONI

Medicine Hunter and herbal expert Chris Kilham reports, "In traditional plant-based medicine, the fruit, flower, leaves, bark and root of *Morinda citrifolia* (noni) have all been employed for diverse medicinal purposes. In Polynesia, noni leaves have a long history of topical use in poultices and mixed with oil, for the treatment of rheumatic pain, inflammation, neuralgia, ulcers, gout, cough and cold, boils and ringworm. The fruit too was prepared for topical use, sometimes juiced and mixed with salt or sliced and applied to boils. In Hawaii, noni fruit was crushed and mixed with other plants including awapuhi (*Zingiber zerumbet*) and awa (*Piper methysticum*), and applied to bruises, sprains and swollen limbs."

Present day users and researchers alike are exploring the benefits of noni for many other modern skin conditions such as eczema (dermatitis), psoriasis, sunburn, wrinkles, and premature skin aging.

NONI'S ANTI-WRINKLE PROPERTIES

One of the first scientific confirmations of the wisdom of the South Seas came in 2005 from the *Journal of Medical Foods*. Researchers from Coreana Skin Science Research Center, Cheonan, Republic of Korea, found that *Morinda citrifolia* fruit extract

up-regulated biosynthesis of type I collagen and glycosaminoglycans. This means noni had rejuvenating or beneficial effect on the cells' ability to produce basic building blocks of healthy skin. Further, the researchers discovered noni stymied destructive enzymes, too.

The researchers concluded, "These results suggest anthraquinone derived from noni extract is a good candidate for use as a new anti-wrinkle agent due to its strong induction of biosynthetic activity of extracellular matrix components."

SUNBURN SOOTHER

Another study in the July 2009 issue of the *Journal of Natural Foods* demonstrated noni is highly protective against sunburn-induced redness. Indeed, damaged skin heals faster and often with little or no scarring with noni. A February 2009 study published in the *Journal of Natural Medicine* looked at the use of noni in treating topical inflammation, as well as to determine its use as a photoprotective agent. Erythema (redness of the skin) caused by UV light was put to the test against the antioxidant and anti-inflammatory properties of noni. The study revealed that the UVB dose required to induce erythema in subjects treated with a gel containing noni was almost 3.5 times greater than with subjects with untreated skin. Researchers concluded that, "*M. citrifolia* (noni) leaves are safe for topical use and may be useful in mitigating UVB-induced injury to the skin."

SKIN PANACEA

Noni typically helps with a wide range of skin conditions that affect millions of people, including eczema, atopic dermatitis, psoriasis and sunburn. Both are linked with inflammation of the skin's immune system and potentially with viral, bacterial and environmental components. Another common skin condition, **psoriasis**, appears to be related to inflammatory cytokines and cells that produce tissue too fast.

Below are true stories that bring to life the scientific evidence we cited earlier. More specifically, they are testament to noni lotion's skin-protecting properties when rubbed on your skin.

This first letter, written to Hawaiian Health Ohana in Hawaii, came from their customer Laurel Gales Stanford:

"I bought some of your Noni Lavender Lotion and gave it to my mother in England. She had a terrible case of **eczema** on her legs and nothing

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would stop the itching. She had tried all sorts of treatments and nothing worked. However, since she has been using the lotion, my sister tells me she has never seen her legs look so clear.”

We keep getting these amazing stories from people who have visited Hawaii and discovered noni from Hawaiian Health Ohana. Here is one from a Canadian snowbird, Elisha:

“Aloha! I purchased the noni leather as well as the Lavender Noni Lotion. I have been suffering from acne since the age of 12 and nothing has ever helped. I’ve been on prescription pills, used brutal skin cremes that only tortured my skin even further and it wasn’t until I started using the lotion and ingesting the leather that I have noticed a huge difference in my skin. Bottom line: my skin has never in the past 12 years of my life looked as amazing as it does now. I am a forever customer and believer in this product and just want to thank you for producing it. Much love from the north.”

A California resident wrote, “Noni lotion was amazing on my daughter’s **sunburn**. Not only did it immediately take the pain away, but by morning the burn was a glowing tan and she never peeled. Thank you!”

And here’s a touching story from M.L. in New York:

“I have suffered from terrible **psoriasis** and **eczema** on my hands (and body) for years. I have tried all kinds of lotions and sprays only to find that sunshine and salt water work best.

“My father recently went on a cruise to Hawaii and found your Lavender Noni Lotion. I used your product for about two weeks and it was simply amazing! It goes on easy and does not sting. It cre-

ates a ‘liquid bandage’ of sorts and promotes healthy non-psoriatic skin cell growth. It is non-greasy and easily transportable—I simply love it!

“Very few people understand the pain and suffering my **psoriasis** causes but your lotion brings immediate relief and promotes healthy skin growth. Even better is the fact that your product is completely organic—a breath of fresh air in the world of chemicals and synthetics we are currently living in. Thank you for creating this product and keep up the good work.”

CHOICES

Whether for fighting wrinkles, dermatitis, or eczema, for soothing a sunburn or rejuvenation, here’s the bottom line: noni delivers. However, consumers must be savvy to select a high quality noni product. Noni isn’t the kind of fruit that lends itself to capsules and drying, and much of the noni being sold today is devoid of potent phytochemical activity because of poor post-harvest handling, including the use of fermentation and additive processes that actually harm some of the active compounds. The reason why hardly anybody had heard of noni until a few years ago is that it is so perishable—the fruit begins to ferment within 48 hours of harvest. And maintaining the active constituents for this reason is equally difficult. One must harvest and process noni quickly to capture its phytochemicals. The best is fresh, raw and a whole food.

Few companies are delivering products with adequate potency, says noni expert Jim Monroe of West Hills, California, who praises raw whole food noni from Hawaiian Health Ohana. “I have tried other products but they didn’t work nearly as well as raw whole food noni.” ■

Resources

Noni Lavender and IcyHeat lotions from Hawaiian Health Ohana are available at health food stores and wherever healthy foods are sold. Many people prefer applying either a bandage or plaster to a skin condition for deep healing. These are available from Hawaiian Health Ohana and known as Biobandages. You can also use Noni Fruit Leather as a transdermal bandage.

www.nonifruitleather.net

Call toll-free 888-882-NONI (888-882-6664).

The Whole Noni and Nothing But

Many products today advertise they contain noni, but they use miniscule portions. Well, we have news. Noni is best used as a raw whole food, even topically, and not as an extract. Don’t expect to receive great anti-aging or beautifying results for your skin where noni is only a minor component. Noni works best alone.

Derived from 100 percent freshly processed raw whole food noni, Hawaiian Health Ohana’s Noni Fruit Leather retains every bit of the phytochemical power that people are seeking from noni—as do their lotions, which contain over 90 percent noni fruit leather. No other noni is prepared as properly or delivered in this way to achieve healthy-looking skin.



Healthy Living visited Hawaiian Health Ohana on the Garden Isle of Kauai and took these photographs of the actual noni being used for the most potent and powerful topical lotions.

