

# NONI JUICE

100% PURE ORGANIC NONI juice is made from the *Morinda citrifolia* fruit. This authentic 100% PURE ORGANIC NONI JUICE is made with no other additives. It is not made from concentrate and is not diluted or reconstituted.

946 ml

PESTICIDE FREE | GMO FREE

## *Morinda citrifolia*<sup>2</sup>

Noni is a small tree that originates in the Pacific islands, Polynesia, Asia, and Australia. In the literature on Noni, it is suggested that Polynesians used it as a medicinal remedy over 2000 years ago. Numerous remedies have been catalogued using different parts of the plant, including its leaves, flowers, fruits, and roots.

Traditionally, *Morinda citrifolia* was used to treat a number of ailments, particularly bacterial, viral, parasitic, and fungal infections. It has also been used to prevent the formation or proliferation of tumours, to soothe rheumatism or arthritis, to treat menstrual troubles (internal use), and to treat wounds, sores, and inflammation (external use).

Although only a few clinical studies are available that lend scientific weight to Noni juice's many alleged virtues, it has nevertheless become increasingly popular in recent years, particularly in the alternative medicine market. To date, several in vitro and in vivo studies have shed light on its activities, particularly its antioxidant activity. This suggests that some of its associated therapeutic effects could well become established.

Recent studies have focused on several different pathways, some of which are highlighted here:

- In 2007, one study found that the use of Noni juice could provide beneficial immunomodulatory effects.<sup>3</sup>
- In 2008, an American research group concluded that Noni juice could play a hepatoprotective role in combating exposure to toxins.<sup>4</sup>
- In 2009, a clinical study with 285 heavy smokers found an antioxidant activity from Noni juice with these patients, which confirmed previous in vivo and in vitro studies.<sup>5</sup>
- In 2011, it was shown that Noni juice's antioxidant properties were probably associated with its phenolic compounds, iridoids, and ascorbic acid. Moreover, it was shown to have an anti-inflammatory action.<sup>6</sup>



BPF  
GMP

### INGREDIENT

100% PURE ORGANIC NONI juice (*Morinda citrifolia*).

### INFORMATION

- Shake well. Chill before opening. Refrigerate after opening.
- Certified by Ecocert Canada. No preservatives, added sugar or flavoring.

### MORINDA CITRIFOLIA

USDA Classification<sup>1</sup>  
Kingdom: Plantae  
Division: Magnoliophyta  
Class: Magnoliopsida  
Order: Rubiales  
Family: Rubiaceae  
Genus: *Morinda* L.  
Species: *Morinda citrifolia* L.

Léo Désilets Maître Herboriste has selected the *Morinda citrifolia* fruit in order to extract a juice of the highest quality, which is a real asset in conjunction with a healthy and balanced diet. Our juice is 100% organic, certified by Ecocert Canada. Free of pesticides and all other chemical products, it is not made from concentrate and contains no additives.



LEO DESILETS

**Léo Désilets Master Herbalist** is an entirely Quebec owned and operated natural products firm based in Scotstown in the Eastern Townships. It began operations in 1974 when the founder launched his premier product: Balsam Fir Gum

Our production methods meet the requirements and quality standards of Health Canada's Good Manufacturing Practices (GMP).

We produce a wide range of natural health and skincare products, which are available through our website as well as most natural health stores and some pharmacies.

Our mission: to offer high quality natural health and skincare products to help you take care of your health in a natural way.

#### RÉFÉRENCES

- <sup>1</sup> **Morinda citrifolia L. - Indian mulberry.** *USDA Plants Database.* USDA Plants Database. Available online at: <http://plants.usda.gov/core/profile?symbol=MOCI3> (consulté le 09.04.2015)
- <sup>2</sup> **Noni.B** *Passeport Santé.* Disponible en ligne sur : [http://www.passeportsante.net/fr/Solutions/PlantesSupplements/Fiche.aspx?doc=noni\\_ps](http://www.passeportsante.net/fr/Solutions/PlantesSupplements/Fiche.aspx?doc=noni_ps) (consulté le 09.04.2015)
- <sup>3</sup> Palu AK, Kim AH, West BJ, Deng S, Jensen J, White L. **The effects of Morinda citrifolia L. (noni) on the immune system: its molecular mechanisms of action.** *J Ethnopharmacol.* 115(3):502-6. 2007
- <sup>4</sup> Mian-Ying Wang, Diane Nowicki, Gary Anderson, Jarakae Jensen, Brett West. **Liver Protective Effects of Morinda citrifolia (Noni) Plant Foods for Human Nutrition.** 63(2):59-63. 2008
- <sup>5</sup> Wang MY, et al. **Antioxidant activity of noni juice in heavy smokers.** *Chemistry Central Journal.* 3:13. 2009
- <sup>6</sup> Dussossoy E, Brat P, Bony E, Boudard F, Poucheret P, Mertz C, Giaimis J, Michel A. **Characterization, anti-oxidative and anti-inflammatory effects of Costa Rican noni juice (Morinda citrifolia L.).** *J Ethnopharmacol.* 133(1):108-15. 2011

