

HAWAIIAN HEALING SENSATION—*Noni*

by Ken Babal, C.N.

We know that the noni tree (*Morinda citrifolia*) has been a principal medicine in Polynesian culture for 2,000 years. Traditionally, noni was taken for coughs, colds, pain, liver disease, malaria, hypertension and intestinal worms. Topically, it was used for sprains,



swelling, bruises and wounds. Today, testimonials abound for many diverse conditions, such as diabetes, cancer, allergies, arthritis, candida, chronic fatigue and digestive disorders, to name a few.

NONI RESEARCH

Research indicates that noni contains numerous compounds that have analgesic, anti-tumor, anti-bacterial, anti-fungal, anti-inflammatory and immune-modulating actions. Recent studies suggest that noni has great potential for improving the skin when used topically. Specifically, the fruit extract stimulates synthesis of collagen and glycosaminoglycans (key structural components) in human skin cells, suggesting it could be very effective for preventing wrinkles.

THE LEATHER AND LOTION ADVANTAGE

Noni fruit leather and skin lotion are two new products that have distinct advantages. Noni fruit leather is processed at a low heat (below 115°F) to preserve its healing enzymes. A two-ounce package of the fruit leather will last you a month if you eat a two-inch-square piece every day. You may also make a tea or cold-water decoction from it. Steep it in hot water for 2 to 3 minutes, or cold water for a half hour or longer. If you do not like the taste (noni has a cheese-like flavor), you can just roll it up into a little ball and swallow it like a pill. Noni fruit leather also comes in banana flavor, but many users prefer the plain for its superior healing properties.

Fruit leather and lotion are the logical choices for traveling and hiking. Use them as a first aid treatment for cuts, bruises, pain, fungal infections and sunburn. The fruit leather can be used topically by dipping it into water for a few minutes to soften it before apply-

ing to the injury. In Hawaii, hotel concierges often recommend lavender noni lotion to their guests. Noni lotion is also popular among surfers for healing reef cuts, a particularly nasty type of injury that can take weeks to heal and often becomes infected. The lotion is also great for acne and scars.

USED BY SPORTS TEAMS

The athletic department at the University of Hawaii has been using noni lotion for a number of years to prevent and treat sports-related injuries and muscle cramps. They are very enthusiastic about the product and report that it heals pulled muscles in 24 hours. In one notable case covered in the news, a star center on the basketball team was sidelined with Achilles tendonitis. He had been receiving acupuncture and orthopedic treatments but without success. Noni lotion, however, turned out to be the cure and the player was quickly up and running. ■

A Great Choice in Noni

Steve Frailey and partner Scott

Jarvis of Hawaiian Health Ohana are organic noni farmers and developers of the proprietary method of making

noni fruit leather. To enjoy the true health benefits of noni, they firmly believe it must be pure and non-fermented so it can work its magic. Their noni leather is made from organic whole fruit and processed at low temperatures, preserving essential enzymes. They also offer a lavender noni lotion now used by college athletes. For more info go to www.nonifruitleather.net or call (888) 882-NONI.



The popularity of noni juice has been nothing short of phenomenal. Since the 1990s, health enthusiasts have sworn by it for all sorts of health complaints. But is it the miracle fruit it is claimed to be?

Ken Babal has a nutrition counseling practice in Los Angeles and is author of several books including *Good Digestion: Your Key to Vibrant Health* (Alive, 2000) and *Seafood Sense: The Truth about Seafood Nutrition and Safety* (Basic Health Publications, 2005).