

# Noni Juice

Noni Juice has grown in popularity in the last 10 years in Ireland. Since 2003, Noni juice has been approved in the European Union as a novel food. The juice is made from the fruit of the morinda tree (*Morinda citrifolia*), a small evergreen that grows primarily among lava flows in the Pacific islands, Southeast Asia and Australia. The morinda has a long and diverse history of medicinal usage in Polynesian cultures. Local people have used parts of the tree and fruit to treat almost every ailment known for thousands of years. For the most part, however, these remedies were applied externally to treat wounds and infections.

## What does Noni juice contain?

Noni juice contains a rich assortment of vitamins and minerals, especially potassium, vitamin C, carotene, and fatty acids.

Over 150 nutraceuticals have been found in the noni fruit, some of those identified are : anthraquinones, beta-carotene, calcium, linoleic acid, magnesium, pectin, potassium, proline, protein, proxeronine, proxeroninease, scopoletin, beta-sitosterols, sterols, phenylalanine & tyrosine, ursolic acid, all the B vitamins & antioxidants like vitamin C, proanthocyanadins & anthocyanadins.

Many of these compounds have biological activity, but whether the juice contains enough of them to have specific medicinal effects has not been established. It is claimed that Noni Juice is a wonder food supplement when it comes to your health and the hidden ingredient accredited for this is Xeronine. Research is ongoing, with some encouraging results. Noni Juice is considered to be nutritious and is a great immune system boost.

## As a food supplement

Noni juice is also recognized as one of nature's super foods as it is rich in vitamins, minerals, phytochemicals, amino acids, antioxidants and enzymes.

## Medical benefits still not fully investigated

There are claims that Noni juice helps release the mood enhancing hormone, serotonin. Therefore it may benefit depression and sleep disorders and help to fight stress and tension. It is known to promote healthy skin. Some individuals believe the fruit can relieve constipation, stomach aches, as well as gum problems. Some claim Noni Juice helps in the prevention of hair loss. Noni juice is often used to health boost by people fighting cancer. However, at the moment, there is insufficient evidence to support claims about any of the medical benefits of Noni juice. In 2004, the Food Safety Authority of Ireland (FSAI) warned the public about unsubstantiated medical claims associated with Noni juice imported into Ireland from certain sources. However there is ongoing research on its medical benefits.

## Available in Whelehans

Noni-juice is one of the most popular dietary supplements available in Ireland. It is an excellent immune system booster and its unique combination of anti oxidants, vitamins and enzymes means it is a great way to boost your health and wellbeing. Our pure Noni Juice has the consistency of thick syrup - The organic noni juice from Whelehans is 99.6% pure Tahitian Noni Juice with a miniscule 0.2% of Raspberry flavouring to make it palatable.



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