

## Traditional Healing

Hawaiian Organic Noni's farm on the garden isle of Kauai.

Steve Frailey began organically farming noni fruit in 1981 when he and his wife started the family farm.

# Raw Food Noni, Nature's Escape from Pain



### Resources

Hawaiian Organic Noni's Noni Lavender Lotion, IcyHeat Lavender Noni Lotion and their 100% Certified Organic fruit leather are available at health food stores and natural food markets. Visit Hawaiian Organic Noni at [www.RealNoni.com](http://www.RealNoni.com) and use their store locator service or call 888-882-6664 for more information.

There is a special tropical pain solution today that you need to know about when looking for a natural way to soothe sore muscles, tears, rips, strains, sprains, even lower back pain, and really, all the everyday aches and pains of our active lives. It's called noni, the most remarkable gift from nature humankind has ever discovered for pain relief. This South Seas tropical fruit is crafted into lotions and fruit leathers for a total natural preparation.

Noni, *Morinda citrifolia*, is in the family Rubiaceae, which includes such notables as coffee, gardenia, and cinchona, the quinine tree. It is one of perhaps 80 species in the genus *Morinda*, spread worldwide through the tropics. Many of these species have origins in the area that includes Borneo, New Guinea, Northern Australia, and New Caledonia: it is out of this population that noni is thought to have evolved and spread.

Traditionally, the whole fruit was consumed raw in almost its entirety and also applied topically for medicinal use to treat muscle aches and pains.

Today, athletes, including University of Hawaii's Warriors' football and basketball squads, now use topical noni. And thousands of other weekend war-

riors are also using topical noni, some of whose amazing stories we've reported on in past articles.

### HOW NONI RELIEVES PAIN

Scientists themselves have been exploring the pain-relieving benefits of noni, and they've discovered there is a scientific basis for this amazing healer. The sensory neurons that mediate pain sensation are known as "nociceptors." Their endings or receptors, located in skin, muscles, joints and internal organs, are activated by pain.

Studies have demonstrated that noni is rich in scopoletin. Among its wide-ranging pharmacological effects are anti-inflammatory, pain-relieving and sedative activities. The body also utilizes scopoletin for smooth joint movement.

In the January 2010, issue of *Phytotherapy Research*, researchers from the University Clinic, Hamburg, Germany, found that noni is a "tropical plant with a long tradition of medicinal use in Polynesia and tropical parts of eastern Asia and Australia. One of its favorite uses is the treatment of painful inflammatory conditions, such as arthritis."

The analgesic activity of noni fruit "reduced the pain sensitivity comparably to the central analgesic drug tramadol." An alcohol extract of noni fruit puree also caused an "effect [that] was comparable to hydrocortisone."

The findings suggest that preparations of noni "are effective in decreasing pain and joint destruction caused by arthritis."

### A QUALITY PREPARATION

No one does lotions and all-natural noni better than Hawaiian Organic Noni's Their certified organic noni

PHOTOS: SEALIGHT STUDIOS

farm is located in Hawaii, on the Garden Island of Kauai. So many people have discovered the noni lotions and fruit leathers of Hawaiian Organic Noni and have experienced for themselves their amazing pain-relieving properties, that sales of their noni products have turned into a global trade by word of mouth alone.

"As we harvest our noni for our leather and lotion, we have learned to cultivate the noni and present it raw with processing below 115 degrees F. The powerful phytonutrients, brain and pain-relieving chemicals and enzymes in it remain highly biologically active," says Steve Frailey whose noni lotion and leather are global favorites.

That's why the farm that is introducing noni to the world is one of the island's most popular tourist destinations. People have pain. Whether it's trauma, arthritis, aching joints, fused spinal discs, a bad hip—it doesn't matter. Noni helps those with pain and arthritis and physical injuries. People come. They spread the word and order globally.

People rub the lotion on their pain and it goes away. It's pretty amazing. Hawaiian Organic Noni has received thousands of testimonials. Their lotion is just something else. If you're seeking the amazing benefits of noni, try the versatile fruit leather and the wonderfully fast-acting noni lotion and experience noni the way that it was meant to be.

Hawaiian Organic Noni is a family-owned, organic-certified farm that is totally self-sustainable. They even produce all of their own soil amendments which provides total control.

They use pigeon peas and cow peas for hedges for improving soil nitrogen (since they are a no-till farm). No animal products are ever used, so they can avoid potential contamination with antibiotics or other drugs used in veterinary medicine. They are a totally vegan farm. "The care we take in making our farm fertile results in an even better raw food noni," says Steve.

"We mulch like crazy," he adds. "The trees stay green in the hot, dry summer and you can see the soft tilling of the soil. We don't till the earth and turn it over, which is a whole philosophy. There is a whole microbial city going on in the soil, breaking down things naturally, and when you turn things over those microbes get disturbed, which changes everything, so we mulch."

The farm has two 42-foot tall wind turbines with 12-foot blades and a solar array, reducing their carbon footprint and offering power for the entire operation.

In all ways, this is a raw food noni. Both the leather and lotion are exceptional. Buy them today at your local health food store, natural pharmacy or wherever nature's finest pain relievers are sold. ■

## What Lavender and IcyHeat Lavender Noni Lotion Users are Saying

### HELPS WITH OSTEOARTHRITIS

"Aloha, I have oosteoarthritis in my ankles and knees, but have NO pain or swelling, because of your IcyHeat Noni Lotion. And I have no need to take any aspirin type products."

*Sincerely, Barbara Wilcox*

### PAINFUL AND SWOLLEN FEET

"I suffer from peripheral neuropathy of the feet due to diabetes. I get burning pain from my toes at night. I tried the Icy Heat Lavender Noni Lotion and it decreased the pain more effectively than any of the other products that I have tried in the past."

*Thank you, JFG, PharmD*



## Recommendations

Here's how former University of Hawaii head trainer Mel Toth advises weekend warriors use noni for the types of injuries active people are most likely to experience:

- + **Sore ankles and heels.** Toth recommends rubbing Lavender Noni Lotion or IcyHeat Lavender Noni Lotion on your ankles and into your heels prior to working out and immediately following workouts.
- + **Tired legs.** Toth said that one of the major uses for Lavender Noni Lotion or IcyHeat Lavender Noni Lotion was for tired legs, especially where there is very little rest time allowed. So for athletes who want to work out two days in a row or who do work out regularly, say three or four times a week, she recommends massaging a

thin layer of noni into all portions of your legs after your work out.

- + **Quadricep and hamstring injuries.** For quadricep and hamstring injuries, Toth strongly recommends electrical stimulation with micro-currents, icing, and then noni. She advises that many acupuncture clinics can provide electrical stimulation with micro-currents.
- + **Low back pain.** Almost everyone suffers from low back pain every now and then. Once again, says Toth, noni is excellent for relieving pain. She advises massaging it into the affected area four times a day.
- + **Trauma and minor contusions.** Most of us experience trauma or minor collisions. Use Lavender Noni Lotion or IcyHeat Lavender Noni Lotion four times daily on the affected area.

- + **Repetitive motion injuries.** Golfers and tennis players, in particular, are likely to experience soreness from repetitive motion. Once again, noni applied to the affected area offers excellent pain-relieving properties.
- + **Warming up massage.** For warming up the muscles prior to working out, Toth recommends IcyHeat Lavender Noni Lotion with menthol and camphor to bring immediate heat to the area.
- + **Cramps.** By applying lotion five minutes before games whether they are going run jog or play tennis they do not cramp. Also, use lotion for nighttime cramps if they develop. (We hear a number of major college basketball players are now using IcyHeat Lavender lotion to avoid cramping and help heal their sports injuries.) ■