



## 60 Capsule Bottle

**Lowers risk of gout - Improves skin quality - Good for people suffering from arthritis  
Anti-ageing - Prevents cancer - Reduces stress - Boosts immunity - Treats fever.  
Treats scalp irritation - Protects heart health**

Noni fruit is rich in antioxidants, Vitamin C, Vitamin B3, Vitamin A and Iron. Noni juice is said to be a magical drink as it affects so many bodily systems positively.



**Noni Fruit:** Scientific Name: *Morinda citrifolia*

Noni is an ADAPTOGEN and is described in ancient Chinese and Indian texts and Polynesian legends as a traditional medicine to combat stress-related disorders such as regulation of blood sugar levels, constipation, circulation, blood pressure, inflammation, ulcers, indigestion, immune system deficiencies chronic fatigue gout and asthma. Noni fruit is a popular health food due to its many health benefits. In fact, it is also known to be beneficial in treating many kinds of health problems and diseases such as convulsions, depression, digestive problems, liver disease, gastric ulcers, high blood pressure, sprains, menstrual pains, and arthritis, among others.

Noni has been studied in the context of providing immune system support and recent animal studies suggest that noni can help protect the brain from stress to maintain cognitive function.

Noni's reputation as an effective relaxant may help reduce stress, calm the nerves and support sound sleep patterns.

**XERONINE:** How can one plant provide benefits for so many seemingly unrelated conditions? These conditions are interconnected. They all are theorized to involve a cellular dysfunction that

Noni helps to prevent and correct. A micronutrient named pro-xeronine contained in noni promotes human cells to synthesize xeronine, an active alkaloid which supports the structure and function (flexibility and resilience) of the cell walls throughout the body. This adaptogenic function prevents our cell walls from collapsing and malfunctioning.

The proper structure and function of our cells affect every system in our bodies.

As we age our natural ability to produce xeronine decreases and under excessive stress our requirements for xeronine exceed what our bodies can normally produce.

**SEROTONIN:** *Noni has been shown to make specific brain proteins (enzymes) more receptive to endorphins* that have potent analgesic properties. This supports the traditional use of noni to control pain.

Serotonin is also a precursor to the hormone melatonin that regulates many of our biological rhythms. Serotonin is a neurotransmitter (sending electrical impulses from one nerve cell to another) and is believed to affect a wide range of emotional and physical responses. Decreased serotonin levels can stimulate hunger impulses, and negatively affect sleep patterns, temperature regulation, pain responses, cognition, motor functions and emotional moods.

Noni has been used in rehabilitation programs to help people escape from dependency on drugs, alcohol, nicotine, overeating and other habitual substances and obsessive behaviors. By adjusting serotonin levels people are able to feel good without the need for these substances thus reducing the physical component of these obsessive behaviors and addictions.

**NITRIC OXIDE:** Another strongly adaptogenic compound whose biosynthesis is induced by Noni is Nitric Oxide. Nitric Oxide relaxes and expands blood vessel walls and increases their elasticity. This can help to control high blood pressure. It may also prevent blood clots that cause strokes by opening noni's wide range of complex phytochemical compounds that work synergistically to enhance overall function and promote holistic health.

The circulatory system delivers oxygen, nutrients, immune substances, and other vital elements to every cell and organ in our bodies and this influence affects all our biological systems. It aids in waste removal, temperature regulations, and balances electrolytes.

**SYNERGISTIC PHYTOCHEMICAL COMPOUNDS:** Damnacanthol has been shown to slow the rate of multiplication of cancerous cells. Ursolic Acid supports the immune system. Scopoletin helps to regulate blood pressure. Alkaloids in noni demonstrate an ability to boost phagocytes that attack invader cells.

Noni's wide range of complex phytochemical compounds work synergistically to enhance overall function and promote holistic well-being.

**THE EFFICACY OF NONI FOR GOUT TREATMENT:** Noni's efficacy in treating symptoms of gout and is due to its antioxidant properties which helps reduce levels of uric acid concentration in the blood. This results in a reduced risk of developing uric acid crystals which are lodged in the joints and which causes gout formation.

Studies also showed that noni has properties which can block the effects of xanthine oxidase enzymes which causes inflammation of the joints. The noni fruit can also help release uric acid in the body by helping uric acid bind in the stomach in order to remove them during digestion.

Gout refers to a type of arthritis which causes an inflammation of the joints. It is usually accompanied by symptoms of reddening, swelling, and burning sensation in the joints, which usually affects the foot.

Gout occurs when the body has an increase of uric acid due to an overproduction of uric acid or a failure in releasing uric acid in the body. When this happens, the blood which carries the uric acid produces uric acid crystals which it then deposits in the joints.

While gout can be treated with medications such as nonsteroidal anti-inflammatory medications, one fruit is known to be an effective natural for this condition. This fruit is known as the noni fruit.

### **Good for people suffering from arthritis**

Many studies claim that noni is effective in reducing arthritis pain. It is also said to reduce joint reduction implicated in arthritis, due to the analgesic properties it has.

### **Anti-ageing**

Packed with Vitamin C and selenium, noni fights the free radical, reverses the effects of ageing and preserves the elasticity of the skin.

### **Prevents cancer**

According to the National Centre for Complementary and Integrative Health, noni has tumour fighting and immune stimulating properties. The National Cancer Institute has funded the preliminary research on Noni for the treatment and prevention of breast cancer.

### **Reduces stress**

Noni not only helps to deal with stress but also reduces the effect of stress on our cognitive function.

### **Boosts immunity**

Noni has anti-bacterial, anti-fungal, anti-inflammatory and anti-histamine properties all of which help to boost immunity.

### **Treats fever**

The antiviral properties of noni can help one to get rid of cold, cough, fever and body ache.

### **Treats scalp irritation**

The same antibacterial properties which help to boost the immune system can also help to treat scalp irritation.

### **Protects heart health**

Noni has shown positive effects in protecting heart health by improving the blood flow in the arteries. It also helps in regulating blood pressure which definitely helps in maintaining heart health.

People who consumed noni on an everyday basis showed improvement in their lipid profiles – reduced LDL (bad cholesterol) and improved HDL (good cholesterol).



## The Technology – Cellular Preservation Technology (CPT)

Cellular Preservation Technology or CPT is a proprietary technology which utilizes a modified form of freeze drying.

Freeze Drying has been used for centuries however the common industry standard freeze dry method typically uses traditional 'static' freeze drying with a further process of mechanical grinding.

### Image 1 – Traditional Vs Cellular Preservation Technology (CPT)

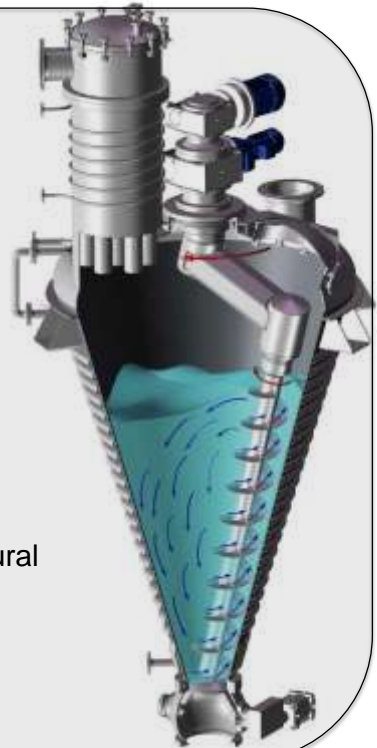
#### Traditional freeze drying



- multi-step process; bacteria and mould growth risk.
- static materials sitting on trays; 10-20% residual moisture
- product ground into a powder; product cell structure destroyed

#### Cellular Fracture Line technology

- 1-step process
- super frozen particles fly around in the product chamber
- no mechanical grinding.
- brittle material motion and sublimation of ice structure that hold it together causes product to break along natural elemental fracture lines.
- <0.1% residual moisture



CPT is a key component in the creation of our functional foods. It allows us to preserve a whole food in its fresh form, thus maintaining all of the medicinal activity of a live plant while providing the safety of a stable commodity.

This proprietary and transitional preservation process gives us the unique ability to provide a superior product compared to anything else available on the market today. The 'secret' to our technology is the Herbs are dried while they remain frozen in a vacuum state, rather than sitting motionless on trays (as in the traditional tray freeze drier), the product is flying round in a vortex. The deeply flash-frozen CPT granules decrease in size due to sublimation of the connecting ice structure and break into increasingly smaller particles along natural elemental fracture lines.

This creates a smaller particle size and porous structure without cellular hemorrhaging, caused by mechanical grinding of the traditional process as used in the industry today. CPT particles are much more easily absorbed and metabolized (more bio-available), and are more soluble for use as a catalyst ingredient in other formulations.

### **Solubility**

As a food ingredient our herbs are highly soluble. Solubility ties into taste as well as ease to combine with other ingredients. This high level of solubility (enhanced by the CPT freeze dry process creates a more soluble particle structure),

### **Fresh Super herbs and Super foods**

As soon as our botanicals are harvested they naturally begin to degrade. It is critically important to get them into the CPT process immediately after harvest. The logistics are challenging in any case, but the fact that they are grown at our doorstep in the mountains surrounding Chiang Mai, Thailand makes it all possible.

### **Higher Bioactivity Superior Efficacy**

The objective achieved by CPT is preservation not only of the targeted ingredients but preservation of the entire cellular and molecular structure of the live plant. This is achieved by:

- An Evolutionary and Transitional Freeze Dry Process where the product is never exposed to the destructive oxidative forces of heat.
- Plant tissue fractures between/along the layers of the cell walls preserving cellular integrity and improving the retention of the bioactive intracellular contents.
- Water removed as a liquid at an extremely low constant temperature (minus 55 deg C) evaporates at a constant rate while the quantity of water steadily decreases. This creates surface tension. Any solid structure in contact with the water will normally experience surface tension strong enough to damage fragile cell walls; CPT removes water in its gaseous state (water vapor) and avoids this destructive surface tension.
- Exposure of the entire surface area to sublimation results in “even” drying which preserves cellular integrity.

The net result is preservation of the complex synergistic structure as close as possible to how it exists in nature. This translates to a more highly bioactive more effective powder.

### **Higher Absorption and Higher Bio-Availability**

Particles break down inside the product chamber with minimal need for mechanical grinding. They break down due to the movement of the super frozen particles and sublimation of the ice structure

that holds the particles together. This causes them to fall into small porous particles along the natural Cellular Lines creating soft, porous particles which have more surface area per unit of weight and therefore are absorb more easily.

The function and value of our food supplements lie not in lab tests alone, but in their energetic breakdown and uptake inside your body and the preservation of enzymes, proteins and vitamins.

The ability of your body to store or use these nutrients is called bio-availability – yet another huge advantage of our Cellular Preservation Technology activated botanicals.

The quality and effectiveness of our Products are the result of the remarkable protocols and processes we employ from the fields to the finished product. For details on this evolutionary process, please contact us at [www.cptsuperherbs.com](http://www.cptsuperherbs.com)