



TAHITIAN NONI Juice:

The Only Noni Juice Backed by Multiple Human Clinical Trials

Tahitian Noni International (TNI) owns and operates the only noni-dedicated research laboratory in the world. Our lab is staffed with leading scientists from all over the globe who have conducted mountains of research and human clinical trials to support TAHITIAN NONI® Juice and its five main claims:



1. TAHITIAN NONI Juice delivers superior antioxidants that help rid the body of harmful free radicals

- **Protective Effects of *Morinda citrifolia* (Noni) on Plasma SAR and LPO in Current Smokers.** Wang, M-Y, Cheerva, A, Su, C, et al. XI Biennial Meeting of the Society for Free Radical Research International. Paris, France, July 16–20, 2002.
- ***Morinda citrifolia* (Noni) Fruit Juice Lowers Cancer Risk in Current Smokers by Reducing Malondialdehyde (MDA)-DNA Adducts.** Wang, M-Y, Peng, L, Lutfiyya, MN, et al. AACR Annual Meeting. Los Angeles, CA, April 14–18, 2007.
- ***Morinda citrifolia* Reduces Cancer Risk in Current Smokers by Decreasing Aromatic DNA Adducts.** Wang, M-Y, Henley, R, Peng, L et al. Jan. 2007. 7th AACR-JCA Joint International Conference. Waikoloa, Hawaii. (Abs #A23).

2. TAHITIAN NONI Juice helps maintain cholesterol at existing healthy levels

- **The Heart Protection Study: Improvement of Lipoprotein Profiles in Current Smokers Receiving *Morinda citrifolia* (Noni) Fruit Juice.** Wang, M-Y, Nowicki, D, Anderson, G. 2004. *Circulation*, J Am Heart Assoc, 109: 71–144 (Abs #P93).

3. TAHITIAN NONI Juice increases energy

- **Effects of *Morinda citrifolia* on Quality of Life and Auditory Function in Postmenopausal Women** Langford, J, Doughty, A, Wang, M, et al. 2004. *J Altern Complement Med* 10: 737–739.
- **P-70/1342/Quality of Life (QOL) Assessment in a Phase I Trial of Noni.** Issell, BF, Gotay, CC, Pagano, I., 2005. *Qual Life Res*, 14: 2048.

4. TAHITIAN NONI Juice supports a healthy cardiovascular system and helps maintain a healthy heart

- **The Effects of *Morinda citrifolia* L. Noni on High Blood Pressure: A Mechanistic Investigation and Case Study.** Palu, AK, Santiago, RA, West, BJ, et al. American Chemical Society Symposia Series (In press).
- **The Heart Protection Study: Improvement of Lipoprotein Profiles in Current Smokers Receiving *Morinda citrifolia* (Noni) Fruit Juice.** Wang, M-Y, Nowicki, D, Anderson, G. 2004. *Circulation*, J Am Heart Assoc, 109: 71–144 (Abs #P93).

5. TAHITIAN NONI Juice supports joint health

- **Comparative Study of the Effect of *Morinda citrifolia* (Noni) with Selected Physiotherapy Modalities in the Management of Patients with Cervical Spondylosis.** Akinbo, SRA, Noronha, CC, Okanlawon, AO, et al. 2006. *Niger J Health Biomed Sci* 5: 6–11.

The number of TNI human clinical trials is fluid and growing. In addition to the studies cited above, TNI has an additional eight large clinical trials either in process or pending¹. TNI also has unpublished data from more than 42 clinical trials using their finished products or their noni components in topical/personal care applications. TNI continues to perform post-market epidemiology observations and analyses in various global markets.

¹as of 1 September 2007