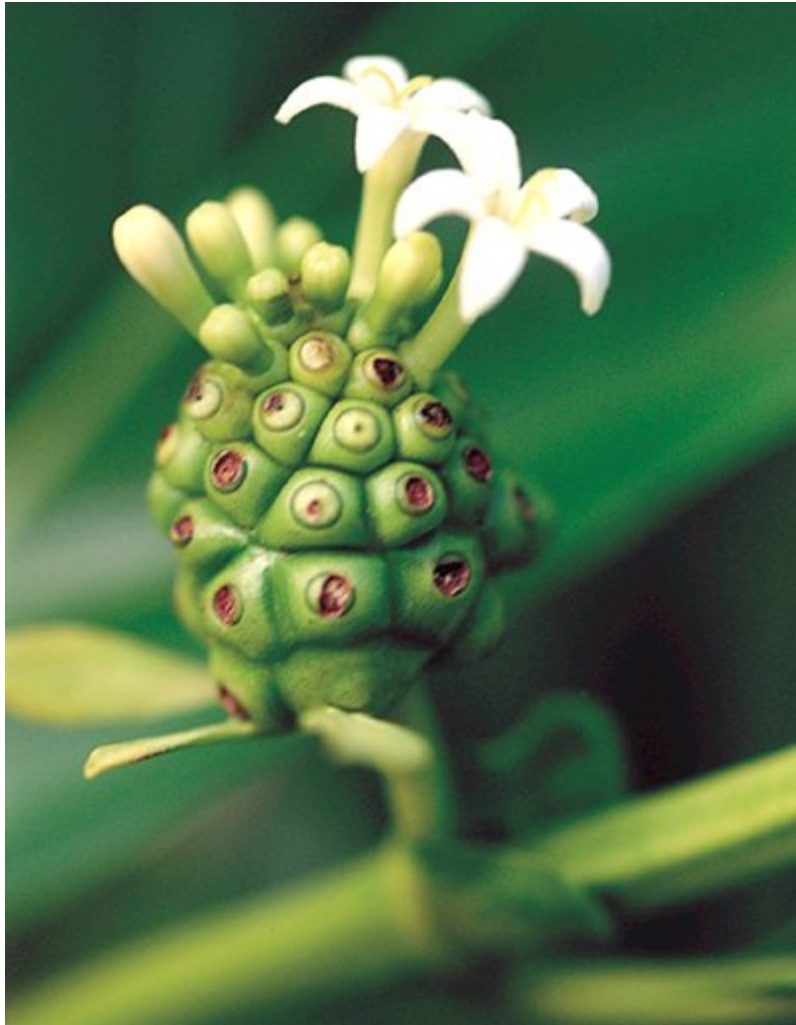


Take Control of Your Health



Sports & Performance

A Special Report by Dr. Richard Williams

Presented by

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For questions or comments concerning Noni use directed to the author, please send an email to DrWilliams@AskDrRichardWilliams.com

These documents are for educational purposes only. They are not intended to diagnose or treat. TNJ is not a medication and is in no way therapeutic or directly affects a disease or condition. The fundamental nutrients in TNJ support many of the systems of the body and, thus, improve the outcome of standard care. Improved system function is the true basis for Prevention and Optimal Health.

Taking personal responsibility for your health and the health of your family is vital. Educate yourself and seek information on all of the aspects of a healthy lifestyle. Learn how to manage the inherited or acquired health challenges you face. Understand the benefits of proper diet, adequate and special nutritional supplementation, and exercise, and stress management, emotional and family support. Become a team member with your doctors. Ask questions and make informed choices.

The information and guidelines in this booklet are intended to encourage personal responsibility and to supplement proper medical care. Have your doctor review and approve or modify these techniques based on your personal requirements.

TAHITIAN NONI[®] Juice (TNJ) is a trademark of Tahitian Noni International.

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TABLE OF CONTENTS

Noni and Our Immune System Responses	7
Hemisphericity Phenomenon	8
Tahitian Noni® Juice and System Activation	15
TNJ's Healing Potential	19
TNJ Nutrient Insights	23
Questions and Answers	26
Hydration and Volume Depletion	35
Burnout	38
Asthma and Hypoxia	39
How To Best Use Tahitian Noni® Juice	40
Hydration and You	43
Get Started Today!	44
Full Immune Boost	45

Join our mailing list to receive first-hand information on the use of noni juice at www.AskDrRichardWilliams.com

Meet Dr. Richard Williams



Dr. Richard Williams

Dr. Williams earned an M.D. from the University of Miami, a Masters degree in Tropical Medicine from Mahidol, Thailand's premier medical university, and has been licensed to practice medicine in both the U.S. and Thailand. He is board qualified in Family Practice and had served as a U.S. Navy surgeon for 8 years. He has worked as a physician for circa 30 years, 19 of which were in Thailand. Dr. Williams was a regular volunteer to a number of Thailand's charitable foundations.

Tahitian Noni® Juice information by Dr. Williams includes:

- "Tahitian Noni® Juice & Modern Medicine" at www.NoniTools.com
- "Take Control of Your Health" DVD Sets available at www.AskDrRichardWilliams.com
- "Take Control of Your Health" Trifolds available at www.AskDrRichardWilliams.com

My experiences with Tahitian Noni® Juice (TNJ), a product of Tahitian Noni International, have been a revelation for me. An unexpected nutritional requirement plus the safety and efficacy of nutrients has changed my views on health and disease. The insights gained delving into the pathways of Noni's many benefits have helped to pull together very diverse elements of my own past as student, researcher, physician, athlete and coach. Time and available patients have not allowed us to cover the full spectrum of health problems and potential Noni benefits. Our work is continuing and we invite everyone who is interested in health, from a personal to a professional level, to join us in this exploration.

We are beginning to identify the specific connections between vigorous physical activity, diet and good health, as well as the hazards of a sedentary lifestyle. The earliest empiric lessons about a well-balanced diet and a well-balanced life are proven more valid the deeper we probe into stress and the metabolic syndrome. Clinical observations combined with advances in genetic and physiologic research have led to projections of the potential impact of this amazing product on the lives and futures of people around the world.

I am deeply grateful for the opportunities and support afforded me by so many.

Yours sincerely,

Richard A. Williams, M.D.

Tahitian Noni® Juice, Sports & Performance

Welcome to this Special Report on Tahitian Noni® Juice and sports and performance. It's a great pleasure to be able to talk to you about my favorite subject, and that is some of the things that Noni can do and the insights it is beginning to give us into elements of our physiologies that have never been seen in recorded history.

This is very, very important to understand so that you'll be able explain to people who have a scientific background, because some of the things that we have recorded and documented have never, ever been documented in recorded history.

To begin, Tahitian Noni® Juice provides nutrient support for our systems. We know from the pattern of response that you progressively get from small amounts – 1/2 ounce, 1 ounce, 2, 3, 4, 8 ounces – as you progressively get an increase in benefits, that we reach a level when the system requirements are filled. And at that point, you can give 20 or 50 times more and get no increase in that particular benefit.

We see new benefits that get turned on at higher levels that we haven't seen before, and the only place that we're really seeing that we need the high volume with Noni is when we're turning on the immune system, the healing and repair system, in its fullest capacity, or if we're responding to large-scale acute damage and trauma, whether it be from an accident or from surgery.

Noni and Our Immune System Responses

As much as possible, I try to explain to people how to demonstrate what Noni does, not just talk about it. Noni does not change normal function, other than to strengthen it and make it better.

Obviously, the vast amount of work that we've done is with people who have had medical conditions of one kind or another. Even when they are on the absolute best possible medical care, we have seen that when Tahitian Noni® Juice is added, that they responded and get very, very much better. That is because Noni makes the system itself function better, and it can turn on healing and repair that none of our modern medicines can.

It makes it a little difficult if most of your research has been in documentation with people who have systems that are damaged or overloaded or don't work properly. You want to talk to someone and prove to them that Noni also has benefits for normal people. I typically use two patterns of response that you can demonstrate with anyone at any level of health and fitness.

Particularly with people who are normal, you can very quickly demonstrate the response to Tahitian Noni® Juice with the normal brain and nervous system, which we call balancing hemisphericity. The second pattern of response that we can talk about and demonstrate is the response during and after exercising.

Hemisphericity Phenomenon

Now I'm going to describe the hemisphericity phenomenon, how to document it, and then how to show people what it does. Basically, the two sides of the brain, the left and right hemispheres, do not act at the same level. There will be one side that is dominant and one side that is subdominant, and this is independent of left- and right-handedness. It is also independent of people who have scoliosis, with big muscles on one side and smaller muscles on the other side. So you've got multiple different factors that can lead to left/right differences across the brain.

Basically, what we do is we have people extend their arms so that the hands are about waist level; that is, out in front of them, elbows locked straight, and fingers arched back up towards their noses as strongly as they can. And then we put force against that and see which side is stronger and which side is weaker. The weaker side is generally the subdominant side.

We can then test the posterior muscles in the upper arm, and for that we use the triceps. You bring the arm to a 90-degree angle, comfortably relaxed at the side. Next, put your hands underneath the wrist at the back of the wrist with palms facing up. And then, have the person gradually press down into your hand as strongly as they possibly can, and that's the test of the strength of the triceps muscle on that side.

Generally, we start with what appears to be the strong side that we determine by the ability to bring the fingers up. You then go to the other side and repeat the same thing. The arm is relaxed at the side, hand just straight out in front of you, elbow 90 degrees, and no speed. This is not a quick-start thing. You just gradually, slowly push the back of the hand, the back of the wrist, down into the palm of the hand, and you resist them. You'll see on the side where the fingers are weaker that the triceps is also significantly weaker.

You then have them sit down in a chair and out toward the front of the chair. Have them lift the knee as high as they can. Again, start on the stronger side. Then you gradually press down on it and, perhaps, even have to lean down on it, depending on how strong they are, just to their ability to maintain the lift in that knee. You then go to the other side. You'll see that there is a very significant difference in the strength of the ability to hold the knee up.

The next level that we do, to show the difference in coordination on the two sides, is you have them put out their left hand, palm up, and tap the fingers of the right hand, first at the back and then the palm, alternating back-palm, back-palm, back-palm, until you're doing it as fast as you possibly can into the palm of the other hand. Then you switch hands. Put out the right hand and tap the fingers of the left hand into the palm, again, alternating as fast as you possibly can. Generally, you'll see that the coordination in the left hand is significantly less, because most people are right-handed.

The easiest way to see true integration between the two sides is to have the people stand up, free-standing, where they're not leaning on anything. Lift a

knee up to waist height, and then gradually press down on that knee and see their ability to stand and balance and resist pressing down on it. You press one side and then the other.

What generally happens, before you've done anything even on the strong side, is they have to stand on the other leg, the weak leg. You get a wobbly person and they can't maintain against very much pressure. But when you try to lift the weak leg, they can't maintain at all.

Now what we're going to do is we're going to send signals from the muscles in the hands and arms and chest up to the brain, up to the cerebellum. It will then go up into the cerebral peduncle across the cortex, and then down in the cerebral peduncle on the other side, and we'll see the benefit of bringing the weaker side up in strength and in coordination.

You have them squeeze your hand, like you're doing a competition that you're trying to squeeze as hard as you possibly can. You can use the breathing stimulation technique that's used in martial arts. When you see Bruce Lee throw a punch and he makes that KAA! Sound, that's not just for the movie people. That's not just because it makes a better scene.

Basically, what's happening is when you link a motor function directly with a breathing function, instead of driving it out of the upper motor cortex right up underneath your hair, you're driving it out of the medulla at the base of the brain, right between your eyes.

It's very much a more basic, primitive, direct, and actually a virtually undeniable signal, that it has to do what it's been told to do, and also because there are left/right differentials. When we think about voluntary movements (left/right, left/right) for various reasons, left-handedness, right-handedness, and all sorts of things, when you drive it out of the medulla, that's a midline phenomenon. There is no left/right differential, so you're getting the same degree of signal to both sides.

You have them squeeze your hand 10 times. With each squeeze, tell them to let their breath out forcefully with a short and sharp “SHH!” sound. Then with the arm again at 90 degrees by the side, we lift the hand up toward the shoulder, and that's called a curl, like lifting weights. And again, you resist them. Then it's “SHH!” about 10 times. Then you straighten the arm out, bring it out to the side, and then swing it across the chest against resistance, using the pectoral muscle.

The more effort they put into this, the more benefit they get out of it. You can train people that this is what hemisphericity is and this is how you balance it. They can actually do it all by themselves without any assistance, once they've learned how to do that.

If you go back and retest them now, the triceps muscle function will be the same on both sides. When they lift the knee on the weaker side, it is now as strong, or stronger, than what was the former strong side. When you test coordination, the initially well-coordinated hand will have increased a bit,

but the uncoordinated hand will have increased in coordination very, very significantly.

Then you have them stand up and do the integration test. Lift one knee to waist level, and then push down on it resisting, and you'll find that they are able to stabilize and be as steady as a rock on both sides.

Here you have seen the brain being turned on, the two sides functioning at the same level, and the increase in coordination and the increase in integration, where the two sides are working together, and you did it with a physical stimulus.

Now you can do the exact same thing, you can test them the same way, but now give them 2 ounces of Noni, wait 20 minutes, and go back and test them again. You will see that, again, the strength is equal or greater on the weak side, that the coordination is increased on both sides, particularly on the uncoordinated side, and that you have the full integration.

This is one of the ways that you can demonstrate the benefit of Tahitian Noni® Juice with the brains of normal people.

When you bring the left hand into full function and into coordination with the right hand, and you have the two sides of the brain working, the optimal function in the brain has been turned off. You can now teach and train both sides of the brain. This is good for people who are studying, doing business, or trying to understand the details on one side and long-term projections on

12

the other side. It's this degree of turning on the brain that makes athletes like David Beckham the artist on the field that they are. It's not the physical strength; it's the ability to have both sides of the computer working and integrated at optimal level. That's how important this is, and that's what Tahitian Noni® Juice can do.

The responses that we see during and after exercise are another category of benefits that are easily demonstrated. With hemisphericity, you can demonstrate that in 10 minutes or 20 with Noni. This one takes a bit longer and it's a bit more involved, but it is, nonetheless, equally reproducible. It happens every single time exactly the way that I'm going to describe it, and we can see it in two different scenarios.

When we go to sleep at night, we disconnect our brain from our muscle system. That way, we can replay in our mind the things that we had to learn with our muscle system. Whether it is walking, riding a bike, dancing, cheerleading, driving a racing car or a motorcycle, all of the things that we do with our muscle system we have to learn, and we rehearse it to make those memories stay in place.

If your muscles stayed hooked up to your brain at night while it is replaying those memories, you'd be kicking yourself out of bed, or someone else. So we actually disconnect from that, and then when we wake up in the morning, we have to reconnect those systems. There are other systems that we have to reconnect, and those are the systems that have to do with the degree of

metabolism integration and function, because those are also driven from the brain.

The brain is what tells our muscles how to work. You just saw that with hemisphericity. You had a weak side and a strong side, and by sending a signal from the strong side, you made the weak side at equal strength, or even better, and equal coordination. You certainly didn't train the muscle in that five-minute period of time. You increased the signal from the brain to a stronger, more direct signal. And that's the thing that's important to understand, is that all of the things that we do physically start in the brain. And those signals have to then be delivered to the body.

As we start to warm up and then exercise, we are continuously turning on more and more systems the longer we work out. It doesn't matter whether our exercise is gradual and progressive, or whether we have to go into an explosive pattern of exercise. In emergencies we do things explosively, and we have to be able to respond that way.

Some of the sports that we know use an explosive capacity. One of the easiest to see is sumo wrestlers, where they circle each other and circle each other and circle each other, and then BOOM! That explosive capability is also what's trained when you see basketball players who can jump high and hang onto the basket, and do the things that they do.

Whether you're exercising gradually, progressively, continuously, or explosively, the longer that you exercise, the more and more systems that you turn on.

With regard to change and response to exercise, you're going to see that we can't turn on all of our systems fully with our current nutritional status. This is an area that has not been explored. It has never been documented and detailed in recorded history, so this is an area that still has a lot of undefined aspects. I can talk about the gamma efferent system and explosive responses as an exercise mode, but it's very likely that the more we study with Noni that we're going to find that there are other systems we have, that and/or our DNA, that we have never seen turned on and utilized fully.

Tahitian Noni® Juice and System Activation

I'm going to give you two different scenarios of how we can use Tahitian Noni® Juice to demonstrate system activation in normal people or athletes, particularly in reference to coaches.

Take someone at any given level of physical activity, perhaps a moderate athlete or an international level athlete, and give him a baseline test by saying, "I'm going to take you to total exhaustion over the next 3-4 hours." You have them warm up, and they give you their best run. We're talking about 10 kilometers or more (6 miles). If they want to run further, that's fine.

Following that, you immediately go into the gym with a pattern of exercise, which is their routine. You follow their routine and they give you the optimum two hours in the gym that they can perform. This is recorded as to the weights, the reps, and the length of time it takes them to do that, and the recovery periods they require between the exercises.

As you finish the two hours you say, "Wipe your face, have a glass of water, and now we're going to do stairs," either by running up and down stadium stairs, or by going on a Stepmaster and doing steps on a Stepmaster, where you can record the number of steps and the time.

You start them up and down at what is a comfortable pace for them. You don't want them to sprint and burn out very quickly. You want them to do it at the best level they can and continue with it, until they get to the point where they can't make one more step and they say, "I'm finished. That's it."

At that point, you take their pulse, and then you take their pulse again every two minutes until it is back to 70 beats a minute. That is your recovery period, the initial phase of assessing their athletic capability based on what their lifestyle and training has been. This will work at every level of fitness.

The next morning you call them up and say, "Let's do stairs again." They are apt to be very impolite, or they'll slam down the phone. They are still totally exhausted and fatigued. They don't have the energy to even get up and get out of the house, for the most part, and they're beginning to be stiff and

painful. And that stiffness and pain will increase on the second day after and on the third day after.

On the fourth day we take pity on them and say, "Let's have you take Noni 4 ounces a day." Give it to them only once after a workout in the morning. Don't give it before the workout, because if you give an athlete a chance to take something before the workout and then he has a great performance, he'll think that whatever he took is what did the performance.

We have them do a gradual stretching and warm-up, and then do a light workout, and then you start them on 4 ounces of juice after their workout. They continue to work out for two weeks at their pattern, taking 4 ounces of Noni once a day. The only restriction is no steps, no stairs.

At the end of two weeks we say, "Let's do the Noni challenge. Give me your best run." If this is a serious athlete, they have been logging their performance in the gym and running and whatever else they have been doing as they were going along, and they have seen that their performance has increased significantly in two weeks.

You'll find that their best run is significantly better. Their two hours in the gym is significantly better. We then say, "Wipe your face and have a glass of water." And when they go up and down the stairs, they're able to work at a higher speed. They also do a greater number of steps. And then, from the point that they've hit exhaustion and need to recover, their recovery is faster.

These things are the first part of a clear indication that Noni has had some benefit over the last two weeks.

The next morning, you call them up again and say, "Let's do some stairs."

And now they can say, "Okay. That's fine with me. What time?"

Within 12-14 hours, they had return of a significant amount of the available energy necessary to exercise and function. This is a major, major change in our physiology. Normally, if you exercise someone and take them to a significant degree of oxygen depletion, you're looking at 36-48 hours before they're able to exercise again with groups of muscles.

There are reasons that people like to exercise twice a day, but they do split routines. They don't exercise the same muscles every day, and they certainly don't exercise the same muscles twice a day.

What you've seen now is that they've got energy back, which means that you have changed the movement of glucose, of carbohydrates into the muscle so it can be put into the storage form of glycogen. This has tremendous import with people who have metabolic problems, particularly people that are prediabetic, where insulin is not working well. Here, we're seeing significantly accelerated insulin function and insulin and sugar (glucose) transport.

There are multiple factories that are involved here. It's not just insulin. There are transport factors and all sorts of things involved with this. In addition, these people have no pain and no stiffness. They can stretch a bit, warm up a bit, and then go right back up and down stairs again without a problem.

This lack of pain, this lack of stiffness, is another very, very profound aspect of what Noni does to our physiology. Go back to why they had pain and stiffness in the original presentation. They exercised to fatigue. They exercised past where the muscles had reasonably available energy stores. They actually were burning muscle at the final stages of their exercise.

All exercise involves a degree of breakdown, and in the recovery phase you rebuild. And then you build back up, and you may get bigger muscles if you're doing it frequently enough. You're not going to get bigger, bulkier muscles, but you're going to build stronger energy reserves and blood supply into the muscles, so that you've got increased density of mitochondria and blood vessels. This is what we call endurance exercises, so that the endurance has increased, even though the bulk of the muscle has not. This is purely based on the pattern of exercises.

TNJ's Healing Potential

What you're seeing with Tahitian Noni® Juice is that it has a very accelerated healing and repair effect of the damage that was done to muscles. And it's nice that you don't have pain and stiffness. What you

realize is that we're looking at healing and repair that doesn't take 48 hours or more to recover. To take someone to full and total fatigue, it generally takes 72 hours or more before they can exercise properly again. Here, they're able to exercise again in 12-14 hours comfortably without having to be forced.

It's a tremendous increase in our healing and repair response and capability, and this has never been described in recorded history. This is a Noni window into physiology. This is a part of your DNA blueprint, a part of your encoded potential that, because of global deficiency in primary and fundamental nutrients, has never been seen.

That's why, when you explain to people some of what can happen, they're going to say, "Impossible." It's because all of the top levels of science, with all of what they know, have never seen these things demonstrated before. The great advantage we have with Noni is because we can demonstrate it very, very clearly and explain what it means.

If you think that being able to put someone through that kind of an exhaustive workout and have them recover that quickly is impressive to the athlete, can you imagine what this does to a coach who is trying to do something like the World Cup? Imagine where you want to be training, not only the athletes to strength and endurance, but where you can also optimize brain function, so you can train left brain/right brain and get the same sort of benefits that David Beckham has.

Here, you're talking about something that is very, very clearly demonstrating benefits to the brain and benefits to the body in energy transport mechanisms, in energy storage mechanisms, and in healing and repair mechanisms.

There's another scenario. You may have a chance to start with just the coach, and most of the coaches aren't 20-years-old anymore. We're talking about someone who is 45, or 50 or 55, and still remembers his vibrant days as a young athlete, when you could bounce him off the floor like a basketball and he didn't hurt. Those days are long past.

They will continue to do an exercise program, whether it is a calisthenics-based exercise, whether they do some running, or whether they do light weights. They're not usually doing the heavy weight programs in the gym that the younger athletes do, the reason being is that they can't maintain. They can't recover in time. They get too much damage and they can't repair it very well. So they do a routine 2-3 times a week, and they can maintain at that level. They know what their tolerance is for exceeding that.

Now you take this individual and say, "If you would like to see and understand what Noni does, this is the way to do it. I'm going to put you on 4 ounces of Noni once a day for three days, and I don't want you to exercise during that period of time. Then I would like you to do your regular upper body workout." Usually, they do split routines.

So just say, "I want you to do your regular upper body workout. After that workout, I want you to take 4 ounces of Noni. The next day, I want you to repeat that workout and see what your pain and stiffness is like, to see what your energy is like, and to see what your performance is like."

These people will be able to increase their performance 5-7 days in a row with no days off for rest. They're progressively stronger and progressively have more endurance right through that entire week taking Noni 4 ounces once after that morning workout.

Again, you're talking about someone whose physiology would not allow him to workout other than every second or third day before. Now with 4 ounces of Noni juice, he can workout every day and get progressively stronger and progressively more performance each and every day of that period time. Again, if you're dealing with a coach, you've gotten his attention.

This is a pattern and a scenario that you can do consistently with anyone at any level. For instance, if you've got someone who is sedentary, who decides that they want to have better health, but they haven't been exercising and haven't been doing anything, you can say: "Let's give it the Noni challenge so that you'll know and understand very, very clearly what Noni does. This evening I want you to join an aerobics class for one class. And not a beginner's class, have it be a moderate to advanced class."

We're talking about a class that would last 60 to 90 minutes, and 30 minutes into that class they're going to find that they have reached the point of

22

failure, that their systems can no longer sustain/maintain and they have to quit.

When you talk to them the next day, they are stiff and sore, and they'll get more stiffness and soreness the next two days after that, the same as with any level of athlete who really competes.

Then you put them on 4 ounces of Noni a day, and after 10 to 14 days you say, "Okay, back in that same class." And even though they haven't been doing any training, if you keep them hydrated, they will finish that class, and they will not have pain, stiffness, or soreness the next three days.

Again, even at that level you can demonstrate very, very clearly in normal people the accelerated energy and metabolic activity, the accelerated healing and repair. And, of course, there are things that are going on with the brain as well that optimize the function.

TNJ Nutrient Insights

The insight that we're gaining when we try to extrapolate this information with professional athletes and Olympians is that this has not been taught to any of the athletes that I'm aware of who use Noni. They've been told, "Noni is good for you. Drink it, drink water. You'll be fine."

No one has explained what is happening with the accelerated metabolism or the accelerated healing and repair. Not only is there potential for recovery after very strenuous work or competition, but also better potential for how much more quickly you can increase your endurance and strength, and how much more you can build muscles.

If you are going to be doing increased work and want to get these benefits at their full possibility, you also want to eat appropriately. Many athletes do not eat a diet that is based on their level of activity. The activities are basically the work that you do and the exercise, the cost of healing and repair, and the metabolic cost of building new muscle, when you actually grow new muscle.

For instance, it takes 7000 calories just to assemble the pieces to make a kilo of muscle. Let's just say that you were going to put on a kilo of muscle in a week, you would have to have 7000 calories in that week beyond the energy that you use, beyond the healing and repair, beyond your daily maintenance, just to build that kilo of muscle.

So when we're talking about energy, we're talking about carbohydrates and fats, for the most part. We don't particularly want to use protein as an energy source, and particularly not if it's our own protein.

When we're talking about repair, we're talking about carbohydrates and fats, because a lot of the elements that are in our body are membranes that have

very special fats in them that are a part of doing the repair. And we're talking about protein. Of course, when we're talking about growth, again we're talking about carbohydrates, fats, and proteins.

You want to have this patterned out, so that you're covering your primary energy requirements, you're covering your repair requirements, and you're covering your growth requirements. They are three separate things, and this has not been taught, that I know of, to any of the athletes that have been so pleased with Noni.

When we get the chance to explain this to them and expand on this more fully, we're going to see far greater impact on world records, and on the ability of people to exercise at very high levels and avoid injury and be able to perform. This is the basic aspect of what we're seeing in the field of sports and performance.

I have another section that I want to talk about that has to do with burnout, and then problems that we see in athletic performance. One of those is exercise-induced asthma and the other is exercise-induced hypoxia and the impact it has on performance. Then I want to talk about what I consider to be the optimal use of Tahitian Noni® Juice for a serious athlete.

Before we do that, this is a good time for some questions and answers.

Questions and Answers

These questions and answers are for educational purposes only. They are not intended to diagnose or treat.

Q: Dr. Williams, I have two teenagers, 13 and 16, that play tennis and they are training every day. They are taking Noni about 2 ounces a day for one year. I could see that they've been less injured, especially when they have tournaments. Actually, you're talking about 4 ounces, so should I increase their amounts of the Noni to 4 ounces?

A: Yes. Their minimum daily should be 4 ounces; again, because I like to train athletes' brains as well as their bodies. I prefer to give it to them after their primary workout, not before.

The other thing that's critical and that I hadn't mention in this section, but I'll mention in the next section, is the importance of keeping people on Noni fully hydrated with the water and electrolytes that they know. Do you use our electrolyte solution and keep them well-hydrated as well?

Q: Yes, I have the recipe and I'm using that. If not, they're taking Gatorade, but I don't know how much Gatorade should they be drinking?

A: Very Good. Anytime someone is going to get into a hydration program or has a question that they might get dehydrated, the first thing you

want to do is replacement. And as long as you don't have high blood pressure, you do that with 1 liter of electrolyte per day for 3-5 days, and then 1/2 liter anywhere from two to three or four days a week, depending on how much sweating you're doing and how much you're losing. But a minimum of 2 liters of water a day for athletics, and many of them will be twice that.

Q: Okay. My son doesn't like the electrolyte, so I bought him a pill and it's an electrolyte. Is that okay?

A: There are no commercial electrolytes that do what our recipe does. So the Lite Salt and the sea salt, or regular salt, is an important requirement. The rest of it is flavor to taste, so he can make the flavor whatever he wants for the flavor. Don't worry about that. What's important is that he gets a very high level of potassium so that he can open blood vessels and such.

Q: Okay. They were taking it before they leave home, so now I'm going to give it to them after the exercise.

A: Noni after the exercise, while you're doing it, and you come to competition?

Q: Yes.

A: Give them 2 ounces a half-hour before the competition, depending on how long and hard it was. And in tennis, that can be really drawn out. We'll

talk about how you treat extremes of exertion and things with that later, but this personal experience gives a good insight into the benefit of Noni.

Recently, I had a presentation to do and, unfortunately, I had not been able to exercise anywhere nearly as regularly as I would like to, especially after a full day of celebration with good food. But yesterday, I climbed to the top of a mountain in continuous 2-1/2 hours of exertion, as fast as I could maintain it. And some of it was very, very steep, but I got to the top. I carried a liter of water with me and I turned around and came back down.

At the top, I drank a half-liter of water, and about a quarter of the way back down, I drank the other half-liter. Then I came down that mountain in 1-1/2 hours, and then walked the three miles back to the house at a full racing walk pace.

Now, this is without having done really good exercise for a bit, and I don't encourage people to challenge themselves, but I've stayed fairly healthy. I'm 62-years of age, and I had kept my hydration up.

When I got home, what do you think was the first thing I did? I went straight to the Noni, right for the bottle, and I drank a half-bottle straightaway.

How did I feel this morning? Great. No pain, no stiffness, ready to do it again, except I had to get on the computer and do work.

Anyhow, when you have extremes of exertion, either planned or things that happen accidentally, or you have accidents, like a whiplash or things like that, you want a minimum of 8 ounces immediately afterwards. A half-bottle is great, if you can, and then you follow with Noni regularly through the day.

This gives you a little bit about overuse syndromes and extremes of exertion and how you respond to that. But I always get myself fully hydrated.

Q: But the Gatorade that you told me, we should use it not everyday? Because now I'm giving it to them everyday.

A: It depends on how much you're giving them. Send me an email and we'll do that in an email, where you can have details written down.

Q: It depends on the amount of exercise they do, right?

A: Yes.

Q: Okay. Thank you so much.

A: You're very welcome. It's important to stay hydrated on a regular basis. Anytime you're depleted, it takes three days to refill that depletion and distribute it in the body. There's no short-term filling up of a deficiency.

Q: I think that we know with the people that they're more tired, right? That's one sign?

A: No, you follow the resting pulse and you follow the sign from the rate of the resting pulse. And if it's too high, they're volume depleted.

Q: I didn't know that. So after the exercise, I should take their pulse.

A: First thing in the morning, before they get out of bed. That was a great question. Thank you.

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Q: Dr. Williams, this is not concerning sports medicine, but I have a problem with my neighbor. He's been diagnosed with congestive heart failure. I've been through the heart failure deal, and you and I talked about it before. What has happened is his blood pressure has skyrocketed. It's gone from 167/69 to 210/90. I've got him on 4 ounces of juice a day, 2 in the morning and 2 at night, but his blood pressure still rises.

A: This is a vasopressor response to volume depletion. He has to get his volume of water up. Initially, you use just water. You get him to drink 2-3 liters of water a day. You'll see the blood pressure coming back down. And after about 10 days to 2 weeks, then you start him on 8 ounces of our electrolytes every other day and watch his blood pressure, and it will continue to fall, even with the additional salts that are in it. But that's what you're seeing. You're seeing a response to the body trying to clamp blood vessels back down again.

Q: Okay. He's also a diabetic. His blood sugar was at 104 when we started. He took it at noon yesterday and it was 300. I had known in past calls with you that you said to start a half-ounce and take it for a week, and then try to take another half.

A: That's what you're going to have to do with him, and the heart failure will just have to wait. It'll get better as you're going along. But instead of getting significantly better in two weeks, it'll be significantly better in 6-8 weeks.

Q: Okay. But I need to get him hydrated, right?

A: Get him hydrated, and stay with me on an email with that.

Q: I will. Thank you.

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Q: We have young people that have not gotten on the juice yet, for example, a whole school of young people. Who would you go to first in order to try to encourage them to start using the Noni juice, and then how much?

A: Again, my point is to pick out an individual that they know and understand and respect, and then you bring them the benefits of Noni. And

then when those benefits are demonstrable, other people will see it. And then you pick a close circle around those people, and you bring them up.

So you start with one person, then you go to four more, and out of that group, five people. That circle will expand, and people will be able to see that the benefits of Noni point to a growing circle of Noni benefits.

But pick an individual that can be the central part of that. Don't try to go to the head of something and do that. The politics and the understanding are not there. Define a clear presentation, "Here's where we were and this is the benefit we got." Then go to a couple of more people after that, and when you've got five of those people, and they have all responded; in other words, if you had one person who responded out of five who is going to believe you; when you get five people out of five who have responded, at least some of the people are going to believe you.

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Q: Dr. Williams, I had Lyme disease for 2-1/2 years before they found it last fall, so my muscles got really tired. I lost 30 pounds and I got really scrawny. My joints ached a lot, and now I'm doing better in the muscle department. Yesterday, I did an amazing thing. I cleared rocks out of the pasture and I cleaned the loft of the barn before the next hay delivery, and all this great stuff. And I'm experiencing exactly what you just explained. My muscles aren't sore now, but my joints with Lyme are really sore.

A: How much Noni have you been taking?

Q: I did the immune boost on your cancer-free call at the beginning of April when I started. I went down about 8 ounces, and then I went up to 12, and now I'm at 16.

A: You're at 16 ounces a day?

Q: Yes. I drink 4 in the morning, 4 in the afternoon, and then 4 ounces in 2 liters of water that I drink during the day. Sometimes I do electrolytes.

A: Okay. When you feel your joints, are they hot?

Q: Yes, they're warm.

A: Okay. What you need to do, then, is to slow down. Are you taking any medications?

Q: I stopped two medications. Actually I stopped methotrexate and prednisone, and now I'm just on doxycycline; 2 in the morning and 2 at night.

A: Okay. There are antiinflammatory benefits of doxycycline, and that's one of the things that it does. It's not just an antibiotic. It's that strong.

What you want to do is to get on a prostaglandin inhibitor of the type of Rufen, Brufen, Warfarin and Voltaren, one of these. Noni itself does not

inhibit prostaglandins very well. Because your joints are still hot and there's an autoimmune aspect of that, what I would do is I'd get on the medications, and if in two weeks those joints became cold, where they're no longer hot, then just stay on that. Otherwise, I would repeat the immune boost at 1 bottle a day for four days and 1/2 bottle a day for eight days. Let the joints rest, but with the prostaglandin inhibitors on board as well.

The doxycycline's okay. That's not a problem. It has two benefits. It has antibiotics, the tetracycline, but it also has antiinflammatory benefits. And that's okay, but you still need a stronger prostaglandin inhibitor. That should take care of that. Now, stay in touch with me by email, and I'll be able to follow you.

Q: Now, can you tell me what were you saying that the prostaglandin inhibitors are?

A: Okay. There are all of the things from aspirin up to the COX-2 inhibitors, but not including the COX-2 inhibitors. There's Rufen, Brufen, Motrin, Naprosyn, Voltaren. There are many, and you can ask your doctor what he'd prefer. The one that I like is Feldene, and people on Noni don't have trouble with Feldene that some people have. But it may be restricted in the United States now. But you can talk to your doctor about getting on a good one that he'll follow. And he's probably seen the benefits that you've gone through with this.

Q: How much should I take?

A: If you're taking Feldene, you want to be taking 20 mg a day. And the advantage of it is that you take it once a day and you get the full antiinflammatory benefit. All of the other prostaglandin inhibitors, all those that I've mentioned, you take 3-4 times a day, and almost nobody can remember to take 3-4 times a day.

The first level of benefit that you get on about 50% of the antiinflammatory dose is you get pain relief. So you take part of it, you don't feel the pain. You say, "That's okay," and you don't take the rest of it, but you don't get the full antiinflammatory benefit.

The reason I like the Feldene is because one tablet a day, one capsule a day, is the full antiinflammatory dose and you only have to take it once. Most of us can remember to take it at least once.

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Hydration and Volume Depletion

There are several different areas we want to talk about to complete this presentation. The first one is hydration. The requirement for hydration is absolute and vital. Most people run around with their radiator at least a quart low. When you're not taking Noni, your blood vessels can constrict around the smaller volume and compensate for it. You still get some degree of

blood supply out to the distant tissues, but it's not enough to sustain exercise and you fatigue very quickly.

As soon as you take Noni, in 10 minutes you've dilated blood vessels all over the body. The Noni supports the blood pressure system so you don't get low blood pressure. But what happens is with the vessels not being filled up, you get a slower flow out to the tissues, so you get slow delivery of food and oxygen.

Compare that to a garden hose, where you just barely open up the faucet. You get a flow of water out. If you put your thumb over it, you can squirt a tiny, thin spray a lot further. But if you take your thumb off, it just comes out very slowly. That's the same thing that happens in our blood vessels.

When you get slow delivery of food and oxygen to your tissues and slow washout of the breakdown products, you feel achy and tired, out of energy, fatigued, and you don't feel well. You say, "Noni's not working for me anymore." And nothing could be further from the truth.

What you do is you fill that system back up with water and the salts that are necessary to hold that water in our system. Here, you've got full blood flow and full delivery of food and oxygen. You feel great, full of energy, and you can continue to perform. So it's vital that we replace what we're missing. That's the first phase of hydration.

Then we get into a maintenance program, and we're monitoring so that we keep ourselves fully hydrated. We make our electrolyte solution: You want to take 1 quart of water, add a heaping 1/2 teaspoon of Morton Lite Salt, 1/4 teaspoon of sea salt or regular salt, and then flavor that to your own taste with lemon-lime and some fruit juice. It could be orange. It could be grape. It could be whatever you want. When you're doing the replacement aspect of things, you're putting in a liter of electrolytes 3-5 days in a row, plus another 1 to 2 liters of water.

In the maintenance phase, you're drinking a half-liter of solution anywhere from 3-5 days a week, and still 1-2 liters of water every day, more if you're having a high degree of loss. And that's hydration.

Understand that the mechanisms of Noni dilate the blood vessels all over the body. That takes the majority of the workload off of the heart, so the heart relaxes and it can put out a lot more blood. It opens up the blood vessels to the kidneys and you can increase the renal blood flow, increase the amount of urine flow, and increase the salt water loss through the urine. It's important, then, that we keep at a higher level of salt and water intake to keep our systems full.

There will be many people that start off with Noni and feel great, and a month later they're saying, "It's not working for me." That's because they've allowed themselves to become dehydrated. You fill them back up and they do fine. There are a number of different ways of assessing that, and we'll deal with that at another session.

Some of the typical effects of low volume are when you bend down as if you're going to tie your shoes, with your legs straight, and when you straighten up you're dizzy. Or, you get up out of a chair quickly and you're dizzy. One that most people don't understand is that you eat a nice, healthy lunch and in a half-hour you're falling asleep. That's because the volume wasn't enough, and the stomach will actually take priority and take blood away from the brain, and you go to sleep.

If you have any of those effects, you're very likely volume depleted; and there are other things. But the important thing that you have to do is to replace the volume and stay fully hydrated while you're on Noni, particularly if you're doing sports and performance.

Burnout

There are a number of problems that we face in sports. We have people at advanced levels who have what's called "burnout." Burnout is a very strange phenomenon. All kinds of damages have been predicted from excessive stimulation of people trying to workout too hard, but researchers have never been able to find anything as a result of the heavy exercise, heavy stress, or effects associated with that.

The only thing we know that leads to us understand some of effects is when you take rats, put them on a treadmill, and run them to fatigue. At fatigue, they get to where can't run, and they tumble in the treadmill. It just dumps

them around and around and around until you stop the treadmill and they get out. Their nose gets bloody, and their feet get bloody, and they don't like it.

Let's say it takes 45 minutes to take them to fatigue. At 15 minutes they know it's coming. They hate it. They begin to lose the ability to perform, and their prolactin levels have gone way, way up. We know that in the stress-related phenomena that we see, Noni can bring cortisol and prolactin levels back into normal range, and keep them in the normal range, and keep them in the proper level for response to a given physiologic stress. And this will help people to recover from burnout and to prevent burnout, if they want to exercise at very high levels.

Asthma and Hypoxia

There are two other problems that occur. One is exercise-induced asthma, and there are medications that can be used for this. Some of the medications that are used routinely for asthma cannot be used in competitive athletes, because of the potential for abuse. However, Tahitian Noni® Juice will help the majority of athletes that have exercise-induced asthma to be able to perform without asthma.

Another thing that happens in about 70% of reasonably advanced athletes is that at relatively low levels of exercise, 60%-70% of capacity, they get hypoxia. They get low levels of oxygen in the blood, and it's not from a limitation and the ability to breathe. When you get this hypoxia, it creates

other reflex changes that inhibit your ability to oxygenate the blood, inhibit the ability to have a lot of oxygen available for the exercise you're going to do, and eventually inhibits your overall performance.

Because of the conditions we see with severe emphysema, with the hypoxia that we see with that, they can be reversed in 15 minutes with Noni and full perfusion of the lungs restored to where they can oxygenate and do things. We know that those same things will happen with athletes, and it will also happen for people that are going mountain climbing at high altitudes.

Those are things that we can use and also share with coaches. If any coaches are interested in hearing more about this, please get in touch with me and I will explain further.

How To Best Use Tahitian Noni® Juice

The question then comes up of how to best use Tahitian Noni® Juice. A lot depends on what your level of physical exercise or activity is going to be. Generally, I would recommend most people to take just 4 ounces a day. If you are a serious athlete, or if you'd had injury that you have to recover, or if you want to exercise harder, then you can 8 ounces a day. Again, that would be 4 ounces after the morning workout, and then 2 ounces twice again through the day.

People who are going to exercise and try to achieve high levels of performance very frequently suppress their immune system, and these people get sick. Noni can prevent that. You can do the full immune boost. If you are going to be a full-time athlete who is working very hard, you'll probably want to do that at least every six months.

The other thing that you can do is a Mini Boost, which is 1/2 bottle a day for eight days every two months. So you'll be taking 4-8 ounces per day. You can have 1/2 bottle if you'd had a very high exertion day, like competition, or my day yesterday when I climbed the mountain.

But if you're going to maintain on a regular basis, do the Mini Boost with 1/2 bottle a day for eight days every two months, and the full immune boost with 1 bottle a day for four days, 1/2 bottle for eight days every six months. That would be the optimal level of using Noni for sports and performance.

When it comes to your diet, energy, repair and growth, that's beyond the capacity of what we can talk about at this point. But realize that if you're going to optimize your benefits with Tahitian Noni® Juice, you need to eat foods in the categories of carbohydrates, fats and proteins, plus all the fruits and vegetables that we need for the various vitamins and minerals and other things that we can't get in pills. And you need to balance that out with your expenditures and your requirements for repair and for growth.

Here, again, you see one of the things that Tahitian Noni has done for us. It has opened up windows to physiology, to responses that no professional

athlete, no professional physiologist, doctor or researcher has ever seen and described before. It has never been described in recorded history.

There is a lot more to learn on this historic exploration. Please enjoy this and join with me in this exploration.

Hydration and You

Instead of Feeling Energetic, Do You Feel Achy, Tired and Depleted of Energy After You Have Taken Noni Juice For A While?

Hydration & You – Why You Must Stay Hydrated and How You Can Do So...

Many people are significantly dehydrated and volume depleted. A senior physician in Australia prior to a big project decided to survey the community. He found that 85% of the people were significantly volume depleted. Add to that those that are sick and the numbers are even higher. When your volume is less than full, your blood vessels constrict around the smaller volume to provide some blood flow to peripheral tissues, just like putting your thumb on the opening of a hose so it will squirt further. When you take 2 oz of TNJ blood vessels all over your body dilate, and if you are not fully hydrated you get less perfusion, less food and oxygen to your tissues. You will feel achy, tired and no energy.

TNJ opens blood vessels and take the major load off the heart. It can put out more blood with each beat. TNJ increases renal blood flow and with ACE inhibition increases the amount of water and salts lost in the urine. Even if you were adequately hydrated when you started taking TNJ, if you do not drink extra salt and water for maintenance, you will become dehydrated in 2 to 3 weeks, feel achy and tired, and think that “Noni is not working for me anymore.” We also need more Potassium than is in our diets. Optimal Potassium is 5.0 to 5.2 mg/100ml of serum. Usual levels in the community are 4.0 to 4.5 mg/100 ml. Toxic levels begin at 5.8 to 6.0 mg/100 ml. Potassium is necessary to open blood vessels for hard work or exercise and to help the heart and muscles contract.

We recommend people get their salt requirement by either Gatorade or our "home-made gatorade" made by adding Morton Lite Salt a heaping 1/2 tsp, sea or table salt 1/4 tsp to a quart of water and flavoring (any flavor) to taste with a squeeze of lemon/lime and a splash of fruit juice or concentrate. If there is no high blood pressure (HBP), renal failure, or advanced liver disease, we replace losses with a liter of electrolytes daily for 3 to 5 days, then 1/2 liter 3 to 5 days a week, plus 1 to 2 liters of water every day.

Everyone drinking TNJ needs to stay well-hydrated with electrolytes and water. If you are tired, achy, out of energy, felt that “Noni is not working,” be sure to fill up with salt and water and you will feel great again.

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Get Started Today!

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As a way of saying “Thank You” for reading this Special Report, we offer you the following FREE downloadable report on TNJ and the Asian Bird Flu:

“What Would You Do If You or Someone You Know Are Worried About the Asian Bird Flu (H5N1)?”

All you have to do to get this report is to join our private mailing list at www.AskDrRichardWilliams.com and the report is yours FREE.

In Addition:

You will find special resources to help you apply the principles from this book. By actively applying the principles, you can help many more people to “Take Control of Their Health.”

If you are serious about being a successful Tahitian Noni® distributor, visit www.AskDrRichardWilliams.com to find these resources now.

Thank You!

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Take Control of Your Health



Tahitian Noni® Juice

The Full Immune Boost

- Day 1 to Day 4** >>> **1 bottle a day**
- Day 5 to Day 12** >>> **1/2 bottle a day**
- Day 13 to Day 72** >>> **8 oz a day**

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