

GET THE FACTS...*about noni products*



Learn for yourself why TAHITIAN NONI® Juice
is the most effective noni product on the market.

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THE ORIGINAL

For over 2,000 years, French Polynesians have revered the noni fruit for its amazing health-promoting properties. These properties were virtually unknown to the Western world until 1996 when one company, Morinda, Inc., introduced a peerless product, TAHITIAN NONI® Juice.

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orinda was the first company to successfully process noni fruit. Noni products had never been commercially processed and sold prior to July 1996 when Morinda officially began operations. In order to create a successful process, Stephen Story and John Wadsworth, two of Morinda's founders, had to study the noni fruit, the tree, and the environment. Their research showed that the fruit must be harvested correctly, packed and transported correctly, and processed correctly, or the benefits will not be maximized.

Since 1996, more than 200 companies have imitated Morinda's products. Morinda has worked hard to illustrate the difference between the original TAHITIAN NONI Juice and these imitators. Introduced in 2000, the TAHITIAN NONI Juice footprint is the ultimate comparison—scientific proof that TAHITIAN NONI Juice is a superior product. This brochure was created to educate you and help you use the footprint and other proven facts to make informed decisions as a consumer and to show why TAHITIAN NONI Juice is the finest noni product on the market.



Since 1996, more than 200 companies have imitated Morinda's products

Evaluating a Noni Product

With an ever-increasing number of imitators, it's hard to know how a noni product compares to authentic TAHITIAN NONI® Juice. That's why Morinda is putting the tools for comparison in your hands, teaching you all the important steps necessary to deliver the most beneficial noni product.

*Now you can learn for yourself
why TAHITIAN NONI® Juice
is the most effective noni product
on the market.*

- Company history
- Labeling
- Pasteurization
- Ingredients
- Percentage of pure noni
- Additives and preservatives
- Flavorings
- Endorsements
- Research
- Pricing
- Processing
- Quality assurance

CONTROL



Does the company control the entire process, or is it a mystery?

To most companies, it's a mystery. The harvesting and picking process are the most critical aspects of producing a quality noni product. Therefore, it is essential to know where and under what conditions your noni was grown, how and when it was picked, how the fruit is treated and handled, and what process is used to convert the fruit to a juice. Every effort must be made to preserve the most beneficial components in the noni fruit and ensure that the consumer is receiving the most potent noni fruit available. Consider recent research results on processing noni fruit:

- "With noni's therapeutic applications apparently the result of its treasure of 'live' compounds, it is obvious that the quality of the fruit and the method of processing could be critical to a product's potency and therefore also its efficacy." (*Alternative Health*, Jan. 2001, p.38)
- "Once noni matures past its peak ripeness stage and begins to self-digest, it is especially vulnerable to spoilage. Producers that do not employ painstaking picking procedures and technologically advanced procedures commonly have to resort to adulterating their product to stop bacterial growth. Methods used include fermenting the fruit mixture, fumigating the fruit, or irradiating it. All of these preservation methods destroy the fruit's natural enzymes." (*Alternative Health*, Jan. 2001, p.40)

The fact is, most companies buy their noni juice from third party vendors that don't always have the consumer's best interests in mind when processing the fruit. Vendors sell noni from farms where it is grown commercially instead of wild. When a company purchases the juice from a third party, the most critical aspects of creating a noni product remain unknown.

Our research and laboratory tests indicate that many companies are in fact using inferior quality fruit in their products. Many labels bear the phrase "Manufactured for"

or "Distributed by" and the company name. This labeling is used for products that have simply been purchased from a vendor. This kind of product may cost less than TAHITIAN NONI® Juice because the company has done virtually nothing to ensure the quality and efficacy of the noni fruit you are purchasing.



- **Morinda controls the process from beginning to end—from the picking of the noni fruit until it is delivered in the bottle to each consumer.**
- **Morinda can trace each batch of TAHITIAN NONI Juice back to the islands of origin and the specific grove. No competitor comes close to measuring up to the pedigree of TAHITIAN NONI Juice. Most product pedigrees end at a raw ingredient broker. With other noni juice products, the quality and ultimately the efficacy of the product are left a mystery.**
- **Morinda uses noni fruit grown and harvested in the wild.** The noni fruit is grown precisely as Mother Nature intended, without the use of potentially harmful fertilizers and pesticides. The noni tree thrives year-round on the islands of French Polynesia, making it the perfect replenishable resource. Not only is *Morinda citrifolia* fruit from French Polynesia of superior quality, but it also grows in quantities that can support Morinda's operations for years to come.
- **Morinda only uses noni grown and harvested in this perfect environment for TAHITIAN NONI® Juice.** Through an intensive training program, Morinda educates each harvester how and when to pick the fruit, how to care for the environment of the tree, and how to care for the soil. This training program is an ongoing process and all harvesters who are involved with our company must qualify to pick noni fruit by going through this training instruction.

POWDERED *or* DRIED

Morinda controls the process from the noni tree to the consumer's hands, ensuring the most natural and most nutritive noni product on the market.



Does the product contain fewer beneficial components because it is made from dried or powdered noni?

Many companies are using a dried or dehydrated noni fruit and adding it back to a sweetened water solution. If you see extensive settling or notice separation, it is likely dried noni. The problem with dried or dehydrated noni is that beneficial compounds are lost during the drying process, removing useful components and weakening the potency of the juice.

Dried or powdered noni usually has not been cleaned properly or is dried in the sun. Insects, mold and germs are routinely found in this type of botanical material. Morinda ensures the noni used in TAHITIAN NONI® Juice is absolutely clean and wholesome.

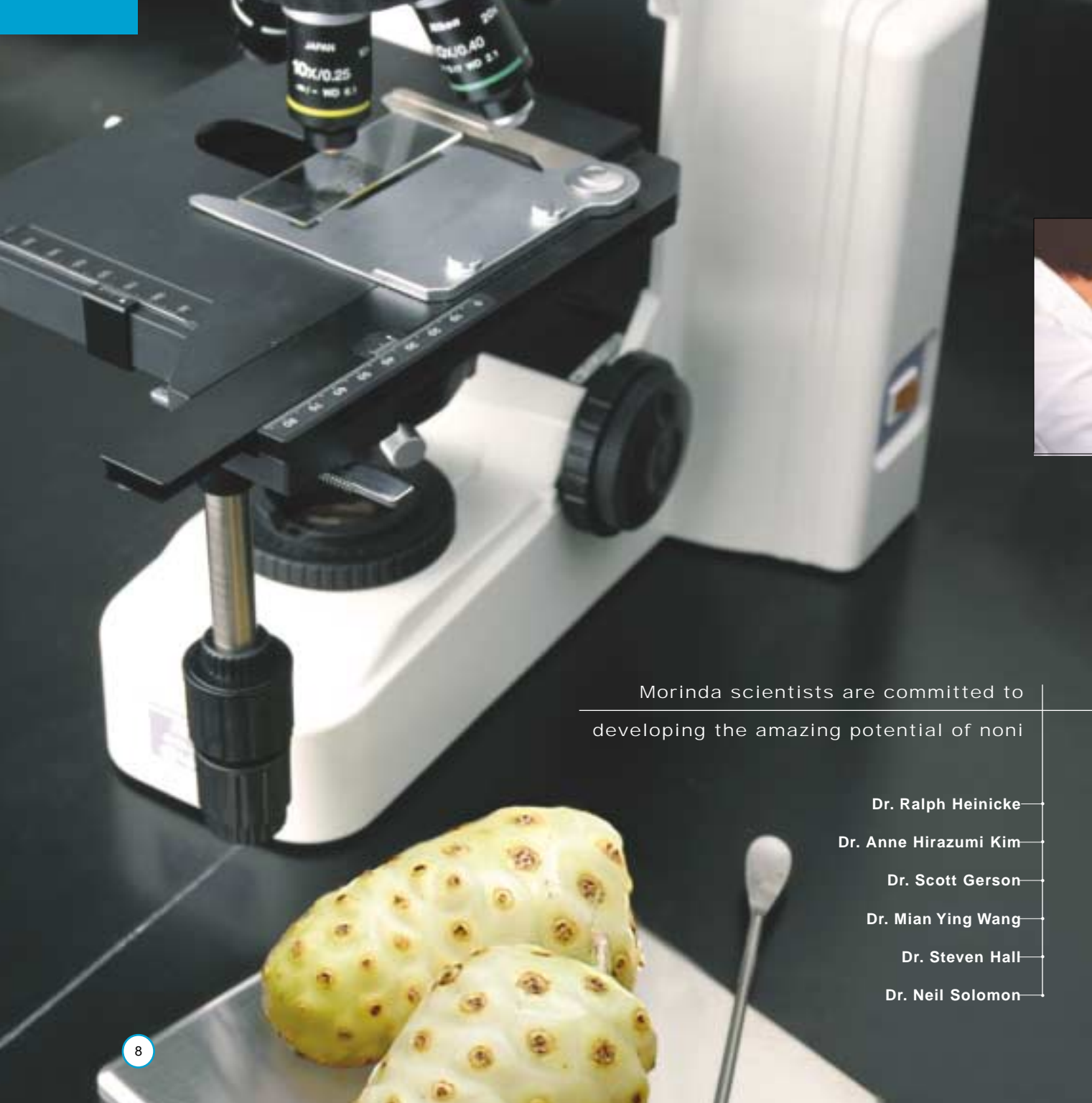
Consider the following report:

- "The freeze-drying of biological material, which is to be quantitatively analyzed (micro-amount level) for compounds of low or intermediate molecular weight, should be either omitted or handled under strict control. This is because compounds such as amino acids, sugars, flavonoids, glycosides, coenzymes, peptides, etc., might be removed from concentrates and (or) the ground biological material by the high vacuum" (*Analytical Biochemistry*, June 1983).

This means that when a fruit such as noni is dehydrated, volatile compounds (the compounds that make noni effective) can and will be lost. Manufacturing dehydration processes are more aggressive than the laboratory scale processes mentioned above. Thus, the loss of volatile compounds is even more evident in commercial powdered noni products, as demonstrated by the footprints of those products. Furthermore, freeze-drying is one of the more gentle of the dehydration processes. Any other method will cause even greater nutrient depletion than those mentioned in the previous quote.



TAHITIAN NONI® Juice is made from noni fruit puree directly from noni fruit Morinda has harvested to preserve its nutritive properties. It is never tampered with—it remains in its liquid state from harvest to bottle, preserving the live compounds for maximum potency. Morinda controls the process from the noni tree to the consumer's hands, ensuring the most natural and most nutritive noni product on the market.



HISTORY/COMMITMENT, RESEARCH *and* DEVELOPMENT

Morinda scientists are committed to
developing the amazing potential of noni

Dr. Ralph Heinicke

Dr. Anne Hirazumi Kim

Dr. Scott Gerson

Dr. Mian Ying Wang

Dr. Steven Hall

Dr. Neil Solomon



Have they done their own research or do they borrow from others?

Most companies don't research their noni products. They simply don't know and understand noni like Morinda does. They purchase the product and add it to their existing product lines without testing it or ensuring its quality and potency. Their pricing and packaging may compare with TAHITIAN NONI Juice, but their contents certainly don't.



Is the company focused on noni, or have they simply jumped on the 'noni bandwagon'?

Most companies are focused on profit, not noni. They care little about the delicate processing required or ongoing research into noni's potential. Their attention and resources are not focused on noni, but are scattered over a vast spectrum of products.



Morinda created the noni market. It is our passion. No one knows more about noni.

- Morinda's resources are focused on developing noni-based products
- They own the only research and development lab staffed with world-class doctors and scientists
- They are committed to discovering the potential of noni and continuously improving their processes to bring you the finest quality and most effective product with TAHITIAN NONI Juice



Remember, noni is all they do at Morinda.

They are the experts, and are committed to developing the amazing potential of noni. We have the only lab dedicated to the study of *Morinda citrifolia*, and we spent three years studying it before even offering a product. Look at some of the amazing things Morinda research has uncovered:

- They developed a proprietary process for harvesting noni fruit and making a product with the most efficacy
- They discovered and developed a patented process for deriving oil from noni seeds
- They can extract fiber from the noni fruit
- They developed the TAHITIAN NONI Juice footprint, which serves as a standard for measuring the quality of a noni product
- They uncovered noni's ability to inhibit the Cox 2 enzyme while allowing the Cox 1 enzyme to continue to function
- They are currently sponsoring research on the noni fruit at major universities

LABELING



PASTEURIZATION



Does the product bear the ingredient listing and a supplement facts panel required by law?

Many companies overlook this requirement. It's even harder to know what's in a noni product when the company doesn't take the time to put on the labels required in the United States and recommended internationally. These companies are usually fly-by-night organizations and, once again, when you purchase these products you simply have no idea what you're getting.



Morinda takes great pains to ensure that each bottle of TAHITIAN NONI® Juice is properly labeled and that their processes meet or exceed both U.S. and international standards. Not only does Morinda list their ingredients and suggest a serving in accordance with scientific research, they provide a tracking number on each bottle that tells you the exact batch the bottle came from.



Does the product contain artificial preservatives?

Most do. When you read "cold processed" or see the following preservatives added to an ingredient deck, it is likely that the product has not been pasteurized:

- Potassium sorbate
- Potassium benzoate
- Sodium benzoate
- Citric acid
- Potassium citrate

Pasteurization helps to maintain the natural qualities in noni. When artificial preservatives are added the product is no longer in its "natural" state.



Morinda pasteurizes TAHITIAN NONI Juice and hot-fills glass bottles, avoiding the need for preservatives. Using glass ensures maximum shelf life by preventing gas exchanges common with plastic containers. Each bottle is labeled with an ingredient list that lists each ingredient and no preservatives.



Is the product pasteurized for your safety?

Surprisingly, many are not. When fruits and vegetables are made into fresh-squeezed juice, harmful bacteria may be present and become part of the finished product. Ninety-eight percent of juice produced in the United States is pasteurized in order to kill harmful bacteria.

Recent serious outbreaks of food-borne illness have been traced to the drinking of unpasteurized juices. Because two Salmonella muenchen outbreaks were linked to unpasteurized juice, the Center for Disease Control and Prevention is telling consumers that they should only buy juice that is labeled "pasteurized" or "made from concentrate" to reduce the risk of illness. (*Food Chemical News*, September 18, 2000).



In accordance with the National Advisory Committee on Microbiological Criteria for Foods and FDA recommendations, Morinda pasteurizes TAHITIAN NONI® Juice to ensure they deliver the safest product possible. Pasteurization ensures that the juice is free of any bacteria and microorganisms while preserving the beneficial components that make TAHITIAN NONI Juice so effective.



If the product isn't pasteurized, does it contain the warning label required by the FDA in the United States?

There are many unpasteurized products that are violating the law by not labeling their product as unpasteurized. United States law requires this label, though many companies ignore this law. The required FDA label states, "Warning: This product has not been pasteurized and, therefore, may contain harmful bacteria that can cause serious illness in children, the elderly, and persons with weakened immune systems."

PERCENT *of* PURE NONI



Does the label say how much *Morinda citrifolia* is contained in each serving?

If it doesn't, they may be hiding something.

If the label does tell you how many milligrams of noni are in each serving, you can calculate the percent of noni in the product using the following equation:

In general, the density of juice is 1 gm per 1 ml. Most serving sizes of noni juice are 30 ml, which is also equivalent to about 30 grams (1gm/1 ml x 30ml = 30 gm). In order to find the percent of noni in each serving, simply take grams of noni (divide mg by 1000 to convert to grams; for example, 700 mg = .7 g) and divide that by the number of ml in each serving. Convert that number to a percent by multiplying by 100 and you'll get the percentage of noni contained in the product.

For example: A product says a serving size is 30 ml (listed on the ingredient panel), and each serving contains 700mg of noni. First, divide 700 by 1000 to get to grams (.7grams). Then divide .7 by 30 (30 ml per serving) and you will derive .023. To convert .023 to a percent, multiply by 100 and you'll get 2.3%.



With TAHITIAN NONI® Juice, there's no need for calculation. You always get 89% noni juice from Tahiti.



Does the product contain artificial sugars or sweeteners?

Many companies add sugars to sweeten their juice and make it thicker. Ingredients such as fructose, sucrose, and glucose serve as unnatural sweeteners. They offer little nutrition and do not enhance the benefits of noni.



On the other hand, Morinda uses the natural sweetness of blueberry and grape juices to enhance both the flavor and the health benefits of noni juice.



Does the product contain any artificial thickeners?

Because they have added water to dilute their juice, many companies add thickeners to simulate a noni juice product from purée. Check the ingredient list for thickeners such as carageenan and xanthum gum—these signal a dried or diluted product thickened artificially to confuse you, the consumer.



Does the product contain the beneficial properties of noni pulp?

Most don't. There may be some beneficial properties in the pulp that the juice just doesn't have. Dr. Solomon's studies were all conducted using TAHITIAN NONI Juice, a juice derived from noni puree, not just the juice. The footprint comparison shows that products claiming 100% pure juice are missing the beneficial components contained in the whole fruit puree.

Furthermore, noni products labeled 100% pure juice can have water added to them and still claim to be 100% pure juice. Once again, the only way to know how much noni they are using is by comparing their footprint to the TAHITIAN NONI® Juice footprint.



TAHITIAN NONI® Juice is made from noni puree to ensure maximum nutritional benefit. Morinda has no need to add artificial thickeners; the natural noni pulp makes a rich, thick juice. They create their noni fruit puree for TAHITIAN NONI Juice directly from noni fruit we have harvested to preserve its nutritive properties. This puree, made using John's and Stephen's proprietary method, is extensively tested and transported in special containers to ensure it is free of any impurities.



If sugar is an ingredient, how many grams does the product contain?

Many companies will add sugar and not list it on the ingredient statement. TAHITIAN NONI® Juice has 2 grams of sugar per 1-ounce serving that occur naturally in the product. Anything more than 2 grams of sugar is indicative of artificial sugars being added as flavoring agents.



TAHITIAN NONI Juice contains only 2 grams of sugar, which occur naturally in the noni and natural flavoring juices.



Does the price tell the whole story?

People often ask, "Is TAHITIAN NONI® Juice worth its price?" Absolutely!

The first thing to compare is the price per ounce. Simply divide the price by the number of ounces to get a price per ounce comparison. Then ask how much pure noni is in each ounce of the noni product you're considering. Is the noni content equal to the 89% in TAHITIAN NONI Juice? If the noni content is lower than 89%, the price may be lower, too. Instead of paying for pure, potent noni juice, you are probably paying for a little dried noni added to sweeteners and water.

Some noni products may offer a lower price for what they claim to be a week's or a month's supply by simply lowering the serving size. Researchers and noni experts recommended at least one ounce of TAHITIAN NONI Juice as the daily requirement. Any less than an ounce of noni juice may not produce maximum health benefits.



Remember with TAHITIAN NONI Juice, you know that you are getting our proprietary formula with 89% noni from purée.



FLAVORING



Do they have a blend of flavoring agents that act synergistically with noni?

Many companies are more concerned about the taste of their products than the actual benefit. The noni fruit has a strong, sometimes bitter taste that is often unappealing to consumers. Flavoring agents are added to sweeten the natural taste. However, some companies become so obsessed with adding these flavoring agents that the noni becomes diluted and sweetened, and you end up with a weak drink with almost no health benefits. Read labels carefully and consider the effects of any unnatural flavoring agents. If it doesn't taste like noni, there's probably not much noni in there.



Morinda adds its exclusive flavoring system of pure and natural blueberry and grape juices to the thick noni fruit puree to achieve the flavor and final consistency of TAHITIAN NONI® Juice. Not only does this create a delicious flavor, it adds to the antioxidant properties of the noni fruit.

- In reports by *Dateline* and *Newsweek*, blueberries topped out as the number-one antioxidant fruit. In a diet supplemented with blueberries, spinach, or vitamin E, the blueberry diet did a far better job of blocking the effects of free radicals than both spinach and vitamin E diets. (*Tufts University Health & Nutrition Letter*, March 2001).



Is the product endorsed by the world's leading noni experts?

Most companies quote Dr. Ralph Heinicke or other researchers in their promotional literature. However, they fail to mention that Dr. Heinicke only endorses authentic TAHITIAN NONI® Juice. All other companies are simply riding the coat tails of Morinda's research and scientists.



Doctor Heinicke, Dr. Anne Hirazumi Kim, and the world's leading experts on noni, agree—nothing compares to authentic TAHITIAN NONI Juice!

- About TAHITIAN NONI Juice, Dr. Hirazumi Kim has this to say: "I am proud to be working with Morinda because we both share the same goals and desires of improving the health of many through the precious Noni plant. Morinda's TAHITIAN NONI™ Products are manufactured with the utmost care and quality assurance, ensuring the best product on the market."
- Dr. Heinicke: "Morinda is the first company to bring *Morinda citrifolia* juice to the world and continues as the leader in *Morinda citrifolia* research and expertise. Morinda's exclusive proprietary processing method uses the entire fruit and assures that all of the healthful properties of *Morinda citrifolia* are included in their juice. I believe Morinda's TAHITIAN NONI® Juice to be the best and most abundant source of Proxeronine available. Morinda's TAHITIAN NONI Juice is the only *Morinda citrifolia* juice I recommend and endorse."

ENDORSEMENTS

Dr. Ralph Heinicke



- Graduated from Cornell University in 1936, with special interest in plant physiology
- Received Ph.D. in biochemistry from the University of Minnesota
- Lived in Hawaii from 1950 to 1986, doing research for the Dole Pineapple Company, the Pineapple Research Institute, and the University of Hawaii
- After many years of research identified the active ingredient in bromelain as a new alkaloid to which he gave the name "Xeronine"
- Patented Xeronine as a new alkaloid in December 1981
- Discovered that the *Morinda citrifolia* plant not only contains enormous amounts of Proxeronine, but that it also contains the enzyme that helps change Proxeronine into Xeronine, called Proxeroninase
- Continues to research to potential of *M. citrifolia* and endorses TAHITIAN NONI® Juice as the best source for the amazing nutrients in noni

Dr. Anne Hirazumi Kim



- Earned bachelor's degree in 1990 with honors in chemistry from the University of Hawaii
- Worked with Dr. Furusawa at Leahi Hospital studying the mechanism by which the noni fruit appeared to be working in animals
- Earned a Ph.D. in Pharmacology at the University of Hawaii, 1997
- Research for her Ph.D. dissertation demonstrated the anti-tumor activity of Noni fruit juice
- Currently serving as Senior Research Scientist at Morinda

QUALITY ASSURANCE



Do they have safety and quality testing?

Probably not. Because most companies offer noni products purchase from a third party vendor, they don't know the quality of the juice that they resell. Many of our tests have revealed that other companies are actually using fruit of very poor quality. In fact, some of the fruit may even be rotten. If there is no quality guarantee on the product in question, contact the company and ask them about their quality assurance program. Compare the TAHITIAN NONI® Juice footprint if it's available. Chances are, it won't hold a candle to Morinda's rigorous standards.



The quality and safety of TAHITIAN NONI® Juice is unsurpassed. Morinda is involved in the process of making TAHITIAN NONI Juice, from the beginning—harvesting fruit—to the end—bottling the product. Morinda's six-step Quality Assurance System guarantees that TAHITIAN NONI Juice is the safest noni product on the market.

- 1 **Fruit inspected by Morinda trained harvesters**
- 2 **Fruit inspected by Morinda forwarders on each island**
- 3 **Fruit inspected by Morinda staff upon arrival in Tahiti**
- 4 **Noni puree tested for quality meeting Morinda standards**
- 5 **Flavor system ingredients must meet specifications**
- 6 **Finished product tested by independent analytical labs for:**
 - over 400 kinds of pesticides and residues
 - radiation
 - mold and bacteria
 - proper nutrient levels

THE BOTTOM LINE



You can take your chances with another brand, or get the best every time, guaranteed with TAHITIAN NONI® Juice.



The bottom line is with other noni products, you may not know what you're getting. Morinda has revealed their process, they control the process. And the TAHITIAN NONI Juice footprint is duplicatable proof that Morinda produces the best, most complete, most controlled process on the market to preserve the beneficial properties of the fruit and to make sure you receive a consistent supply of the same high-quality noni with every order. You can take your chances with another brand, or you can get the best every time, guaranteed, with TAHITIAN NONI Juice.

The final test in our quality assurance process is the footprint. The TAHITIAN NONI Juice footprint is a scientific tool to identify, substantiate, and protect TAHITIAN NONI Juice. The footprint separates TAHITIAN NONI Juice from the competition and identifies how much noni is present in competing products and substantiates the quality of that noni. The footprint makes it possible to make a simple visual comparison between TAHITIAN NONI Juice and a competing product. When the footprints do not match up, that means the competing product is not the same quality as TAHITIAN NONI Juice—it signifies less noni, less potency, and fewer health benefits.



FOOTPRINT COMPARISONS

CLOSE JUST DOESN'T COUNT

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The TAHITIAN NONI® Juice footprint provides a simple visual comparison between TAHITIAN NONI Juice and its competitors. Out of the hundreds of competing products that have emerged into the market since the introduction of TAHITIAN NONI Juice, there hasn't been one that can match its quality, purity, and authenticity. Even if a competing product's footprint could come close, it wouldn't be good enough.

Imagine a strand of your own DNA. Think of how it dictates the makeup of your body, down to your eye color and the length of your fingers. A strand of DNA that matches yours by 65 percent would give you a frog. The TAHITIAN NONI Juice footprint is like a map of your DNA. Close just doesn't count.

In the footprint, individual peaks represent naturally occurring compounds in TAHITIAN NONI® Juice. Morinda's

lab uses reversed phase high performance liquid chromatography (HPLC) analysis to measure and identify these compounds. Established chemical procedures and protocol are followed to ensure each analysis is identical and fair. Each peak is a specific chemical compound (not a juice or an ingredient, but a much smaller, fundamental part of the juice) such as Vitamin C, antioxidants, and Proxeronine. Morinda will never reveal the components of the footprint; they are unique and will always be kept confidential. It is through the comparison to other products that the TAHITIAN NONI Juice footprint has significance.

Footprints of competing noni products indicate much lower levels of essential properties than found in TAHITIAN NONI® Juice. See for yourself—nothing compares to the original TAHITIAN NONI® Juice.

