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**TAHITIAN NONI® LIQUID
DIETARY SUPPLEMENT**

Description: TAHITIAN NONI® Juice has a heritage, a pedigree that distinguishes it from every other product on the market. This pedigree extends back 2,000 years to the people who used the noni fruit for its benefits. The countless benefits of this unique fruit can only be enjoyed if the fruit is revealed in its most pure form. Our proprietary formulation captures this precisely. It's no wonder that TAHITIAN NONI Juice touches the lives of millions worldwide. You'll find 2,000 years of goodness in every bottle of TAHITIAN NONI Juice! Always look for the TAHITIAN NONI Juice Footprint: Your only assurance of quality, purity, and authenticity.

Supplement Facts

Serving Size: 1 fluid ounce (30 ml)
Servings Per Container 33

Amount Per Serving	% Daily Value*
Calories 13	
Total Carbohydrate 3g	1%
Sugars 2g	†

*Percent Daily Values are based on a 2,000 calorie diet.

†Daily Value not established.

Ingredients: Reconstituted *Morinda citrifolia* fruit juice from pure juice puree from French Polynesia, natural grape juice concentrate, natural blueberry juice concentrate, and natural flavors. Not made from dried or powdered *Morinda citrifolia*.

How Supplied: 1 FL. OZ./30 mL daily. Preferably before meals. Shake well before using and refrigerate after opening. Do not use if seal around cap is broken. Packaged by Tahitian Noni International, a subsidiary of Morinda, Inc. Provo, UT 84604. USA.

References:

Mugglestone C, Davies S, et al., A single centre, double-blind, three dose level, parallel group, and placebo controlled safety study with TAHITIAN NONI® Juice in Healthy subjects. **BIBRA International Ltd, Clinical Studies Department. Woodmansterne Road, Carshalton UK. 2003**

TAHITIAN NONI® Juice (TNJ) liquid dietary supplement was used in a human clinical trial investigating the effects of different dosage on 96.

Wang MY et al., *Morinda citrifolia* (Noni): A Literature Review and Recent Advances in Noni Research. *Acta Pharmacol Sin.* 2002 Dec; 23 (12): 1127-41. *Morinda citrifolia* L. fruit juice has been used in folk remedies by Polynesians for over 2000 years, and is reported to have a broad range of therapeutic effects, including antibacterial, antiviral, antifungal, antitumor, anthelmintic, analgesic, hypotensive, anti-inflammatory, and immune enhancing effects.

Furusawa E, Hirazumi A, Story SP, Jensen CJ Antitumor Potential of a Polysaccharide-rich Substance from the Fruit Juice of *Morinda citrifolia* (Noni) on Sarcoma 180 Ascites Tumor in Mice. **2003 Phytother Res.** 17(1158-1164)

The fruit juice of *Morinda citrifolia* L.(Noni) from Hawaii and from the Brand TAHITIAN NONI® Juice contain a polysaccharide-rich substance (noni-ppt) with significant antitumor activity on Sarcoma 180 Ascites Tumor in mice. The therapeutic administration of noni-ppt produced a cure rate of 25%-45% in allogeneic mice. Noni-ppt also showed synergistic or additive benefits when combined with a broad spectrum of chemotherapeutic drugs.

Gerson, S. Green, L. Preliminary Evaluation of the Antimicrobial Activity of Extracts of *Morinda citrifolia* L. **2002 General Meeting of American Society for Microbiology.**

Morinda citrifolia was shown to have antimicrobial and antifungal properties against *A. niger*, *C. albicans*, *E. coli*, *S. aureus* and *T. mentagrophytes*.

Opinion of the Scientific Committee on Foods on Tahitian Noni® Juice, European Commission. **SCF/CS/NF/DOS/18 ADD 2 Final. 11, December 2002.**

Sub-chronic and acute oral toxicity studies of TAHITIAN NONI® Juice measured clinical signs, food consumption, weight gain, hematology, clinical chemistry, selective organ weights, and tissue samples of 55 organs (for histology). The No-Observable-Adverse-Effect-Level (NOAEL) was >80 ml/kg which is more than 8% of the animals' body weight. Genotoxicity and allergenicity tests revealed no effects.

B. A. Mueller, et al. *Am J. Kidney Dis.* **2000 Feb; 35(2): 330-2.**

They reported that "The potassium concentration in noni juice samples was determined and found to be 56.3 mEq/L, similar to that in orange juice and tomato juice... [and]...may be surreptitious source of potassium in patients with renal disease." Tahitian Noni® Juice is not a significant source of potassium. B.A. Mueller in USA Today, March 28, 2000 clarified his previous conclusion, stating that his analysis was made on a different noni product and not on Tahitian Noni® Juice and the amount of potassium in the brand of noni juice he analyzed in his study was "only 65 milligrams of potassium per 1 ounce serving, as much as you'd get in 2 inches of a banana."

TAHITIAN NONI INTERNATIONAL



Dietary Supplement

Tahitian Noni® Juice

Tolson CB, Vest RG, West BJ. Quantitative ICP Mineral Analysis of TAHITIAN NONI® Juice. Tahitian Noni International Research Center. American Fork, Utah. USA 84003. Internal Data.

Potassium content of TAHITIAN NONI® Juice is 40 mg per 1 ounce serving. Compared to Grape juice* 42 mg per 1 ounce serving, Banana* 102 mg per 1 ounce serving and Yogurt* 66 mg per 1 ounce.

* Source: USDA Nutrient Database for Standard Reference

Carr ME, Koltz J, Bergeron M. Coumadin Resistance and the Vitamin Supplement "Noni." **2004 Am J. Hematology 77:103-104.**

Carr et al reported a case of a 41-year-old female developing a coumadin resistance after drinking "Noni Juice 4 Everything" brand that "...has vitamin K and vitamin K was listed as a separate component, indicating that the juice might be fortified with vitamin K." They concluded that "...if you are on warfarin or coumadin, NO "NONI JUICE" for YOU!" This conclusion does not apply to the Brand TAHITIAN NONI® Juice as no vitamin K is added nor detected in TAHITIAN NONI® Juice.

Su Chen. HPLC Analysis of Vitamins in TAHITIAN NONI® Juice. Tahitian Noni International Research Center. American Fork, Utah. USA 84003. Internal Data.

Vitamin K is not present or is below detection limits in HPLC analysis of TAHITIAN NONI® Juice. AOAC Method was followed.

*This statement has not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease