



Fact Sheet #5

HOW XERONINE IS MADE IN THE BODY

The History of *Morinda Citrifolia*

The *Morinda citrifolia* or noni plant has been highly valued for thousands of years for its healthful qualities.

ANCIENT MANUSCRIPTS HANDED DOWN FROM GENERATION TO GENERATION CITE THE NONI FRUIT AS THE PRIMARY INGREDIENT IN THE NATURAL HEALTH PREPARATIONS OF ANCIENT POLYNESIAN PEOPLES.

Scientists have studied the noni plant for many years hoping to unlock the secrets of its tremendous impact on the body. In study after study, the noni plant has been found to be exactly what the traditional Polynesians have always known—a perfect natural gift worthy of our greatest attention.

TAHITIAN NONI® Juice Exclusively from *Morinda*

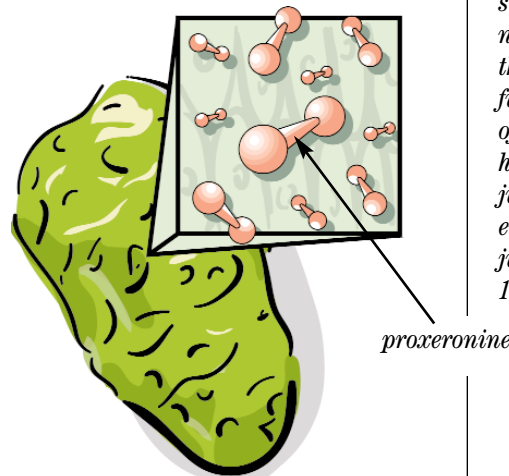
- ✓ Is harvested from one of the most pure, pristine environments left in the entire world.
- ✓ Is processed with care using a proprietary method developed by John Wadsworth and Stephen Story to ensure that key components remain intact throughout the process.
- ✓ Is quality assurance tested 2-3 times more than even required by law. Morinda sends samples of each batch of TAHITIAN NONI juice to one of the world's most reputable analytical laboratories for testing to verify the absolute purity of each bottle of TAHITIAN NONI juice. Laboratory results are available upon request.

TAHITIAN NONI Juice Supplies the Body with Proxeronine—the Building Block for Xeronine

The proof of the special nature of TAHITIAN NONI juice is found in the chemistry of the *Morinda citrifolia* fruit and the human body. In order to survive, the body requires a substance known as xeronine. Xeronine occurs naturally in all plants and animals.

WHEN PROTEINS COMBINE WITH XERONINE, THE COMBINATION BECOMES A POWERFUL TOOL THAT PRODUCES ENERGY AND SENDS CHEMICAL SIGNALS BETWEEN CELLS FOR PROPER AND HEALTHY CELL GROWTH AND MAINTENANCE.

Morinda citrifolia fruit contains a compound known as proxeronine. When consumed, proxeronine combines with an enzyme called proxeroninase in the intestine and the result is xeronine. Proxeronine has become less and less available due to depleted soils and



changes in diet. The xeronine system is very delicate and complex. If one small part of the system is missed, then nothing works. An inadequate supply of xeronine in the body means that illness is prolonged and injuries are slower to heal.

As a result, a good source of supplemental proxeronine is needed and Dr. Ralph Heinicke pioneered the study of the proxe-

TAHITIAN NONI juice is the most available and predictable supply of Proxeronine known.

ronine and has discovered the only method available today to test for proxeronine. Morinda is the only company in the world with access to this method and technology,

assuring proxeronine levels are consistent and proper in each bottle of TAHITIAN NONI juice.

“I have devoted much of my life to the study of this unique substance that I have named proxeronine. I am convinced of the tremendous benefits achieved by furnishing the body with a proper supply of this material. The fact that Morinda has finally developed a way to bring noni juice to the market delights me. I am an enthusiastic consumer of TAHITIAN NONI juice and support the mission of Morinda 100%.”—Dr. Ralph Heinicke, Ph.D.

