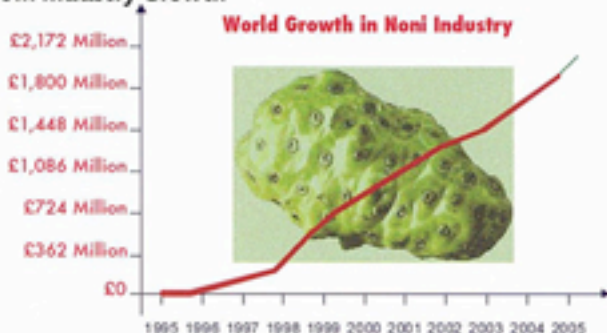


## Noni – a rising star in independent health food stores

Before 1996, Noni was relatively unknown outside the Pacific Islands. Today, however, many companies have expanded the Noni market worldwide – over 200 companies are now commercially selling Noni products. Noni is currently distributed in more than 50 countries across the globe, and its benefits have been realised by millions of consumers with worldwide sales expected to continue rising steadily, particularly as new research emerges.

Noni Industry Growth



## Noni factfile

- Noni comes from the plant family Rubiaceae which comprises around 80 plant species, more specifically the *Morinda Citrifolia* plant.
- The Noni fruit, found mainly in South Pacific (Tahiti), is also found in Malaysia, Indonesia, Taiwan, Philippines, Vietnam, India, Africa, Fiji, Guam, the Hawaiian Islands, and the West Indies (including Puerto Rico and the Virgin Islands).
- *Morinda Citrifolia* can grow as high as 20 feet.
- The plant has large leaves and small white flowers that bloom all year round.
- The flowers become a bumpy, pitted fruit several inches long called noni.



- Upon ripening, noni's yellow skin thins, becomes translucent and an offensive odour develops.
- Noni contains numerous brown seeds that float and can be transported in water; thus the plant is found all over the world.
- The tree bears fruit all year round. Once the fruit is picked a new one takes its place after only three months.
- It takes 3kg of noni fruit to produce a litre of juice.

BodyTec Noni-juice, supplied in the UK by A P Nutrition, originates from the Tahitian Islands where the tropical climate and rich volcanic soil provide the ideal growing conditions to produce very high quality plants. BodyTec Noni juice provides the nutrition required to increase the positive functionality of cells within the body and helps with the absorption of endorphin, the "well-being" hormone which promotes good health.

BodyTec uses 99.6% pure Noni juice complemented with a natural raspberry flavour to enhance a pleasant taste and palatability. The fruit is hand picked and harvested using only traditional Tahitian methods to ensure consistency and quality.

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