

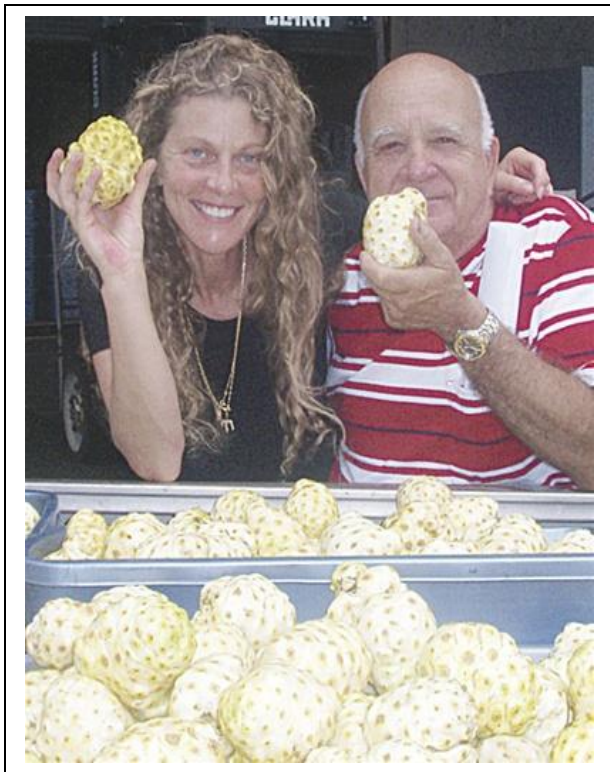
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Noni Maui

*Jill Burrow*

## High-Tech comes to Ha'iku.

It's true. Noni Biotech International LLC (dba Noni Maui) recently opened its national headquarters and biotech laboratory in Haiku to continue research on the anti-cancer components found in noni juice.



Noni Maui Pioneers Marie-Laure Ankaoua and Herbert Moniz are excited about their healthy—and edible—product.

Noni Maui, a company certified by the State of Hawai'i as a Qualified High-Tech Business (QHTB), invests a share of its profits back into research. Founder and CEO David Backstrom, ND, describes the company's mission as, "being able to supply a worldwide alternative

therapy that is non-toxic, affordable and potent in the treatment of disease."

Noni juice has a long history of safe human use. Noni (also called Indian Mulberry) has been used for centuries in Hawaiian and Polynesian folk medicine to cure a number of diseases, from hypertension to diabetes and cancer. Additionally, today's users cite its ability to slow the aging process and boost the immune system.

Recently, noni juice, and specifically Noni Maui juice, has piqued the interest of the scientific community. Research has been carried out at both Louisiana State University's (LSU) Medical Research Center and the University of Hawaii's Cancer Research Center.

Noni Maui was contacted in 2003 by researchers at the LSU Medical Center, where noni juice was being examined as a cancer preventative for long-term use. A major obstacle was finding a juice whose active ingredients were concentrated enough to achieve a therapeutic effect. Evidentially, not all noni juice is the same. Many brands were diluted or fermented, and consequently, did not meet the standards required by the scientists for this research. LSU researchers chose Noni Maui's 100 percent pure, fresh-squeezed juice.

Scientists were able to isolate key ingredients in the juice to inhibit angiogenesis, the process that causes blood vessel growth in a number of diseases such as cancer. If angiogenesis is inhibited, cancerous tumors may begin to grow but cannot be sustained. Halting this process starves the tumor of essential nutrients needed for growth, allowing the body's own immune system and white blood cells to help fight the disease.



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Dr. Brian Issell, oncologist and director of the University of Hawai'i Cancer Research Center, was so impressed by the findings of LSU that he decided to use Noni Maui capsules in his human clinical trials with advanced cancer patients. This study showed promise, with many patients experiencing less pain and enjoying an increased quality of life. In addition, the study indicated that the capsules can be tolerated at very high doses without the toxic side effects commonly seen with many synthetic drugs.

Concentrating the active ingredients in Noni Maui juice resulted in a Super Noni product, increasing the potency 33- to 100-fold. Future human clinical trials with this new product will determine just how much Super Noni is required to reach a therapeutic dosage.

Backstrom's dream for Noni Maui's Super Noni and its potential as a life-saving product may soon become a reality. Noni Maui Director of Research Paul Nordone is looking forward to new studies with Super Noni. Dr. Issell, now vice president of Clinical Research at Scripps

Hospital in San Diego, has expressed interest in continuing clinical trials utilizing Super Noni.



Maui Noni Founder and CEO David Backstrom (right) hopes to see his product increase the quality of life for people around the globe.

In the meantime, Nordone's team is researching the effects of Super Noni on angiogenesis using a zebra fish model. Many key proteins in zebra fish are identical to those found in humans, so the fish offer a cost-effective method for testing the active compounds found in Noni Maui juice. Identifying the active pharmaceutical ingredient will enable Noni Maui to mass-produce the product and work with pharmaceutical companies and the medical community to treat and prevent a number of diseases—including cancer.

Noni Maui juice and capsules are currently available at Mana Foods and other island health food stores. In addition to the nutraceutical capsules and juice currently available, Noni Maui is preparing a complete line of spa and skin care products. The noni fruit used for these products is harvested and processed using traditional Hawaiian methods, ensuring 100 percent purity and potency. No pesticides, herbicides or synthetic fertilizers are used. Recently launched, these products should be seen on store shelves soon.



The Noni Maui Team (left to right): CEO David Backstrom, Marie-Laure Ankaoua, Paul Nordone, John Sweeney and Clarissa Santos.

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