

What is Goji?

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How long do you want to live? This is something that most people don't take the time to stop and think about. The human body was designed to live for 80, 90 or even 100 years or more! Unfortunately, only 30% of the American population can expect to live long enough to see 80 years old!

In remote places in the world, reaching your 100th birthday is not that uncommon and these people lives are filled with abundant health and happiness. Why is this and what is the key to their longevity? The answer is that many of these people consume daily helpings of a tiny red fruit: The Goji Berry!

What Benefits Does The Goji Berry Provide?

In all my years of research on herbs, I have never come across such amazing testimonials and clinical research as I have on the Goji Berry (100% Pure Noni Juice comes the closest!). This renowned berry has been used therapeutically for thousands of years to alleviate pain, improve eyesight, increase fertility, assist weight loss and is most commonly known as an anti-aging super food. My own clinical studies and application suggest that pure Goji juice yields very strong positive results to support good health and to help combat numerous health conditions in many ways.

One way this amazing fruit does that is that it helps stimulate the release of hGH (human growth hormone) which benefits include reduction of body fat, better sleep, improved memory, accelerated healing, restored libido and a more youthful appearance!

Also, in today's world, our body's ten trillion cells are under constant attack by free radicals, which can accelerate aging by destroying vital body cells faster than they can be replaced. 100% pure Goji juice contains powerful polysaccharides and antioxidants to defend against premature aging and to fight free radical damage throughout the body. Goji's antioxidants also keep cholesterol from oxidizing and forming arterial plaques. In addition, Goji is an adaptogen, which helps us to increase exercise tolerance, stamina, endurance, and eliminates fatigue, especially when recovering from illness. It also helps the body to adapt and to cope with stress and provides the energy reserves to help with any type of difficulty, both mental and physical.

In my studies of Goji, I have found research has shown that Goji may help regulate immunity by commanding and controlling many of the body's important defense functions. Goji's polysaccharides enhance and balance the activity of all classes of immune cells, including T-cells, cytotoxic T-cells, NK cells, lysozyme, tumor necrosis factor-alpha and the immunoglobins IgG, IgA and interleukin-2 (IL-2). These polysaccharides have also been shown to reduce body weight by enhancing the conversion of food into energy instead of fat!

With today's diet, many people suffer from various digestive disorders. Goji has been used in the treatment of atrophic gastritis, a weakening of digestion caused by reduced activity of stomach cells. Goji is easily digested and assimilated, especially when taken in its highly bio-available juice form.

How to Find the Finest Goji Juice Product

With all these important benefits, Goji juice can be of benefit to a wide variety of people. When incorporating Goji into your health regime, it is important that you choose a Goji product that is 100% pure liquid, that is not diluted with fruit juices or even water, so that you are sure to receive all the benefits of this wonderful berry. Adding juices or water is just an inexpensive technique to keep costs down, that have zero benefit. I always recommend that people look for a Goji juice that has a minimum of 25,000 mg (preferably 30,000 mg) of pure Goji per 1 ounce serving. This will ensure that you are getting the real thing! I also recommend that only wild harvested or organic Goji be taken, to ensure that you are not ingesting anything that has been treated with herbicides, pesticides, chemicals or other toxins. Other things to look for in a Goji product are a high content of polysaccharides (Lycium Barbarum Polysaccharides 1, 2, 3 & 4), made from the whole berry and free of any microbiological contamination (this can be provided by the company selling the Goji product). Lastly, I always recommend that any Goji juice product you purchase be high on all approved testing scales, such as the Bovis Energy Scale, ORAC Scale, BRIX and others, as well as being backed by a 100% money back guarantee.

In Summary

There is a very good reason that the Goji berry was declared to be a superior food as early as the first century A.D. when it was extolled in the *Divine Farmer's Handbook of Natural Medicine* (Shen Nong Ben Cao), perhaps the most important text in the history of Chinese medicine.

As the Goji berry grows in some of the harshest, most extreme climates on earth, it is clear why it is so very powerful and has been used as a natural medicine across Asia for over 3,000 years!

It is no wonder that the Goji Berry's positive effects have been documented in clinical studies, trials, research, report, articles and documents such as: *Journal of Chinese Medicine*, *Journal of Ethnopharmacology*, *China Pharmacology and Toxicology*, *Chinese Herbs*, *Chinese Oncology Magazine*, *Women's World*, *The Los Angeles Times* and more!

The many benefits that this remarkable berry produces are spoken by its fabulous history and its bright future!