

# The Proof Is in the Product

## New Science behind Nature's Sunshine

In today's society, where skeptics and critics are rarely in short supply, many people are reluctant to believe in anything without solid evidence. Knowing this, and desiring to set an example for the supplement industry, Nature's Sunshine employs scientists and researchers to verify the purity, power and effectiveness of NSP products. Here are just a few examples of the work they've recently performed.

### Raise Your Glass

#### Recent Research Earns Praise for Nature's Noni® Juice

*The following article was taken from an interview held in January 2006 with Dr. William Keller, Vice President of Health Sciences and Educational Services at Nature's Sunshine.*

The past few years have witnessed an increased volume of research on the phytonutrients in noni fruit. Nature's Sunshine performs numerous analytical tests to assure the quality of the raw material used to produce Nature's Noni Juice. The phytonutrients that we have isolated and characterized can be used to establish the unequivocal purity of each bottle of our product. These phytonutrients are special molecules that can have powerful effects on the body. Noni's impressive array of compounds includes anthraquinones, a variety of antioxidants and specialized polysaccharides.

### Publications Cite Health Sciences' Findings

Anthraquinones are known to exist in many plants such as cascara and rhubarb. Very recently we published a paper in the *Journal of Natural Products*, which described our isolation of a new anthraquinone from noni fruit. In laboratory bioassays, this anthraquinone was found to be cancer-chemopreventive because it activates enzymes known to eliminate cancer-causing chemicals from the body.

Another article authored by Dr. Keller and his fellow researchers in the *Journal of Natural Products* reports the isolation and identification of a series of chemical compounds in noni—two of which were previously unknown. These new compounds were found to be powerful antioxidants, as they effectively neutralize free radicals that come from a variety of



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sources such as pollution and UV light. If not neutralized, free radicals can cause serious damage to cells and cellular components. In addition, the feeling of energy that most people perceive when they drink Nature's Noni can be partly attributed to its antioxidant effect.

Nature's Noni Juice is also rich in specialized polysaccharides that stimulate immune cells to become more active. NSP has collaborated with a research group at a nationally recognized school of pharmacy to demonstrate that Nature's Noni has immunostimulant activity six times greater than the noni products of our competitors.

**Positive Lab Results Using  
Paw Paw Cell-Reg™ and Thai-Go®**

*The following was taken from an article published in the UK edition of the Horizons magazine.*

Dr. Keller recently advised Dr. Fred Valeriote of the Ford Cancer Clinic about the benefits of Nature's Sunshine Paw Paw Cell-Reg and the powerful antioxidant drink Thai-Go. Upon receiving this information, Dr. Valeriote suggested that he and NSP conduct a collaborative laboratory experiment using these products with live cultures of human colon cancer cells (HCT 116).

In his first experiment, Dr. Valeriote added Paw Paw Cell-Reg to HCT 116 cultures. He observed powerful results. In another experiment, he added a combination of Paw Paw Cell-Reg and Thai-Go to the same cultures. Once again the results were dramatic, but Dr. Valeriote noted a synergistic effect between the two products that enhanced the results, making them more effective when used together.

This second experiment was important for two reasons. It not only demonstrated the effectiveness of the combination but also showed that Paw Paw Cell-Reg acts by a mechanism that is independent of free radicals. We have found that Thai-Go enhances rather than diminishes the effects of Paw Paw Cell-Reg on HCT 116 cultures.

Thanks to the encouraging results of these experiments, Dr. Valeriote has decided to continue his research on these products. He is currently conducting a study at the Ford Cancer Clinic using Thai-Go with patients who are receiving radiation therapy.

Science is slowly unraveling some of Mother Nature's secrets, and Nature's Sunshine is leading the way to ensure that you will always have access to the best, most powerful supplements that nature so generously affords us.

*These statements have not been evaluated by the Food and Drug Administration.  
These products are not intended to diagnose, treat, cure or prevent disease.*