GOJI AND CANCER

According to World Health Organization statistics, more than 10 million new cases of cancer are diagnosed annually. The disease kills more than 6 million people each year, making cancer the second leading cause of death throughout the world. In the United States, cancer has just eclipsed heart disease to become the country's number one killer.

Fortunately, there is much that you can do to reduce your risk of cancer and to help your body to fight it should it strike. With a little education, you can arm yourself against this deadly enemy.

WHAT IS CANCER?

Cancer is a group of many related diseases that begin in cells, the body's basic building blocks. To understand cancer, it is helpful to know what happens when normal cells become cancerous.

Normally, cells grow and divide to produce more cells as they are needed to keep the body healthy. Sometimes, this orderly process goes wrong. New cells form when the body does not need them, and old cells do not die when they should. The extra cells form a mass of tissue called a growth, or tumor. Not all tumors are cancerous; tumors can be benign or malignant.

Benign tumors are not cancer. They can often be removed and, in most cases, they do not come back. Cells in benign tumors do not spread to other parts of the body. Most important, benign tumors are rarely a threat to life.

Malignant tumors are cancer. Cells in malignant tumors are abnormal and divide without control or order. Cancer cells invade and destroy the tissue around them. They can also break away from a malignant tumor and enter the bloodstream or lymphatic system, which can carry them throughout the body, causing new tumors to form in other organs. The spread of cancer is called metastasis.

THE MAIN TYPES OF CANCER:

- CARCINOMA — cancer that begins in the skin or in tissues that line or cover internal organs.
- SARCOMA — cancer that begins in bones, cartilage, fat, muscle, blood vessels, or other connective or supportive tissue.
- LEUKEMIA — cancer that starts in bone marrow and causes large numbers of abnormal blood cells to be produced and enter the bloodstream.
- LYMPHOMA AND MULTIPLE MYELOMA — cancers that begin in the cells of the immune system.
CONVENTIONAL CANCER TREATMENT OPTIONS

Surgery - a procedure to remove the cancer. Patients often experience pain, fatigue or weakness during recovery.

GOJI IMPROVES RECOVERY

Goji increases stamina and endurance, and helps to eliminate fatigue - especially when recovering from illness.

Radiation therapy - the use of high-energy rays to kill cancer cells in a targeted area. Radiation therapy often causes a decrease in the number of lymphocytes, which help protect the body against infection.

GOJI IMPROVES LYMHPOCYTE COUNT

Lymphocytes are specialized white blood cells that are of crucial importance to the adaptive part of the body's immune system. The adaptive portion of the immune system mounts a tailor-made defense when dangerous invading organisms penetrate the body's general defenses. Goji increases lymphocyte count and helps to activate them when the body is under attack.

Chemotherapy - the use of drugs to kill cancer cells throughout the body. Because the drugs travel throughout the body, healthy cells can also be killed. Side effects include hair loss, fatigue, infections, poor appetite, nausea and vomiting, diarrhea, and mouth and lip sores.

GOJI INCREASES EFFECTIVENESS AND REDUCES SIDE EFFECTS OF CHEMO AND RADIATION

Goji has been shown to enhance the effects of radiation in combating cancer, allowing a lower dose to be used. Other research indicates that goji can protect against some of the noxious side effects of chemotherapy and radiation.

Immunotherapy - stimulation of the body's immune system to fight disease and lessen some of the side effects of cancer treatment. Monoclonal antibodies, interferon and interleukin-2 (IL-2) are some types of immunotherapy.

GOJI ENHANCES BODY'S PRODUCTION OF CANCER-FIGHTING IL-2

Goji polysaccharides have been shown in Chinese studies to enhance the production of IL-2, a crucial cytokine (cell protein) that induces potent anti-tumor responses in a variety of cancers. Goji also kills tumor cells by inducing apoptosis, a process in which cancer cells are broken down and recycled.

GOJI HELPS MANAGE AND FIGHT CANCER

Patients receiving a cancer drug together with goji exhibited response rates up to 250 percent better than those obtained by the drug alone. These advanced cancer patients experienced amazing regressions of malignant melanoma, renal cell carcinoma, colorectal carcinoma, lung cancer, nasopharyngeal carcinoma and malignant hydrothorax. Remission of cancers in patients treated with goji lasted significantly longer than those treated without goji.

"I am a two-time breast cancer survivor. I had been very tired, lethargic and privately saddened by my past health issues. I have been in remission since my last radiation treatment. I was given a 1-ounce sample of goji juice and I noticed incredible results within 1 day. My right hand is normally very swollen in the morning due to the removal of the lymph nodes associated with breast cancer surgery. After just 1 day of drinking goji juice, the swelling had decreased dramatically. I am looking forward to a bright future!"

- Tanya S., Louisiana

USUAL DOSAGE LEVEL

For cancer prevention, research and traditional use suggest a daily intake of 2 to 4 ounces of high-quality standardized goji juice, taken with meals.

For cancer management — 4 to 8 ounces daily, taken with meals.
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Earl Mindell, R.Ph., M.H., Ph.D.

Dr. Mindell is generally recognized as the world's leading nutritional authority. He is the bestselling author of 52 books, including the New Vitamin Bible, which has sold more than 10 million copies in 32 languages in 54 countries worldwide. His other bestsellers include Herb Bible, Food as Medicine, Anti-Aging Bible, Soy Miracle, Allergy Bible, Natural Remedies for 100 Ailments and Prescription Alternatives. He appears on more than 300 radio and television programs each year, including Oprah, Letterman, Dr. Oz, Good Morning America, CNN and many others. Dr. Mindell received his Bachelor of Science in Pharmacy from North Dakota State University and is currently a registered pharmacist in California. He is also a master herbalist and holds a doctorate in philosophy in nutrition from Pacific Western University.

Rick Handel

Rick Handel is regarded by many to be one of America's leading authorities on the formulation and manufacture of nutritional supplements. A holder of numerous technology patents, he has dedicated his 30-year career to bringing to light the best new discoveries from the ever-expanding world of nutrition science. A frequent contributor to nutrition industry journals, Mr. Handel is also in great demand as a lecturer.

For more information, contact:

To order additional copies of this brochure, please call 1-800-345-1610 or visit the web site www.GojiTools.com.
No product information available.

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GOJI AND DEPRESSIVE DISORDERS

WHAT IS A DEPRESSIVE DISORDER?

A depressive disorder is an illness that involves the body, mood and thoughts. It affects the way you eat and sleep, the way you feel about yourself and the way you think about things. A depressive disorder is more than just feeling sad, “blue” or “down in the dumps.” People with a depressive illness cannot merely “pull themselves together” and get better. Without treatment, symptoms can last for weeks, months or years. Appropriate treatment, however, can help most people who suffer from depression.
TREATING DEPRESSION

Treatment usually consists of drug (antidepressant medication) and non-drug therapy. Often, a combined treatment is used: medication to gain relatively quick relief and psychotherapy to learn more effective ways to deal with life stresses.

There are numerous types of antidepressant drugs. Each can be effective, but all have side effects. In fact, side effects are the main reason for people stopping a course of antidepressant drug therapy.

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The most popular non-drug treatment options:

Psychotherapy involves talking things through with a trained counselor or therapist. Talking to someone who can really listen and understand you without passing judgment can be a tremendous relief. You learn new ways to deal with problems and life stresses.

Exercise improves your health and gives you a sense of accomplishment. Endorphins ("feel good" hormones) are released during exercise and can elevate your mood.

Relaxation therapy uses deep breathing exercises and progressive muscle relaxation techniques, such as those practiced in yoga.

Support groups offer fellowship, and you get to hear firsthand accounts of how others like you have learned to cope with depression.

HOW YOU CAN HELP YOURSELF

- Don't bottle things up. Try to talk to someone close to you. It helps to have a good cry and talk things through.
- Don't set unrealistic or difficult goals for yourself. Depression tends to make you think in terms of "all or nothing." Resist and just do what you can.
- Keep yourself occupied as much as possible in ways that keep you from thinking too much.
- Get exercise if you can. The results of the physical exertion will lift your depression temporarily at least, in addition to the other benefits of exercise.
- Do some light activities or get out of the house for some fresh air. It helps to take your mind off your troubles.
- Eat a balanced diet, although you may not feel like eating.
- Maintain a regular sleep pattern, aiming for at least 7 hours per night. Do not sleep in, even if you feel exhausted in the morning. Set a time to get up every morning and get out of bed.
- Do not drown your sorrows in alcohol. It may give immediate relief but alcohol ultimately depresses your mood. It is also bad for your health.
- Don't despair; remind yourself that many other people have suffered from depression and have become better. You will eventually come out of it, just like they did.
- Drink goji juice every day.

"I have suffered from depression for a long time, as well hypothyroidism with recent complications with pre-diabetes and hypoglycemic (low blood sugar) conditions. I also suffered from fatigue. Within one week of drinking goji juice, I have such a sense of well-being! I am more alert and I do not feel so "blue" anymore. Even my wife noticed my improvement in mood, because I usually was such a grouch before. I am eternally grateful for the wonderful benefits that goji has bestowed upon me!"

- Markus K., Canada

FIGHTING DEPRESSION WITH GOJI

In Asia, goji has enjoyed a long and well-deserved reputation as an energizing super tonic. Known as the "happy berry," goji has a legendary ability to promote cheerfulness and brighten the spirit. In fact, it has been noted that the only known side effect of goji is that continued consumption may make it impossible for you to stop smiling!

Goji offers a host of unique benefits that should be of great interest to anyone fighting depression.

Goji alleviates anxiety and stress
As an adaptogen, goji helps the body to adapt to and cope with stress. It provides the energy reserves to help you handle just about any difficulty.

Goji fights fatigue and boosts stamina
Racked as one of Asia's premier adaptogens, goji increases exercise tolerance, stamina, and endurance. It helps to eliminate fatigue, especially when recovering from illness.

Goji enhances libido and sexual function
The goji berry is revered as one of the premier sexual tonic herbs in all of Asian medicine and is legendary for helping to spark the passions. Modern scientific studies have shown that goji markedly increases libido in both men and women.

Goji improves sleep quality
Goji has enjoyed long use throughout Asia in the natural treatment of insomnia. Several medical study groups with elderly people, nearly all patients taking goji reported better quality of sleep.

USUAL DOSAGE LEVEL

For depressive disorders, research and traditional use suggest a daily intake of 2 to 4 ounces of high-quality standardized goji juice.
34 REASONS TO DRINK GOJI JUICE EVERY DAY

Earl Mindell, R.Ph., M.H., Ph.D.

34 REASONS TO DRINK GOJI JUICE EVERY DAY

Scientific research reveals that goji’s four unique polysaccharides (LBP1, LBP2, LBP3 and LBP4) work in the body by serving as directors and carriers of the instructions that cells use to communicate with each other. In this way, it can be said that the goji polysaccharides are “master molecules” by virtue of their ability to command and control many of the body’s most important biochemical defense systems, and are of great importance to the smooth functioning of virtually every cell in the entire body.

Usual Dosage Level: 2-4 oz. of juice daily for general health; 4-8 oz. daily for more difficult conditions.

1. Extend your life
Your body’s ten trillion cells are under constant attack by free radicals. These harmful environmental agents can accelerate aging by destroying vital body cells faster than they can be replaced. Goji is known as the “longevity fruit.” Its unique master molecule polysaccharides and powerful antioxidants defend against premature aging, fighting free radical damage throughout the body.

2. Increase your energy and strength
Ranks as one of Asia’s premier adaptogens, goji increases exercise tolerance, stamina and endurance. It helps to eliminate fatigue, especially when recovering from illness.

3. Look and feel younger
Goji stimulates the release by the pituitary gland of HGH (human growth hormone), the youth hormone. The benefits of HGH are extensive and include reduction of body fat, better sleep, improved memory, accelerated healing, restored libido and a more youthful appearance.

4. Lower your blood pressure
Nearly one in four U.S. adults has high blood pressure (hypertension). Uncontrolled high blood pressure can lead to stroke, heart attack, heart failure and/or kidney failure. This is why high blood pressure is often called the “silent killer.” A 1998 research study showed that increased blood pressure could be prevented significantly by goji’s master molecule polysaccharides.

5. Prevent cancer
Goji is one of the only plant species on earth that contains the anti-cancer mineral germanium. Its antioxidants and unique polysaccharides can halt the genetic mutations that can lead to cancer. Some scientists believe that goji may be an especially good supplement to prevent liver cancer because it exerts liver protection and anti-cancer effects at the same time. This is important, as the liver is the body’s primary detoxifying organ.

6. Maintain healthy cholesterol levels
Goji contains beta-sitosterol, which has been shown to lower cholesterol levels. Its antioxidants keep cholesterol from oxidizing and forming arterial plaques. The flavonoids in goji help to keep your arteries open and functioning smoothly.

7. Balance blood sugar and manage diabetes
Goji has been used in China for the treatment of adult-onset diabetes for many years, and its polysaccharides have been shown to help balance blood sugar and insulin response. It also contains betaine, which can prevent fatty liver disease and vascular damage often seen in diabetics.

8. Enhance libido and sexual function
The goji berry is revered as one of the premier sexual tonic herbs in all of Asian medicine, and is legendary for helping to spark the passions. In fact, an old Chinese proverb cautions men who are traveling far from their wives and families: “He who travels one thousand kilometers from home should not eat goji!” Modern scientific studies have shown that goji markedly increases testosterone in the blood, thereby increasing libido in both men and women.

9. Lose weight
In an Asian anti-obesity study, patients were given goji each morning and each afternoon. Results were excellent with most patients losing significant weight. In another study, goji polysaccharides were shown to reduce body weight by enhancing the conversion of food into energy instead of fat.
10. Relieve headaches and dizziness
In traditional Chinese medicine, headache and dizziness are often said to be caused by deficiencies in kidney yin (vital essence) and yang (function). Goji is among the most frequently used herbs for restoring yin/yang balance.

11. Get better sleep
Goji has enjoyed long use throughout Asia in the natural treatment of insomnia. In several medical study groups with elderly people, nearly all patients taking goji reported better quality of sleep.

12. Improve your vision
Since ancient times, goji berries have been very popular in China for their vision improvement properties. Modern Chinese scientists have found that goji is able to reduce the time it takes for vision to adapt to darkness. It also improves vision under subdued light. Blind spots were reduced in patients taking goji. Its powerful antioxidant carotenoids may also protect against macular degeneration and cataracts.

13. Strengthen your heart
Goji contains cyanidine, a sesquiterpene that benefits the heart and blood pressure. Its anthocyanins help to maintain the strength and integrity of coronary arteries.

14. Inhibit lipid peroxidation
Cholesterol and other blood lipids can become deadly when they react in the body to form lipid peroxides. Accumulation of sticky lipid peroxides in the blood can lead to cardiovascular disease, heart attack, atherosclerosis and stroke. Goji increases levels of an important blood enzyme that inhibits the formation of dangerous lipid peroxides.

15. Resist disease
The free radical superoxide has been implicated as having an important role in the onset and progression of human disease. Superoxide is neutralized in the body by the enzyme superoxide dismutase (SOD), but you produce less SOD as you age. At any age, the stresses of everyday life can overwhelm your body’s ability to produce sufficient SOD to ward off illness. Taking goji has been shown to result in a remarkable 40 percent increase of the important SOD enzyme.

16. Improve immune response
The immune system is your body’s armed forces. More than 40 years of research have revealed goji’s ability to regulate immunity by commanding and controlling many of the body’s important defense functions. Goji polysaccharides enhance and balance the activity of all classes of immune cells, including T-cells, cytotoxic T-cells, NK cells, macrophages, tumor necrosis factor-alpha and the immunoglobulins IgG and IgE.

17. Manage and fight cancer
Patients receiving a cancer drug together with goji exhibited response rates up to 250 percent better than those obtained by the drug alone. These advanced cancer patients experienced amazing regressions of malignant melanoma, renal cell carcinoma, colorectal carcinoma, lung cancer, nasopharyngeal carcinoma and malignant hydrothorax. Remission of cancers in patients treated with goji lasted significantly longer than those treated without goji.

18. Protect your precious DNA
DNA is the most important chemical in your body. It carries the blueprint for all the traits inherited from your ancestors, and also ensures that — as they need replacement — your 10 trillion cells are faithfully reproduced as healthy, exact duplicates. Exposure to chemicals, pollutants, free radicals can cause DNA damage and breakage, leading to genetic mutations, cancer and even death. Goji’s betaine and master molecule polysaccharides can restore and repair damaged DNA.

19. Inhibit tumor growth
Interleukin-2 (IL-2) is a crucial cytokine (cell protein) that induces potent antitumor responses in a variety of cancers. Goji polysaccharides have been shown in Chinese studies to enhance the production of IL-2. In the U.S., IL-2 has been under study as an immune promoting factor since 1983, used for some cancers and for HIV infection. Goji also has the ability to cause the death of tumor cells by inducing apoptosis, a process in which cancer cells are broken down and recycled.

20. Reduce the toxic effects of chemotherapy and radiation
In one study, goji was shown to enhance the effects of radiation in combating lung cancer, allowing a lower dose to be used. Other research indicates that goji can protect against some of the most side effects of chemotherapy and radiation.

21. Build strong blood
Goji is a renowned blood builder and rejuvenator. In one study, the goji berry caused the blood of older people to revert to a markedly younger state. In another trial, vital red blood cells were protected against free radical damage by goji’s flavonoids. Goji has also been used in a number of recent clinical trials for treatment of bone marrow deficiency conditions (low production of red blood cells, white blood cells and platelets).

22. Improve your lymphocyte count
A lymphocyte is any of a group of white blood cells of crucial importance to the adaptive part of the body’s immune system. The adaptive portion of the immune system mounts a tailor-made defense when dangerous invading organisms penetrate the body’s general defenses. Goji increases lymphocyte count and helps to activate them when the body is under attack.

23. Fight inflammation and arthritis
Extensive scientific research over the past 20 years has shown that, in acute and chronic inflammation, the free radical superoxide is produced at a rate that overwhelms the capacity of the body’s SOD enzyme defense system to remove them. Such an imbalance results in pain and damage to joints and tissues. Goji can restore the balance of the important anti-inflammatory SOD enzyme.

24. Support your liver
Goji contains a novel cerebroside that was shown to protect liver cells, even from highly toxic chlorinated hydrocarbons.

25. Treat menopausal symptoms
In traditional Chinese medicine, many menopause symptoms are ascribed to a deficiency of kidney yin. For ages, goji has been the yin tonic of choice to restore hormonal balance.

26. Prevent morning sickness
In China, goji in the form of a hot tea is commonly used by first trimester mothers to prevent morning sickness. Drinking this tea is a quick and effective remedy. It can be duplicated by combining two ounces of high-quality goji juice with hot water.
16. Improve immune response
The immune system is your body's armed forces. More than 40 years of research have revealed goji's ability to regulate immunity by commanding and controlling many of the body's important defense functions. Goji polyphenols enhance and balance the activity of all classes of immune cells, including T cells, helper T cells, NK cells, lymphocytes, myeloid cells, and macrophages.

17. Manage and fight cancer
Patients receiving a cancer drug together with goji exhibited response rates of 25% in 25% percent of those treated by the drug alone. These advanced cancer patients experienced amazing regressions of metastatic melanoma, renal cell carcinoma, colorectal carcinoma, lung cancer, myelogenous leukemia, and lymphomatous leukemias. Resolution of cancers in patients treated with goji lasted significantly longer than those treated without goji.

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Interferon 2 (IF-2) is a cellular cytokine (cell protein) that induces potent antitumor responses in a variety of cancers. Goji polyphenols have been shown in Chinese studies to enhance the production of IF-2. In the U.S., IF-2 has been under study as an immune-promoting factor since 1983, used for cancer patients and for HIV infection. Goji has the ability to cause the death of tumor cells by inducing apoptosis, a process in which cancer cells are broken down and recycled.

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27. Improve fertility
Goji has long been used by Asian physicians for the treatment of infertility in both men and women. In women, goji is said to have an unmatched ability to restore yin (reproductive essence). In men, goji polyphenols have been found to aid the testicles and also shown to be potent inhibitors of serum-induced structural degradation and cell death in testicular cells.

28. Strengthen your muscles and bones
Goji facilitates the secretion and release of insulin, which is responsible for many of the body's important maintenance, repair, and development functions. These include the production of bone, muscle, and the incorporation of calcium into bones and teeth.

29. Support kidney health
In traditional Chinese medicine, the kidneys are the most important of all the vital organs, and they are believed to control the brain and other organs. Proper kidney function is considered to be essential to survival. Goji has a well-deserved reputation as a kidney tonic, influencing both liver and kidney function.

30. Improve your memory
Goji is the parcelar brain tonic in Asia. It contains chemicals which are converted in the body into choline, a substance that enhances memory and recall ability.

31. Help chronic dry cough
Goji is used by Chinese herbalists, either alone or combined with other herbs, for relieving coughs and wheezing.

32. Alleviate anxiety and stress
As an adaptogen, goji helps the body to adapt and to cope with stress. It provides the energy reserves to help you handle just about any difficulty.

33. Brighten your spirit
It is said that constant consumption of goji brings a cheerful attitude. In Asia, it is rightfully known as the "happy berry."

34. Improve digestion
Goji has long been used in the treatment of anorexia nervosa, a weakening of digestion caused by reduced activity of stomach cells. Goji itself is easily digested, especially when taken in its highly bioavailable juice form.
34 REASONS TO DRINK GOJI JUICE EVERY DAY

According to the nation's leading home Dr. Earl Mindell, here are the
most scientifically validated reasons to drink goji juice every single day.

1. Extend your life
2. Increase your energy and strength
3. Look and feel younger
4. Lower your blood pressure
5. Prevent cancer
6. Maintain healthy cholesterol levels
7. Balance blood sugar and manage diabetes
8. Enhance libido and sexual function
9. Lose weight
10. Relieve headaches and dizziness
11. Get better sleep
12. Improve your vision
13. Strengthen your heart
14. Inhibit lipid peroxidation
15. Resist disease
16. Improve immune response
17. Manage and fight cancer
18. Protect your precious DNA
19. Inhibit tumor growth
20. Reduce the toxic effects of chemotherapy and radiation
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29. Support kidney health
30. Improve your memory
31. Support your liver
32. Alleviate anxiety and stress
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34. Improve digestion

Goji: The Himalayan Health Secret