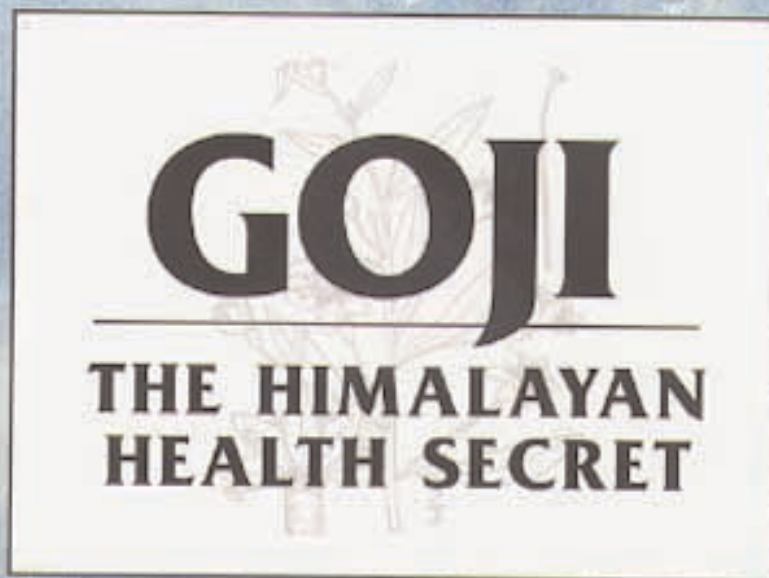


Excerpts From The World's Leading Nutritionist  
*Dr. Earl Mindell R.Ph., M.H., Ph.D.*  
*and Rick Handel*

# A Special Report



***The World's #1 Nutritionist Reveals  
Astounding Research On One of the Most  
Powerful Anti-Aging Foods Ever Discovered!***

## How Long Do You Want To Live?

If you were given the choice, how long would you choose to live? Eighty years? Ninety? One hundred-plus years? Perhaps even forever?

In this age of medical miracles, it shouldn't be unreasonable to expect a long and healthy life of at least 80 years, don't you think? Sadly though only 3.3 percent of the population will live to blow out the candles on our eightieth birthday cake!

But did you know that, in some remote places in this world, a life expectancy of more than 100 years is not uncommon? More importantly, these people's lives are filled with abundant health and happiness. Why? What's their Secret?

### Introducing The Goji Berry

In his new book, *Goji: The Himalayan Health Secret*, Dr. Earl Mindell reveals a longevity secret that redefines the meaning of "healthy living". This secret has been the key to long life for thousands of years among the people in remote areas across Asia. Their energy, mental agility, and overall vitality in old age has confounded scientists for decades.



After spending years exploring the link between longevity and nutrition Dr. Mindell discovered that many of the world's longest living people have something in common:

*"They consume regular daily helpings of a tiny red fruit that just happens to be the world's most powerful anti-aging food: the goji berry."*

### Legend And Long Life

Legends of goji abound in Asia. For example, one legend tells of the extraordinary life of a Chinese man named Li Qing Yuen who was born in 1678 and died in 1930. That's 252 years, and modern scholars have verified his incredible lifespan. What was the secret to his long, happy, active life? It was daily consumption of a soup made of the goji berry, existing only in the most remote regions of western Asia.

So, what makes the goji berry so special?

## Thirty-Four Reasons To Go For Goji!

Master herbalist, registered pharmacist, and world renowned nutritionist Dr. Earl Mindell knows a good thing when he sees it! Based on countless hours of scientific research, he's discovered the following 34 reasons to take goji on a daily basis!

- 1) ***Extends life***, protecting your body from premature aging through its powerful antioxidant action
- 2) Increases your ***energy*** and ***strength***, especially when fighting disease
- 3) Makes you ***feel and look younger***. Goji stimulates the secretion of hGH (human growth hormone), the "youth hormone"
- 4) Maintains ***healthy blood pressure***
- 5) ***Reduces your risk of Cancer***
- 6) ***Reduces cholesterol***
- 7) Promotes ***normal blood sugar*** in early adult-onset diabetes
- 8) ***Enhances sexual function*** and treats sexual dysfunction
- 9) Helps you ***lose weight***
- 10) ***Relieves headaches*** and dizziness
- 11) Relieves insomnia and improves quality of sleep
- 12) Supports eye health and ***improves your vision***
- 13) ***Strengthens your heart***
- 14) Inhibits lipid peroxidation (a cause of ***heart disease***)
- 15) Improves ***disease resistance***
- 16) Improves ***immune response*** ( T-cell, IL-2, IgA, IgG)
- 17) ***Cancer Treatment***
- 18) Restores and repairs DNA (preventing mutations that can cause Cancer)
- 19) Inhibits tumor growth
- 20) Reduces the toxic effects of chemotherapy and radiation
- 21) Builds strong blood, enhancing production of red blood cells, white blood cells and platelets and treatment of ***bone marrow deficiency***.
- 22) Improves ***lymphocyte count***
- 23) Activates ***anti-inflammatory*** enzymes
- 24) Supports ***healthy liver function***
- 25) Treats ***menopausal symptoms***
- 26) Prevents ***morning sickness*** in the first trimester of pregnancy
- 27) ***Improves fertility***
- 28) Strengthens your muscles and bones
- 29) Supports normal kidney function
- 30) ***Improves your memory*** and recall ability
- 31) Helps ***chronic dry cough***
- 32) ***Alleviates anxiety*** and stress
- 33) Promotes cheerfulness and ***brightens your spirit***
- 34) Improves weakened ***digestion***



## The Perfect Goji

What is it about the goji berry that makes it so beneficial to human health and vitality? Are some berries better than others? And if so, where can they be found?

Scientists have made rapid progress in revealing the amazing health properties found in this unassuming berry. Their conclusion? **The goji berry may be the most powerful and important natural health discovery ever made.**

Science has revealed that the best, most potent goji berries originated from the rugged, snow-capped Himalayan mountains of Asia. According to Dr. Mindell, *“This tiny fruit revealed itself to be quite possibly the most nutritionally dense food on earth!”*

### Why the Himalayas?

After rounding up goji samples from around the world, scientists used spectroscopic analysis – a molecular fingerprinting technique – to single out the highest-quality, most nutrient dense berries with the highest absorption in humans. This spectral signature was then used to identify the ideal berry. It turns out that goji berries that originated from the Himalayan region consistently possess the ideal spectral signature! But Why?

The Himalayan mountain range has the highest peaks on the planet and they are continuing to grow each year. According to Dr. Mindell, goji berries that originated from this area are special for three reasons:

1) They contain the full spectrum of nutrients. These essential nutrients are naturally chelated to fruit acids, which increases their ability to be absorbed into the body.

2) Nowhere on earth is closer to the sun than the lofty Himalayas, and the higher a plant's ability to absorb the sun's energy also called the (Schomburgk effect), the higher its ability to facilitate the transfer of energy, thereby keeping us healthier.

3) The goji of Himalayan origin contains astronomical levels of unique bioactive polysaccharides, a family of complex carbohydrates bound to proteins that defends the body against illness, pollutants and free radicals. These master molecules control many of the body's most important biochemical defense systems. In fact, the goji of Himalayan descent may be the richest known source of glyconutrients.



## Raise Your Glass to Goji!

Luckily, you don't have to climb mountains to find berries with the same life-extending properties as the goji of legend. Dr. Mindell suggests that you look for a readily absorbable, all-natural 100 percent juice product that matches the excellent spectral signature, polysaccharide balance, and high Schomberg effect of only the world's best berries. A one-liter bottle of good high-quality goji juice should provide the polysaccharide equivalent of more than two pounds of fresh goji berries.

Not all berries are created equal. Science proves it. The best, most potent goji berry is the goji of Himalayan descent – perhaps the most powerful and important health discovery ever made! So raise your glass to the Himalayas for sharing with the world their secret for health and long life!

### Dr. Earl Mindell

Earl Mindell, R.ph., M.H., Ph.D., is generally recognized as the world's leading nutritional authority. He is the bestselling author of 50 books, including *Vitamin Bible for the 21st Century*, *New Herb Bible*, *Peak Performance Bible*, *Food As Medicine*, *Secret Remedies*, *Anti-Aging Bible*, *Soy Miracle*, *Allergy Bible*, *Natural Remedied for 101 Ailments*, *Supplement Bible*, *Oral Health Bible*, and *Prescription Alternatives*.

He is a registered pharmacist, a master herbalist and a professor of nutrition at Pacific Western University in Los Angeles. Dr. Mindell also conducts nutrition seminars around the world.

