

Three Sacred Asian Berries

There are many similarities between the three Asian berries of goji, schizandra, and amla. All are adaptogenic general tonics. These superior foods, revered throughout Asia, contain all five tastes (sweet, sour, bitter, salty, pungent).

- These high density nutrients harmonize, support, and strengthen the body.
- Exhibit immune modulating ability and help improve cellular activity.
- Show antibacterial, antimicrobial, and anti-viral properties.
- Help the body in its resistance to stress, and support in recovery and rejuvenation.
- Nourish and maintain fertility from the assault of toxic load and radiation in the environment.
- Aid in wound healing, platelet adhesion, and large and small blood vessel integrity.
- Inhibit lipid peroxidation, are anti-inflammatory, and improve the circulatory system.
- Decrease histamine response, support lung function, and help alleviate allergies.
- Improves liver function, oxygen utilization, and the nervous and cardiovascular systems.
- Contain high levels of carotenoids, vitamin C, improving capillary structure and tissue repair.
- Are all anthocyanidins (red flavonoid pigments), high in polysaccharide activity.
- Have high ORAC ratings (antioxidant chart for fruits and vegetables).
- Are all synergized in our **Supremely Green, Vita Power, Liver Restore** formulas.

Goji Berry

Gou qi zi, translated as goji berry, aka lycium barbarum or wolfberry, is a 12-15 foot bush growing naturally in the cool, fertile valley regions of Mongolia and Tibet. Research done on Tibetan medicine (conducted by Tanaduk Botanical Research) speaks of the 41 classified varieties of this highly cherished berry of which phang.ma is the principle type. Yearly festivals in Tibet honor the plump *gou qi zi* growing in abundance around old monasteries in fertile soils. The Goji Berry Cooperative, a fair trade organization, provides an outlet for Tibetan and Mongolian berries that ensure the safety, tradition, continuation, growing, and proper handling of this treasure. Most goji grown in China comes from Ningxia province. Much of the goji research that has been done is from China.

Goji, the “happy berry,” is a superior fruit due to its tonic nature of radiating good health and vitality. This fruit of longevity corrects and balances many chi deficiencies. Low level energy conditions such as insomnia, anxiety, nervousness, are helped by the blood clearing and regulating properties of goji. It stimulates T-cell function (which helps for conditions of anemia) by building blood and encouraging lymphocyte activity, keeping the blood clean, thus supporting the circulatory system. Kidney weakness, showing up as dry eyes, chronic dry cough, thirst, low grade fever, high perspiration, sore back, knees and legs, are usually excessive heat, water balance, and kidney-adrenal stress issues that are helped by proper water hydration, nourishing adaptogenic foods, rest, and proper exercise. Goji is a good adjunct in alleviating this series of conditions. Goji helps support proper digestion and assimilation of nutrients, which is fundamental to our health.

Goji contains 250 IUs of carotene per gram (20 grams serving is 5000 IU), with particularly high levels of zeaxanthin, making it quite carotenoid rich. Goji contains 18 amino acids (protein building blocks), is 13% protein, and contains many minerals (including Ca, Mg, P, Ge, Cr, Se, Zn, Cu), and is rich in B vitamins, vitamin E, with high essential fatty acids, vitamin C, and a wide array of rich polysaccharide (long chain sugars in a water soluble nutrient matrix) flavonoids (plant pigment nutrients), particularly the anthocyanidins. The latter work on capillary and collagen structure, inflammation, auto-immune, bacterial, viral, and immune function modulation, and cardiovascular conditions. These phytonutrients (called polysaccharide glyconutrients) inhibit lipid peroxidation, contain and increase SOD (superoxide dismutase) levels and glutathione rich components to keep cells working at optimal levels. They help support the building of muscle tissue, DNA repair and restoration, and support our general well being. Traditionally, goji is used in both China and Tibet in wines, soups, teas, and rice porridge. The bright red berry is truly the happy berry!

Amla

Amla, commonly known as amalaki (a type of gooseberry), is the sacred berry of India. It grows from elevations of 1500 meters in the Himalayan Mountains down to the Indian southlands, as well as in Sri Lanka, Malaysia, and China. The supreme berry (of a small 15-25 foot tree) of Ayurvedic medicine is good for all constitutions (called tridoshic); it helps balance body functions, scavenges free radicals, and facilitates the elimination of toxins and stress.

Amla is one of the richest sources of stable vitamin C known. It also contains bioflavonoids, tannins (helping to stabilize the vitamin C under hot conditions), ellagic acid, gallic acid, and quercetin. This all helps in collagen synthesis and wound healing. Its high SOD (superoxide dismutase) level, improves oxygen utilization. Amla's vitamin C content varies between 2 to 6%; its fiber is 17%, minerals 4%, and it has a high linolenic fatty acid content in the seed.

Amla purifies and improves blood sugar balance as it boosts metabolism, especially involving protein. Additionally, it helps with food absorption, aiding in anemia (by increasing red blood cell count), convalescence and in wasting conditions, as it balances stomach acids. (In India, it is used for dysentery and bleeding piles.) Liver deficiency and urinary system weakness is also supported and balanced by this remarkable berry. Rheumatism and other inflammatory conditions, as well as auto-immune conditions (allergy and respiratory irritations), are greatly ameliorated with the use of amla. In clinical trials, it lowered LDL results with cholesterol. It is an antibacterial, antiviral, anti-fungal, anti-inflammatory, and an antispasmodic; it helps counteract stress. By modulating harmful conditions in the body, this ayurvedic herb is an adaptogenic tonic. It is immune enhancing, potent and nourishing in supporting lungs, liver, brain, and heart functions.

Amla is a sweet, sour, and cooling astringent (also tones gums), used in the antioxidant rich rasayanas (superior tonics), with ghee and honey. It is used in chutneys, relishes, triphala (a 3 berry formula), and chyawanprash (one of the most popular rejuvenative tonics in the world). It is widely used in India for hair and skin complexion formulas.

Schizandra

Schizandra is a woody, climbing vine with red berry clusters; it is the premier herb of China, containing all five of the elemental tastes. *Wu wei zi* in Chinese means "calm heart, quiet spirit." As an adaptogenic tonic, it is a powerhouse for regulating stress and helping the body to adapt to a wide variety of challenging conditions. A youth-giving tonic, it breaks up blood stagnation, alleviates fatigue, and increases RNA levels. Its immune modulating properties fortify the body in curbing disease and illness.

The schizandra berry helps counteract the effects of sugar through its metabolic activity of controlling glycogen content (a nutrient rich polysaccharide) and release, which provides sustained energy for work, exercise, and improving strength. Schizandra's flavonoid activity stimulates connective tissue repair, improves circulation, wound healing, capillary integrity, collagen structure, and vitamin C assimilation. Its high level of flavonoid anthocyanidins help fortify normal body functioning. Schizandra also contains high levels of vitamin E, absorbable palmitate (a form of vitamin C), many B vitamins, trace minerals, as well as amino acids.

The calming and fortifying properties of schizandra strengthen the nervous system, in addition to improving reflex action. By optimizing energy, cognitive function and memory are enhanced. It cleans and clears blood, and the network of arteries helping to modulate the inflammatory response. Another aspect of this is its benefits to the skin. Its neutralizing quality helps strengthen the body and improve respiratory function. It also modulates gastric activity, and has free radical scavenging properties.

Japanese studies show Schizandra's ability to help reduce liver damage. Its lignin components are helpful for liver regulation, as well as helping to stimulate the repair, support, and the detoxification of liver tissue. Schizandra's tonic effects balance liver deficiency by its cleansing action. It increases cellular efficiency at processing waste. This vine climbs to optimal health!