

Goji Berry Blend

Traditional Health Drink of China



It's comforting to know that we can turn to the natural world for some of our most important health care needs. Goji berries, also referred to as lycii or Chinese wolfberries, have been used in Chinese herbalism for thousands of years. Goji is renowned in ancient Chinese herbalism as a general health and longevity tonic and tonifier for strengthening the major organs. We can feel confident with the knowledge that recent scientific research has validated health benefits which people from ancient cultures have recognized for centuries.

Source Naturals has formulated a nutrient-rich GOJI BERRY BLEND. This tangy drink combines seven major fruit concentrates with a bright red goji berry concentrate to provide a powerful array of minerals, polysaccharides and amino acids. The legendary claims attributed to goji, substantiated by modern science, show that goji supports healthy circulation, blood sugar metabolism, immune health and provides antioxidant defense. These are four of the twelve SystemiCare™ deep metabolic systems identified by Source Naturals as critical to your health.



Strategies for Well-

The Great Goji Tradition

For centuries, people who lived in remote regions of China recognized the healthful properties of goji. Li Shi Zhen, regarded by many as the greatest herbalist in Chinese history, compiled one of the most highly regarded of herbal texts: the Ben Cao Gang Mu (A.D. 1596). The book reports that: "Taking in Chinese wolfberry (goji) regularly may regulate the flow of vital energy and strengthen the physique, which can lead to longevity."

The Many Benefits of Goji Berry

The primary component in goji berry referred to in studies is *Lycium barbarum* Polysaccharide (LBP). Today we know that the polysaccharides in goji are powerful antioxidants, and that goji supports healthy metabolic cellular function, normal circulation, and healthy glucose levels when taken as part of a healthy diet and lifestyle plan. GOJI BERRY BLEND includes seven fruit concentrates which enhance the many benefits of this legendary superfruit. Those concentrates are: apple, white grape, pear, cranberry, elderberry, and grape seed extract.

Blood Sugar Metabolism

The active ingredient in goji berry, *Lycium barbarum*, has been shown to support healthy circulation and blood sugar metabolism. Excess carbohydrate and sugar, frequently brought on through a modern convenience diet, contribute to high body weight and imbalanced glucose and insulin levels. These levels are associated with glycation, leading to the formation of highly reactive AGE's (advanced glycation end products). The result: signs of normal aging that affect memory, vision, muscle function, and skin elasticity. LBP in goji berry has been shown to prevent the formation of AGE's. Goji berry is unique in the plant world as it supports both blood sugar and blood lipid metabolism in mammals.

Antioxidant Benefits

Modern scientific studies have shown that *Lycium barbarum* may support cellular and tissue health. The antioxidants in goji are known to neutralize free radicals and to protect cells against oxidation. Most fresh fruits and vegetables contain compounds which have antioxidant activity such as flavonoids. Scientific studies have been conducted on goji and LBP to measure the efficacy of this antioxidant activity.

Source Naturals has created a nutritious vitamin and antioxidant-rich health drink. The many benefits of goji are enhanced by combining goji berry concentrate with seven additional natural fruit concentrates. Source Naturals continues to apply intelligent choices and provide healthy alternatives which fulfill our commitment to SystemiCare™. This is your path to wellness, which focuses on establishing balance within all the body's interrelated systems. Source Naturals is committed to supporting your optimal health by promoting nutrition, education, and supplementation with scientifically proven ingredients.

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