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# **BIO/TECH NEWS**

*Inside Information on Breakthroughs and Innovations in Bio/Science and Technology*

## **The SECRET to Living a Healthful, Productive Life Beyond 100 Years Old**

**Wouldn't it be nice to have...**

**Boundless energy to keep you going all day long? Healthier, sharper vision, so you can see clearly again? A quicker mind, free from memory lapses and foggy thinking? Youthful, glowing skin that looks firm, vibrant and years younger? A stronger immune system to protect yourself against disease? A vital, healthy heart that pumps blood more efficiently? An end to virtually all age-related ailments once and for all?**

**[EDITOR'S NOTE: Do you often feel tired throughout the day, despite having a decent night's sleep? Do you have problems seeing as clearly as you used to, especially at night? Has your skin lost its elasticity? Is it wrinkled, dry, and aging more quickly than you would like? Do you have unsightly age spots? Do you often get irritable, depressed, or suffer from mood swings? Do you experience foggy thinking or memory lapses? Do you have to turn the TV up so loud that it bothers others in the room? Do you feel lethargic? Are you unable to be as active as you like? Do you suffer from colds or the flu more often than ever before? Has your physical appearance been in general decline over the past five years? Do you have**

**any chronic discomfort that seems to be getting worse with time? In other words...**

### *Are you growing old?*

**Without ever stopping to challenge the way we are thinking, most of us accept the kinds of symptoms we've just mentioned as something which is an inevitable part of the aging process. Although we don't welcome these kinds of chronic problems, most of us see them as part and parcel of our lot in life as we take our place among today's growing ranks of Senior Citizens.**

*Please see next page >>>*

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But not so fast! Before we join the crowd, throw in the towel and resign ourselves to accepting these chronic symptoms and the “diseases of old age” as not only inevitable, but inescapable, let’s get out of this established rut and take a walk “off the beaten path”. Once we do, we find out we have a far better alternative. We’re going to tell you about a number of unusual people whose very lives challenge today’s accepted aging orthodoxy. What’s more, the mere fact of their living so long and so well should literally force all of us to do some serious re-thinking about the expectations we have for growing old...

In the stillness of an early morning in Ningxia Province, China, Dr. Shengyuan Lei finishes his daily three-mile trek. He will next spend an hour in meditation and yoga before he begins to see his patients. *Dr. Lei is 103 years old.* As remarkable as this is, Dr. Lei is not unusual here. *Many people in his town live productive lives well beyond 100 years.* It is believed by these people that their daily consumption of *Wolfberries* is the single most important factor contributing to their exceptional health and longevity.

*Ma Wangshi is 121 years old.* She enjoys working in her garden daily and prefers to go up stairs unassisted. Ma has enjoyed the taste of *Wolfberries* since she was a young girl. She can recall the first festival of the Wolfberry in her small village, over 100 years ago.

*The Hongzhangs (Husband and Wife) are both 110 years old.* Their eyesight is still excellent, they have all of their teeth, and they have not seen a doctor in years. One of their favorite activities is going to the market. Both consume *Wolfberries* on a daily basis.

These stories come from a place in China called “Ningxia Province”. The startling thing about them is that these folks are not unique or unusual. In fact, *many people in Ningxia live to 100 years or more.* And, most importantly, *they live to be 100 years “young” instead of 100 years “old”.* How do they do it? They have a secret: *Wolfberries.* And now, their secret is out of the bag.

In this Special Report, we’re going to tell you what these people have known for *thousands* of years. We’re not only going to tell you about this amazing secret, we’re going to tell you what you can do to take advantage of it. In our opinion, there’s absolutely no reason that the people of Ningxia Province should have a monopoly on living well and living long. There’s no reason *you* shouldn’t be able to add many productive, healthful years to your life, as well. We think this important information can go a long way towards helping you make this a reality for yourself and your loved ones. So read it carefully. The secret is now *yours* to know...]

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**NOTICE/DISCLAIMER:** The challenge for us at the Bio/Tech News is that we know our Subscribers don’t want to have to wait around on the “men in white coats” to verify what seems to be clear as crystal to a person with a bit of down-home, plain-folk, common sense. Our Subscribers not only have plenty of common sense, but they are also savvy enough and sophisticated enough to recognize that much in this life is yet unanswered. Nevertheless, they want what we’re able to come up with and report on despite the sometimes-obvious gaps in understanding; and, they want this information right now. They want to read about subjects now which might someday turn out to be “tomorrow’s news”...perhaps months or even years down the road, and which most people may never even hear about, even then. So...our Readers pay us for our considered opinion, speculation, guesses, intuition—you name it—based upon the homework we do as we research various breakthroughs in BioScience and Technology. We’ve been doing this kind of thing for more than a decade now and *thousands* of Subscribers have been more than satisfied to get what we can give them now, knowing that there is often a long lag-time before the explanations for various phenomena ever come around. Since much of our reporting covers material which is “cutting edge”, you need to know that if you are looking for all kinds of scientific documentation—the kind of thing you’d find in a stodgy, peer-reviewed scientific journal—then you’re going to be disappointed. Oftentimes, there’s just not a whole lot of this kind of “science” available. Sometimes, all we may have to go on is a little bit of theory, a bit of “common sense”...and a number of reported experiences. Often, we find ourselves having to “fly by the seat of our pants”, sometimes speculating about why or how a product may work, but not knowing for sure. But, if we waited around for all the “science” to be done, then most of us would end up dying of old age before the obvious could be confirmed!

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# Superfood Chinese Wolfberry

*“The Ningxia Wolfberry is truly a superfood. I’ve never seen anything like it. I am absolutely convinced that it is the principle cause for my excellent health during the last three years.”*

**Dr. Robert Delmonteque**

Senior Editor, **Muscle and Fitness Magazine**  
Advisory Board Member of the **Journal of Longevity**

*“I have no doubt that the Ningxia Wolfberry...will revolutionize how we treat premature aging. Since I have incorporated it into my daily regimen, my stamina has improved markedly. And it has been an important factor in allowing me to still perform long-distance running, even at age 76.”*

**Ronald Lawrence, M.D.**

Former faculty member of the UCLA School of Medicine

There are about 80 different species of Wolfberry to be found in various regions of the world, 10 of which exist in China. Of these, 7 species, 3 varieties and 35 cultivars are found in Northern China.

Because of its medicinal and healing properties, the most important and highly esteemed of these is *Lycium barbarum*, a small tree yielding highly-nutritional, jewel-red berries which thrives in a remote area near Inner Mongolia in the Ningxia Province. Thus, the name of its fruit: the “Ningxia Wolfberry”.

Ningxia grows the kind of Wolfberries that legends are made of and Ningxia residents are their own best advertising. Statistics from the Regional Health Bureau show that, compared with the rest of the nation, **Ningxia province has almost 30 times as many residents living more than 100 years old as the rest of China. Ningxia locals freely admit their health secret lies in their locally grown Wolfberries.** In fact, the good health and vitality of the Ningxia elderly has long been attributed to Wolfberries. To the people of the province, a bowl of fresh Wolfberries a day is part of life. The health benefits of Wolfberries have been extolled for generations. Actually, for *thousands* of years...

One Chinese Medical text dating back 2,000 years cites their use in treatments ranging from replenishing vital essences to strengthening and restoring major organs. The most frequent references in early Chinese medical texts extolled Wolfberries for strengthening the eyes, liver, and kidneys, as well as fortifying the “qi” (chi) or life force. The well-respected medical book, **Shen Nung Ben Tsao** (475-221 B.C.), noted Wolfberry

benefits ranging from replenishing vital essences to strengthening and restoring major organs. Li Shiz Hen, regarded by many as the greatest herbalist of all time, compiled the well-renowned physicians handbook, **Ben Cao Gang Mu** (1596 A.D.). The book reports, “Taking in Chinese Wolfberry regularly may regulate the flow of vital energy and strengthen the physique, which can lead to longevity.” It also cites this intriguing story –

“The Bao Shou herb store recorded a Wolfberry elixir that promotes longevity...A barefoot man named Zhang passed the formula of this elixir to an elderly person at Yi Shi County, who followed the recipe and lived for over a hundred years. The elderly man could walk extremely fast...His gray hair turned black again...The herb is mellow and can be taken often to eliminate excessive heat in the body and will also improve vision.”

**Domestic and Foreign** magazine published a story in the 1950s about a great herbal master Li Qingyun who lived over 200 years and died in 1930. In his life account, he revealed the secret of his longevity was gained from his mentor who told him to take 5 grams of Wolfberries everyday. “From then on I became healthy and agile. I can walk a hundred li and not feel tired. I became better in strength and stamina than the average person.” [One “li” equals half a kilometer, making his walk about 50 kilometers, or a little more than 30 miles Ed.]

## The River of Longer Life

The Huang He (Yellow) River originates in the Himalayan Mountains and flows through the Ningxia Province. For centu-

ries, the river has created a mineral-rich, super fertile, silt-water floodplain, the likes of which can be found no place else on earth. This unique, natural phenomenon provides a soil which is unequalled for its ability to grow the nutritionally-dense Ningxia Wolfberries.

Thanks primarily to these rich deposits of the Yellow River, the Ningxia region is called “China’s herbal medicine valley” and locals protect it by meeting all of the stringent rules necessary to be awarded the prestigious “Green Certificate”, the equivalent of the USDA’s Organic Certification.

Ningxia Province takes great pride in the nine national and international gold prizes won by its famous Wolfberry. The Ningxia Wolfberry has won three gold prizes in the China Agricultural Fair and a gold prize in the Malaysia International Food Fair.

All of this care has paid off. The Xinhua News Agency reported that the Ningxia variety of *Lycium barbarum* “is far superior to ordinary Chinese Wolfberry in both tonic effects and economic results.” Due to their superior quality, many medical studies done on the Wolfberry have specified the use of the Ningxia Wolfberries.

There is now an impressive, growing body of modern scientific evidence that is substantiating the Wolfberry’s legendary reputation. For example, multiple ancient references cited the Wolfberry’s ability to aid and protect the pancreas. Modern Chinese scientists have determined that a polysaccharide found in the Wolfberry has “definite protective effects” on the pancreas cells that regulate the body’s insulin system, the “islets of Langerhans.”

Other researchers have determined that special substances found in Wolfberries have “prominent hepatoprotective activity,” meaning that they help protect the liver. These and other studies help confirm what ancient tradition held true.

According to a report from the State Scientific and Technological Commission of China, Wolfberries are effective in increasing white blood cells, protecting the liver, relieving hypertension, displaying an insulin-like action that is effective in promoting fat decomposition and reducing blood sugar. The Commission also noted that a Wolfberry extract

inhibited cancer growth by 58% and “can cause the involuted indexes in the blood of old people to **reverse to a young state** noticeably.”

Researchers at the Institute of Medicinal Biotechnology at the Chinese Academy of Sciences found that a relatively short, eight-week treatment using supplemental Ningxia Wolfberry was able to **reverse signs of aging** by significantly lowering tissue levels of damaged proteins and increasing interleukin-2 levels.

### Sharing the Ancient Secret

Although Wolfberries have been used as a dietary staple for thousands of years in Northern China where people are known for their longevity, the Wolfberry has remained unknown to the West for thousands of years because China kept its borders closed to foreigners. Only recently has that longstanding policy changed.

In 1993, Cyrus McKell, professor of Botany at Weber State University, introduced widely-respected nutritional researcher, D. Gary Young, to a Chinese scientist who was visiting the United States on a fact-gathering assignment.

Dr. Songqiao Chao, senior researcher at the Chinese Science Academy, told Young about a simple, delicious-tasting berry with amazing health benefits. He said that Chinese Wolfberries had been used for thousands of years to treat a wide range of ailments. What’s more, Dr. Chao related that the people who consumed them on a regular basis lived remarkably healthy lives for 100-plus years. Intrigued by the Doctor’s story, Young embarked on an inspiring odyssey to the Ningxia region of China.

While there, he investigated the tiny red Wolfberry fruit, the remarkable source of the vibrant health and long lives of the Chinese people of that region. Encouraged by the prospect of an all-natural, good-tasting substance that could be so helpful in improving health and extending life, Young determined to find a way to share the benefits of the Wolfberry with people everywhere. As a result, and with the assistance of Dr. Chao’s daughter, Sue Chao, Young’s company became the first to import Ningxia Wolfberries into the United States on a commercial basis. In 1996, when he first attempted to import large quantities of the

Ningxia Wolfberry powder, it was quarantined by U.S. Customs as an unknown “peculiar” substance. They didn’t know what it was. Customs agents said that it had never before been imported to the U.S. in commercial quantities. Since those early days, Young’s company (Young Living) has now become the largest importer of Wolfberries in the world.

Gary Young has been to the Ningxia Province multiple times. Recalling his visits in 1998 and 2001, Young said, “I was impressed by the hearty vitality exhibited by the elderly folk in the Ningxia Hui villages I visited. One of the older people living in Najiahu Village was Na Shengcai. He was still rising before dawn (at 4 a.m.) to take his daily walk to the mosque, as he had done for the past 50 years. For him, working his tenth hectare of land or taking a journey to the mosque 5 times a day were activities that were as

easy for him as for a 40-year old. His wife was 87 years old and his family branched out to five generations.”

Having researched the Ningxia Wolfberry for more than a decade, Gary Young now finds it hard to contain his excitement. “With over 15 percent protein by weight and one of the highest vitamin, mineral and amino acid profiles of any food I have ever encountered, **the Wolfberry represents a breakthrough in nutritional medicine. It is more than just an herb; it is a hybrid between a food, vitamin, herb and medicine, a superfood that represents the future of therapeutic medicine.** I am profoundly grateful for having learned of this traditional Chinese treasure and look forward to seeing it embraced by Western cultures.”

\* \* \*

## The Age-Reversing Power of the Ningxia Wolfberry

**W**e’ve all seen a peeled apple turn brown. Ever wonder why that happens? “Free radicals” are the reason behind this change. This is the same kind of thing which happens to us deep within our cells. In fact, if you’ve noticed unsightly age spots on your hands, fine lines and wrinkles in your skin, or less overall energy and vitality, then you have your own personal evidence of free radical damage. Our bodies are bombarded daily by the damaging effects of free radicals which are created as the by-products of normal metabolism. This by itself presents a significant challenge for us. However, each time you are exposed to an illness, harmful bacteria and other pathogens, environmental toxins (smog, pesticides, food additives, chemicals), or even many prescription medicines, free radicals are produced and attack your body at the cellular level. What’s more, free radicals are produced whenever you are stressed, either physically or mentally. It’s no wonder that our bodies can often become overwhelmed with the onslaught of these damaging, hyper-reactive substances.

Unless they are neutralized, free radicals destroy cellular proteins, causing our cells to weaken and become susceptible to the array of symptoms we associate with aging. Many medical researchers have now concluded that the chronic conditions associated with aging result from accumulated damage caused by free radicals. In other words, what we normally think of as “aging” is caused by a never-ending barrage of free radicals. In fact, Dr. Bruce Ames of the University of California at Berkeley estimates that the DNA of **each of our cells is attacked by free radicals over 10,000 times per day!**

Since DNA is the “blueprint” used to create each new cell in the body, if its genetic material becomes damaged by free radicals and is not somehow repaired, then varying defects, even mutations, can result as it copies itself from cell to successive cell. These new cells are no longer exact replicas but are damaged and unhealthy.

Again, if there is little or no DNA repair, the damage becomes extensive enough that it starts showing up as the symptoms of old age. Before you know it, you are feeling old way before your time. You can’t remember things as well as you used to. Or, you can’t see as clearly as

you once did. Or, your back aches when you bend over to pick up the newspaper. Or, you can't play with the grandkids or walk the dog for as long as you'd like before you get too tired.

Fortunately, **there is a way to neutralize the potential damaging effects of free radicals.** Substances called “antioxidants” have proven to be an effective weapon against them. Antioxidants literally help preserve cell integrity by protecting against free radical attacks, neutralizing them and allowing the body to restore itself to the proper balance which leads to health and well-being. **Therefore, it only stands to reason that the greater amounts of antioxidants we**

**consume, the more efficiently we can slow down the aging process.**

**That's where the Ningxia Wolfberry comes in. Wolfberries contain up to 20 times the antioxidants of other fruits and vegetables.** Due to their superior antioxidant quality, some of the medical studies suggest that Ningxia Wolfberries are protective against DNA breakage and mutations and therefore recommend their use as the best defense against free radicals. It would be impressive enough to leave it right there. But, as you'll read below, you'll see that the antioxidant capability of Ningxia Wolfberries is in a league of its own...

\* \* \*

## The Gold Standard for Antioxidants

*“Young and middle-aged people may be able to reduce risk of disease by adding high ORAC foods to their diets.”*

—Floyd P. Horn

Administrator, Agricultural Research Service, U.S. Department of Agriculture

About ten years ago, a laboratory test known as **ORAC (Oxygen Radical Absorbance Capacity)** was developed by Dr. Guohua Cao at the USDA Human Nutrition Research Center on Aging at Tufts University for the purpose of rating the antioxidant levels of fruits and vegetables. ORAC has become the *de facto* worldwide standard. Since its introduction in the mid 1990s, ORAC has been used to test the antioxidant activity of a large variety of common foods.

The ORAC test is one of the most sensitive and reliable methods for measuring the ability of antioxidants to absorb free radicals. ORAC measures the degree to which a sample inhibits the action of an oxidizing agent and how long it takes to do so. Then it integrates the two measurements into a single, numerical value. This provides an accurate and reproducible measurement for comparing different types of antioxidants having different strengths.

According to the ORAC scale, **the Ningxia Wolfberry is the most potent, powerful, natural antioxidant food known to man! This means we now have an all-natural, super-weapon to add to our antioxidant arsenal.** As a result, the dan-

gerous free radicals that cause you to look “old”... that break down and mutate your body's incredibly complex genetic and cellular material... that cause a variety of illness and disease... these can now be more efficiently neutralized and stopped in their tracks!

### But Wait! There's More!

If we just left the matter to the powerful antioxidant capabilities of Ningxia Wolfberries, that would be sufficient justification for consuming them on a daily basis for the rest of our lives. But Biochemists at the Ningxia Institute of Nutrition have analyzed the Ningxia Wolfberry and found that there is much, much more to these tiny, red berries. They discovered that the Wolfberry is a multi-spectrum, therapeutic, super-nutritional storehouse. Over 15 percent protein by weight, Wolfberries contain 18 types of amino acids, 21 trace minerals, 29 fatty acids, vitamins B1, B2, B6, E, beta carotene and vitamin C. Plus, they are a cornucopia of exotic and unique phytonutrients (superoxide dismutase, phenylpropanoids, carotenoids, zeaxanthin, lutein, beta-cryptoxanthin, ellagic acid, polyphenols, cerebrosides, pyrroles, polysaccharides, and more), which have

been shown to protect the liver, eyes, heart and cellular DNA from age-related deterioration and disease.

What's more, Ningxia wolfberries are the richest known whole food source of natural vitamin B1 (thiamin), containing 67 times that of brown rice. They contain 100 times the niacin (vitamin B3) of oat bran. Wolfberries have 3 times the amount of vitamin C (ascorbic acid) of oranges, 5 times the calcium of raw cauliflower and 2 times the beta carotene of raw spinach. In short, **Wolfberries are a true superfood.**

### Immune System Support

If all of this wasn't enough, science has shown the Ningxia Wolfberry to have powerful immune-supporting agents, as well. Ningxia Wolfberries have been found to have extremely high levels of immune-stimulating polysaccharides. A landmark study published in the **Journal of the American Nutraceutical Association** concluded, “Wolfberry juice and its mixtures were shown to have immunomodulatory effects...by increasing splenic (spleen) macrophages and splenic weight.” There are a number of studies that correlate increased spleen weight and improved immunological function.

In an animal study done at a hospital in Beijing in 2002, the Wolfberry was found to stimulate interleukin-2 and gamma interferon, two anti-inflammatory substances important in supporting a healthy immune system. In another amazing study, elderly patients were given Wolfberries once a day for three weeks. In 67% of the patients, immune-boosting T-Cells tripled. Plus, their morale and optimism increased, appetite improved and they even slept more soundly.

Another study showed that consumption of Ningxia Wolfberries led to a dramatic increase of immunoglobulin A levels, an important index of immune function. Because the decline of immunoglobulin A is one of the signs of aging, an increase in these levels suggests that the Wolfberry can help “fix” injured DNA, so it can build healthy new cells and protect against tissue degeneration. As the studies continue, the science is clear this remarkable fruit has an abundance of health benefits!

\* \* \*

# Supporting Eye Health

The Ningxia Wolfberry offers significant protection against “age-related” deterioration of eyesight. One of the all-too-common symptoms of the free-radical induced “aging process” is that of declining eye health and resulting poor vision. The most common cause of blindness in people over age 55 is “Age-related Macular Degeneration” (AMD). Please notice that the very name of this malady presupposes what is assumed to be the inexorable aging process. The people of Ningxia Province would completely disagree with this kind of assumption, however, and their lives contradict it. For thousands of years they have relied upon Wolfberries for eye health and, from generation to generation, their vision remains clear and sharp, well into the 80s, 90s and 100s!

Decreased and declining ability to adapt to the dark is another symptom of free radical damage. In 1982 a study was initiated by the Beijing Research Institute to test the ability of Wolfberries to improve “dark adaptation”. Researchers gave a daily dose of 50 grams of Wolfberries to each of 27 test subjects over the course of 34 days. At the end of the study, they evaluated the dark adaptation time and noted significant improvement in all subjects.

Free radical damage is not only the basic cause behind macular degeneration and poor adaptation to the dark, but many other eye problems, as well (cataracts, diabetic retinopathy, etc.). Because this is the case, the daily consumption of Wolfberries with their off-the-chart, high concentrations of anti-oxidants only makes sense.

But there’s more to the Wolfberry/eye-health story. Wolfberries are also rich in two eye-protecting carotenoids (zeaxanthin and lutein) that are absolutely essential for protecting vision from free radical damage, protein destruction and, ultimately, blindness.

The human eye contains the highest concentrations of lutein and zeaxanthin in the body. The highest concentration of zeaxanthin is found in the very center of the vision-sensing part of the eye, the central macula (fovea). Two and a half times more zeaxanthin than lutein is found here. At the outer edge of the macula, lutein is the predominant pigment, found in twice the amount as that of zeaxanthin. Free radical damage to the lens of the eye is the chief cause of cataracts. Like the macula, the lens also contains zeaxanthin and lutein.

Researchers in Japan and at the Schepens Eye Institute at Harvard University proved experimentally that depleting the

diet of lutein and zeaxanthin triggered the same eye damage as AMD and cataracts. Zeaxanthin has been shown to reduce the risk of cataracts by up to 22%, according to the **American Journal of Clinical Nutrition**. Wolfberries are one of the very few food sources which contain significant amounts of this important nutrient, which is sorely lacking in the diet of most Americans.

The high concentrations of zeaxanthin and other antioxidants in Ningxia Wolfberries (they also contain other important nutrients for the eyes such as zinc, magnesium, vitamin C and taurine) can do much to help protect both the macula and the lens of the eye. As the highest known antioxidant food and the richest source of some of the most valuable eye nutrients known, the Ningxia Wolfberry can become more than just food for the eyes. It can become a real sight saver.

## “Longevity Berries”

In addition to being the most potent antioxidant food in the world, a super booster for the immune system and a super nutrient to help restore the eyes, we could go on and on about even more Wolfberry benefits, such as cutting cancer risk, preserving a healthy heart, giving new life to the liver, sustaining and rejuvenating the skin, defending against diabetes, helping to overcome obesity, defusing depression, reducing inflammation, protecting against pollutants and environmental toxins, improving digestion, optimizing blood sugar levels, regulating male and female hormones, protecting the pancreas, improving the overall quality of the blood, etc. But to cut to the chase, this all adds up to an unmatched superfood which offers the possibility of longer life to those who consume it regularly.

Thousands of years ago, the people of Ningxia Province found the key to more

youthful and healthy lives, regardless of age. And now we have the opportunity to take advantage of their amazing discovery. They found a way that can help us reverse the aging process, a way to help us get back some youthful vigor, a way for us to stay energetic and vibrant well into our 60s, 70s, 80s and beyond. They discovered a simple secret to safely “turning back the aging clock”, improving our quality of life, helping us to look, feel and act years younger. Wolfberries are truly “longevity berries”.

## Recommendation

By now, it should be clear why the people of Ningxia Province regard the Wolfberry as almost sacred. Its longevity and health-boosting abilities are nothing short of amazing, and modern medicine is only now just beginning to understand the reasons behind its remarkable anti-aging powers.

The bottom line to all of this should also be pretty obvious: In addition to the standard recommendations to drink plenty of water, exercise, and watch what we eat, **we would all be well on our way towards reversing the march to “old age” if we’d just be careful to drink one ounce of Wolfberry Juice at least once or twice each day.**

The reason we say Wolfberry *Juice* is because we don’t have the luxury of being able to pick fresh fruit from the Wolfberry tree. So, the next best way to consume Wolfberries is by drinking Wolfberry Juice which is made from the puree of whole berries. Drinking Wolfberries in juice form allows you to get efficient assimilation and quickly deliver nutrient power to your bloodstream, cells and tissues. On the more practical side, it also keeps you from having to swallow a number of capsules in order to get the appropriate daily dosage.

One ounce of Wolfberry Juice in the morning is sufficient for most people. Those who have particular health issues they want to improve or even overcome should drink additional Wolfberry Juice during the day, as the need requires. As a place to begin, we recommend that you get yourself a couple of bottles (a one-liter bottle, 34 fluid ounces, is about a one-month supply for one person) and begin taking it as soon as possible. From what we’ve been able to determine, it doesn’t take very long to begin notic-

ing a difference. One of the first things people seem to consistently notice is a wholesome increase in overall energy.

This has been our personal experience, as well. We noticed this almost instantly.

\* \* \*

## What Others Have to Say\*

**[EDITOR'S NOTE]** If you've been one of our readers for a while, you are already well aware of the fact that scientists and members of the medical establishment in this country don't accept testimonials as valid evidence or support for a product's effectiveness. Many of them cavalierly reject any kind of input which is, in their eyes, merely "anecdotal", judging it to be of no value whatsoever.

Although we agree that testimonials cannot be considered *conclusive* evidence, we do take issue with those who think that they have no evidential value. This, we think, is going a bit too far. We think there is in fact often something worthwhile to be found in the testimonies given from those who have personal experience with a product. Therefore, we are not at all reluctant to consider what others have to say based upon their personal use and observations.

That said, the reason for providing Testimonials in this newsletter is to give the reader an idea of what other people have experienced in their use of Wolfberry Juice. It is important to understand that neither the publisher nor the person giving testimony is attempting to practice medicine or make any claims for cure. Instead, these testimonials should be recognized for what they are: reports of personal experiences. Period. It is our hope that you will find them to be helpful to you as you consider them in light of your own personal situation.

So, will Wolfberry Juice work for you? You will never really know for sure unless and until you actually try it for yourself. You are the only one who can make this determination. Therefore, we encourage you to give it a try. As the old saying goes, "Nothing ventured, nothing gained."

With the above, qualifying comments in mind, take a look at the following letters

that were written by individuals who have tried "Wolfberry Juice" for themselves (we have removed the specific brand names and have substituted the more generic term, Wolfberry Juice in their place). These are but just a few and the number and varieties of application could easily be multiplied.]

*I have gone from being a woman my husband often described as "always sick" to a woman he describes as "full of vitality and joy". Since I have been drinking Wolfberry Juice, I have experienced full health -with ZERO colds, ZERO bladder infections, INCREASED energy, and WEIGHT LOSS!*

—Karen A.

*I am a 47 year old female. For the past 10 years I had been riddled with chronic fatigue and fibromyalgia. I was bedridden on and off several times during the past 10 years and was on a ton of medication that got rid of the pain, but made me lose track of the days, months and years. I missed out on a good portion of my young son's life (then 10 when this all began) as well as had to give up all of my activities that I loved - walking, skiing, hiking with my dogs, kayaking. I was sick and tired all the time. The medical profession did not give me much hope for improvement.*

*In 2003 I discovered Wolfberry Juice. I was told because I was so run down I would need to take it 3-6 times per day to start. After about a week or two I*

*noticed I woke up feeling refreshed and with energy. I started to take daily walks in my neighborhood and within a week I was walking the full 2 mile loop! I hadn't been able to walk to my mailbox for 10 years and now I was walking 2 miles! Then I started doing light hikes with my husband - we cried together the first time I was able to hike to a mountain lake I had always wanted to see. By the end of last summer I was hiking 10 miles 3 times a week. Needless to say, I have Wolfberry Juice to thank!*

*I have lost 35 pounds in the last 8 months and have lots of energy. I feel like a NEW person. As far as my immune system ... before Wolfberry Juice, I was sick with everything and anything that went around - and unusual things as well. Now that I am on a daily regimen of Wolfberry Juice, I rarely get sick and when I did get the flu this year, it was gone in 24 hours - not days/weeks like those around me.*

*I believe it is the Wolfberry Juice that has put me over the top by helping to strengthen my immune system and give me the energy to face each new day with a positive spirit. Thank you!*

—Debra G.

*I have my Wolfberry Juice every morning with water, and what I notice is that I have MUCH more energy, NO hay fever and fewer colds. If I do happen to get a cold, it doesn't last as long; maybe a day or two tops and it's gone. Not only that, Wolfberry Juice tastes good, and is good for me, too!*

—Debbie W.

*I take an ounce of Wolfberry Juice first thing in the morning before I head off to work. I noticed that I have more energy throughout the day and amazingly have not been sick since I began drinking it, even though the cold and flu was passed along between my fellow employees. What is more... Wolfberry Juice tastes great!*

—Jay K.

\*Our purpose here is not to quibble with those who live in the world of controlled clinical trials, double-blind studies, and the like. Rather, we simply wish to point out the fact that "anecdotal evidence" has its proper place and has been valuable as a preliminary indicator, often demonstrating a level of probability that may warrant closer scientific scrutiny. For *thousands* of years, anecdotal evidence was the *only* basis of acceptance of many different kinds of medicines and therapies, natural and otherwise. Only relatively recently during the history of mankind has the Scientific Method come on the scene. Well-known and highly-respected scientist, researcher and statistician, Dr. Louis Lasagna (Director of Tufts Center for the Study of Drug Development) recognized this when he made the observation that modern trial techniques were not necessary "...to recognize the therapeutic potential of chloral hydrate, the barbiturates, ether, nitrous oxide, chloroform, curare, aspirin, quinine, insulin, epinephrine, local anesthetics, belladonna, antacids, sulfonamides, and penicillin, to give a partial list." We would do well to recognize the importance of the implications behind these words. The "bottom line" is that anecdotal evidence has been one of the richest sources of information available throughout history and modern science would do well to embrace it.

*I feel the juice is an imperative part of one's health regime. I am looking forward to sharing this gold mine with my patients, family and friends. Since I have been taking the juice for the past two weeks, my appetite has decreased, along with the cravings I have continually battled daily for years. Because there are no other variables I have changed in my lifestyle lately, I attribute this added bonus to the Wolfberry Juice.*

—Dr. Sara C.

*We are having many positive results with Wolfberry Juice. It has increased our energy, improved our digestion, decreased our appetites, and has relieved migraine headaches. When we run out we don't want to be without it for very long.*

—Linda & Merrill D.

*While traveling, all my companions became violently ill. Guess who was the only one who didn't get sick, in spite of living in close quarters? It was me, the one with the 'shot a day' of Wolfberry Juice! I think Wolfberry Juice is health insurance in a bottle!*

—Nancy D.

*I used one ounce of Wolfberry Juice before embarking on a 15-mile training run. What an incredible run I had! It was the best long run I have ever had. I completed the run at a pace of 30 seconds per mile faster than I normally run, and I felt good!*

—Tom W.

*I have recently been blessed with a newborn in my life, so I get very little sleep. I began drinking Wolfberry Juice and noticed that I did not need a nap. I was awake and energized!*

—Paul S.

*My job requires me to teach 4-5 aerobic classes each day. That's a lot of physical and mental energy. Wolfberry Juice has made a huge difference in my energy, and most of all, my recovery time from each class.*

—Victoria O.

*I drink Wolfberry Juice every day!!! I have been using it faithfully and JOYFULLY since it was first introduced. I have only had 1 cold in over 3 years!!! My energy, stamina and enthusiasm have sky-rocketed. I constantly have friends, family and clients asking me, "Where do you find all that energy?"*

*What are you on, AND where can I get some?" I am often called an energizer bunny and when I do trade show booths - with my Wolfberry Juice I don't need frequent breaks or rest periods like the other exhibitors.*

*In addition to the obvious benefits of increased vitality, I have also experienced that my knees and other joints are much healthier and not "creaky"! I can easily run up several flights of stairs whenever I need to - without any discomfort or my previous huffing and puffing. It's so amazing how many aspects of my life have changed since I started using Wolfberry Juice. I thank you with all my HEART. Here's to everyone's increased health and longevity!!!*

—Maria M.

*I was recently diagnosed with fibromyalgia and chronic fatigue syndrome. The pain and exhaustion were unbelievable. I started drinking 3 ounces of Wolfberry Juice a day, and the pain and exhaustion simply vanished! I now have a high level of energy, no more bouts with*

*debilitating pain, the sluggishness has left, and my mind is clear.*

—Eileen D.

*For 24 years I have supported myself and my family doing fine calligraphy. That's why I was very nervous when my eyesight recently started to get worse. I started drinking Wolfberry Juice and my ability to focus returned. Wonder of wonders, this is great.*

—Lori G.

*As a young child I was diagnosed with prescription drug induced hepatitis B. My poor liver affects my immune system and I am always catching the flu and bronchitis. In May 2004 I started drinking Wolfberry Juice and immediately felt a solid, non-jittery energy. Over the past 10 months I have only been sick two days, compared with the usual 30-50 days. And I am exercising more vigorously than I have in my whole life. At age 65 I actually feel like I'm getting younger.*

—Didi C.

\* \* \*

## A Final Word

**L**ook around you. If you are a "baby boomer" or older, look at most of your friends. What do you see? People everywhere whose youth and vitality are battered and bruised by weakened, aging cells. People whose bodies are under constant attack from toxins, chemicals, and other environmental stress-inducers. People whose energy and strength are drained by dangerous free radicals that undermine their health and their ability to live healthy, active lives. **They may be resigned to this way of "living", but it's time for you to get out of this rut!**

**Let's go back to the questions we asked at the beginning of this Special Report—**

Wouldn't it be nice to have... Boundless energy to keep you going all day long? Healthier, sharper vision, so you can see clearly again? A quicker mind, free from memory lapses and foggy thinking? Youthful, glowing skin that looks firm, vibrant and years younger? A stronger immune system to protect yourself against disease? A vital, healthy heart that pumps blood more efficiently? An end to virtually all age-related ailments once and for all?

**The people of Ningxia Province want you to know there is a way to help you make these kinds of things a reality for your life! It's time for you to put your knowledge of their thousand year old secret into practice.**

Get off the dime and start proving to yourself and others that you can grow older while keeping the effects of the "aging process" at bay. Make up your mind that you are going to join the "young centenarians" of Ningxia Province and start reversing the aging clock in your own life. **Get yourself in the habit of drinking Wolfberry Juice daily. You'll be glad you did.**

\* \* \*

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