



38 Reasons Why You Should 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.

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

Usual Serving Size:

- 60-120 mls juice daily for general health;
- 120-240 mls of juice 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

Ranked 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 long been used 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 cyperone, 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. The 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, lysozyme, tumor necrosis factor-alpha, and the immunoglobulins IgG and IgA.

17. Manage and Fight Cancer

Patients receiving a cancer drug together with Goji exhibited response rates up to 250% 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 ten trillion cells are faithfully reproduced as healthy, exact duplicates. Exposure to chemicals, pollutants, and 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 anti-tumor 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 noxious side effects of chemotherapy and radiation.

21. Build Strong Blood

Goji is a renowned blood builder and rejuvenator. In one study, the 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.

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 jing (reproductive essence). In men, Goji polysaccharides have been found to extend the life of sperm cells, and also were shown to be potent inhibitors of stress-induced structural degradation and cell death in testicular cells.

28. Strengthen Your Muscles and Bones

Goji facilitates the secretion and release of hGH, which is responsible for many of the body's important maintenance, repair, and development functions. These include the production of lean 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 supertonic, influencing both yin and yang.

30. Improve Your Memory

Goji is the premier "brain tonic" in Asia. It contains betaine, which is 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. Relieves Symptoms of Fibromyalgia

34. Maintains Healthy Gums

35. Helps Prevent Allergies

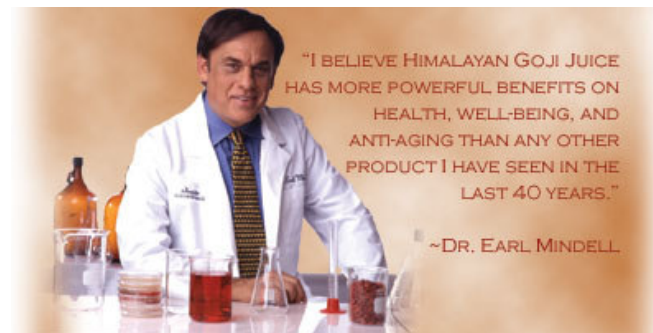
36. Improves Weakened Digestion

Goji has long been used in the treatment of atrophic gastritis, a weakening of digestion caused by reduced activity of stomach cells. Goji itself is easily digested, especially when taken in its highly bio-available juice form.

37. Helps Protect Children's Health

38. Promotes Cheerfulness and Brightens your Spirit

It is said that constant consumption of Goji brings a cheerful attitude. In Asia, it is rightfully known as the "happy berry."



Dr. Mindell is generally recognized as the world's leading nutritional authority. He is the bestselling author of 53 books, including the New Vitamin Bible, which has sold the most books in the history of nutrition – 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 150 Ailments and Prescription Alternatives. He appears on more than 300 radio and television programs each year, including Regis, Letterman, Oprah, 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.

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