

## Goji Berry-Ancient Herb, New Discovery

by Margaret Marchuck

If you are not familiar with the Goji berry, you may soon be reading and hearing more about it. This little red berry has been consumed for thousands of years by communities of people throughout Asia. Within the past decade, scientific research has been documenting the constituents of this herb and finding links with numerous health benefits.

As early as the first century A.D., the ancient Asian medical text "Divine Farmer's Handbook of Natural Medicine" (*Sben Nong Ben Cao*) extolled this berry's medicinal virtues. Some of its health benefits touted today are protection from premature aging; stimulation of hGH (human growth hormone), the "youth hormone"; increase of energy and strength; maintenance of healthy blood pressure, enhancement of sexual function, support of eye health, improvement in memory; and headache relief, to name a few.

**The Goji berry has been used in traditional Mongolian and Tibetan medicine for centuries. In Asian herbalism, the Tibetan Goji berry is among the most revered of sexual tonic herbs.**

There are two primary types of *Lycium Goji* berries that are used medicinally. One type, grown mainly in China, is the *Lycium Chinense*, often referred to as Chinese wolfberry, matrimony vine, or Chinese boxthorn. The other is *Lycium Barbarum*, which grows in various regions of Asia such as Tibet and Inner Mongolia.

The Goji berry has been used in traditional Mongolian and Tibetan medicine for centuries. In Asian herbalism, the Tibetan Goji berry is among the most revered of sexual tonic herbs, used to increase sexual fluids and enhance fertility. In Mongolia, it is commonly used by first trimester mothers to prevent morning sickness.

Archeological evidence dates man back more than 50,000 years in the valleys of the Himalayas. The urban civilization that flourished for nearly 1,500 years in this region was along the trade route between central Asia and the Indian subcontinent. Some theorize that the Traditional Himalayan Medicine System (THMS), passed down by word of mouth, was spread along this trade route as well, and that the medical traditions of Tibet and China, and the Ayurvedic system of India have their origins in THMS.

Early Twentieth Century British and European expeditions to the area focused on the Hunzakuts. These people were noted for their strength and endurance, even into old age, with many living healthy for more than 100 years. Recent research into the therapeutic plants used in the Himalayas that might



The urban civilization that flourished for nearly 1,500 years in this region was along the trade route between central Asia and the Indian subcontinent.

### Some of the scientific research findings reported about the Goji include:

- Contains 19 amino acids-(six times higher than bee pollen)
- Contains 21 trace minerals, including germanium, an anti-cancer trace mineral
- Contains more protein than whole wheat
- Contains a complete spectrum of antioxidant carotenoids
- Contains 500 times the amount of Vitamin C by weight than oranges
- Contains B-complex
- Contains vitamin E
- Contains *Beta-Sitosterol*, an anti-inflammatory agent; also lowers cholesterol and used to treat sexual impotence and prostate enlargement
- Contains essential fatty acids
- Contains *Cyperone*, a sesquiterpene that benefits the heart and blood pressure
- Contains *Solavetivone*, an anti-fungal and anti-bacterial compound

Source: Dr. Earl Mindell, and Rick Handel, *Goji: The Himalyan Health Secret*

hold the key to the Hunza longevity have focused attention on the Goji berry. Could this ancient berry prove itself to be an important health elixir for modern man?

Margaret Marchuk is a freelance writer/editor with special interest in natural healing and the arts. Email her at [Margaret@newlifejournal.com](mailto:Margaret@newlifejournal.com) or call 828-669-5447.

## Board Certified Hypnosis

with Arrion Kitchen, C.H., Herbalist  
Professional, compassionate care for  
transformation and wellbeing



Hypnosis has been medically approved  
as a viable therapeutic tool since 1958.

- Release Stress
- Quit Smoking
- Lose Weight
- Enrich Your Creativity
- Prepare for Exams
- Improve Your Memory/Focus
- Personal/Professional Development
- Manage Transition/Change
- Prepare for Major Events
- Spiritual Inquiry
- Learning Acceleration
- Sports Enhancement

...hypnosis is not mind control. It's a naturally occurring state of concentration; it's actually a means of enhancing your control over both your mind and your body.

Dr. David Spiegel, Assoc.  
Chair of Psychiatry, Stanford  
School of Medicine

...hypnosis is the most effective way of giving up smoking, according to the largest ever scientific comparison of ways of breaking the habit.

New Scientist

...hypnosis...is used to modify behavior...and overcome bad habits--it can help you make changes that you've been unable to make otherwise.

National Women's Health  
Resource Center

Hypnosis can actually help you lose weight.

Jean Fain  
Harvard Medical School

224 Fifth Ave. W • Hendersonville, NC 28739  
Serving Hendersonville, Saluda, Asheville, WNC  
828.674.2971 [arrionkitchen@yahoo.com](mailto:arrionkitchen@yahoo.com)



Divorce Without War  
Domestic Partnerships  
Wills, Trusts,  
Ethical Wills  
Victim-Offender  
Mediation

### Creative Legal Problem-Solving Without Court

J. Kim Wright JD - *Holistic Attorney*  
Marty Price JD - *Mediator*  
Sarah Buss JD - *Associate Attorney*

[www.healersofconflicts.com](http://www.healersofconflicts.com)  
(828) 253-3355 • 20 Battery Park, Suite 708, Asheville, NC



Tammy Gates,  
LMBT

Licensed Massage &  
Kaya Regeneration  
Therapist

Located at the Laurel Park Fitness Center  
in Hendersonville, NC

Call now for your appointment: 828-698-8233



NCTMB Lic.# 24060344 • NC Lic.#02749  
[www.blueridgmessage.net](http://www.blueridgmessage.net)

Copyright of New Life Journal: Carolina Edition is the property of Natural Arts. The copyright in an individual article may be maintained by the author in certain cases. Content may not be copied or emailed to multiple sites or posted to a listserv without the copyright holder's express written permission. However, users may print, download, or email articles for individual use.