



# goji berries

By Jodi Helmer

## antioxidant supreme

GENESIS TODAY GOJI100 is 100% goji juice.



HIMALANIA ORGANIC GOJI BERRIES make a wonderful addition to any trail mix.

ASIANS HAVE KNOWN IT FOR YEARS—GOJI BERRIES ARE AN ANTIOXIDANT POWERHOUSE WITH PROMISING HEALTH BENEFITS

EARTH'S BOUNTY GOJI JUICE ANTI-AGING SUPERFOOD is full of antioxidants to fight free radicals.



**The secret to better health** might be found in clusters of small red berries found in Asia, specifically Tibet and Mongolia. Research shows that *Lycium barbarum*, better known as the goji berry, may be effective in solving health problems ranging from cancer to high cholesterol.

beneficial for preventing Alzheimer's disease, according to a Hong Kong study published in the August-September 2005 issue of *Experimental Gerontology*.

The small red berries have also been shown to have anticancer properties. Chinese research published in the *European Journal of Pharmacology* in June 2003 and *Life Sciences* in March 2005 showed that goji berries can promote immune response and may prevent cancer cells from spreading.

### Using the Berries and Juice

Since the plants are native to Asia and the tiny berries do not travel well, it is almost impossible to find fresh goji berries in the US. Dried goji berries and goji juice are much more common outside of Asia. The berries taste like a cross between a cranberry and a cherry. The dried berries can be added to cereals, smoothies, trail mix, soups or bottled water. When buying juice, which tastes great either plain or in a smoothie, look for brands that tout "100 percent pure goji juice" on the label. □

**Berry Nutritious—and Beneficial**  
Goji berries belong to the family of flowering plants known as Solanaceae, which also includes potatoes, tobacco and tomatoes. The berries contain amino acids, numerous trace minerals, essential fatty acids, several B vitamins, vitamin E, beta-carotene, vitamin C and high levels of antioxidants.

Chinese herbalists often prescribe goji for eyesight and for liver and kidney health, and it is sometimes used to raise HDL (good) cholesterol. Numerous studies have examined the effects of goji berries with excellent results.

Goji berries can protect against toxins in aging-related diseases and may be



Sprinkle BIJA'S HEAVEN MOUNTAIN GOJI BERRIES on yogurt or cereal for breakfast.

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