goji berries
antioxidant supreme

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

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.

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 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.

Sprinkle Bija’s Heaven Mountain Goji Berries on yogurt or cereal for breakfast.

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 are a superfood and an antioxidant powerhouse. Benefits include:

- Antioxidants: Protect against free radicals and toxins.
- High in nutrients: Contains amino acids, trace minerals, essential fatty acids, vitamins, and beta-carotene.
- Immune system support: May promote immune response.
- Cancer fighting: Research suggests goji berries may prevent cancer cells from spreading.
- Blood cholesterol: May help raise HDL (good) cholesterol.
- Eye health: May improve eyesight.
- Alzheimer’s prevention: According to a Hong Kong study.

Using the Berries and Juice

Goji berries and juice are a versatile addition to your diet.

- Smoothies: Blend goji berries into your favorite smoothie for an antioxidant boost.
- Trail mix: Mix goji berries into your trail mix for a nutritious and flavorful addition.
- Cereal: Sprinkle goji berries on top of your morning cereal for an antioxidant-rich breakfast.
- Bottled water: Add a few goji berries to your water for a natural flavor and extra nutrition.
- Juice: Enjoy pure goji juice as a refreshing beverage.

Genis Today Goji100 is 100% goji juice.