

Polinesia Noni juice from CaliVita belongs to a group of herbal supplements that are being extracted using lyophilization (freeze-drying) method which at present yields a most beneficial noni fruit product available on the market. Polinesia Noni does not contain any preservatives that could cause gathering of toxic substances in our bodies.

We all know the five enemies of all natural products which are: heat, light, air, moisture and time. Any process of noni juice preparation must minimize these factors, especially considering that the volatile constituents are unstable and are easily reduced or destroyed. Lyophilization is widely known processing method of juice extraction from fruits extending its lifetime and “potency” power.

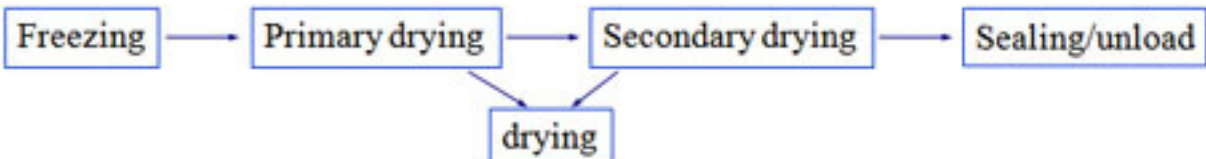
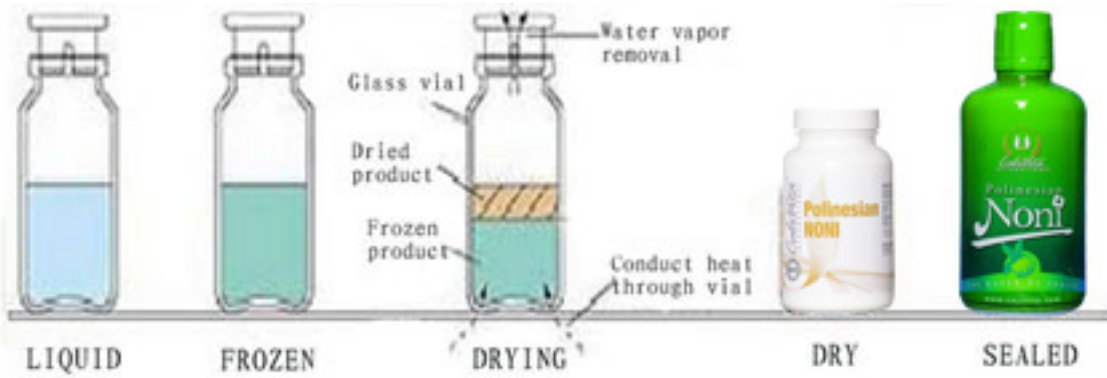


□□ **The lyophilization process is a stabilizing procedure in which a substance is first frozen and then the quantity of the solvent (usually water) is reduced, initially by sublimation (the primary drying process) and then by desorption (the secondary drying process) to levels that will no longer support biological activity or chemical reactions.**

□□ **This process avoids the five destructive factors, producing a stable noni juice which retains a greater concentration of active, volatile constituents coming straight from fresh and ripe noni fruits. From the marketing point of view lyophilization is a dehydration process used to preserve a perishable noni fruit and to make it more convenient for transport.**

□□ **Advantages of using lyophilization process are as follows:**

- optimized shelf life
- rapid re-constitution
- "consistent" (in its composition) end product (noni juice)
- maximized retention of activity
- enhanced product stability
- moisture level can be kept as low as possible
- loss of volatile material (noni ingredients) is less
- reagent quality maintained
- greatly reduced weight of product (noni fruit)



Mr. F. M. ...
Step 1: ...
Step 2: ...
Step 3: ...
Step 4: ...
Step 5: ...