

The Benefits Of Goji Berries

Looking for relief from sexual dysfunction, tumor growth, a weak heart and a multitude of other ailments that nothing ever seems to help? Consider the goji berry.

More than 50 clinical studies show the incredible health benefits of goji berries, which thrive in Tibet and regions of China. The studies list more than thirty-four major reasons for consuming goji berries, such as enhancing sexuality, losing weight, relieving headaches, dizziness and insomnia, reducing risk of cancer and promoting normal blood sugar.

Although the power of this berry is well-known in Asian countries, western culture has only recently awakened to the benefits. Dr. Earl Mindell, a nutrition expert, began researching goji about 10 years ago. He began his research after colleagues who are members of the Chinese medical community expressed their enthusiasm for the berry.

In his book "Goji: The Himalayan Health Secret" Mindell explains why this fruit can have such a significant impact on health. Aside from 19 amino acids, 21 trace minerals, more protein than whole wheat, and higher Vitamin C levels than those found in oranges, the goji berry contains four polysaccharides – or "master molecules" – not found in any other food on Earth.

The master molecules are important because of "their ability to command and control many of the body's most important biochemical defense systems," Mindell said. Goji, also known as the happy berry for its ability to cure many ills, is available as a dried fruit and cold-pressed juice. However, Mindell said that quality control can be a problem, since not all goji berries are created equal. With more than 41 varieties of goji in Tibet alone, Mindell said it was incumbent on companies that offer this nutritional product to create a system for sorting the good from the bad and the ugly. Mindell has developed what he calls a spectral signature for determining which berries are the most nutritious.

Testimonies for the healing power of the berry have come from many sources, including members of the medical community in the United States. Goji has also been featured this year in publications such as The Los Angeles Times. On July 18 the Times published a story with the headline, "Lycium May Repress Some Cancer Cells." *Lycium barbarum* is the Latin name for goji.

"Tibetan and Chinese legends tell of people who lived century-long lives while retaining the strength and beauty of youth – thanks to lycium," the Times article said.

Also, in March 2004 *Woman's World*, a woman's weekly publication, said goji berries rejuvenated cells, protected against germs, relieved arthritis and helped to relieve depression and sexual dysfunction. Article written by dclarker