

ISNS News

International Society for Noni Science

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January 2013

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From the Desk of the President....

At the outset, let me convey my New Year Greetings to all the members of ISNS and their family for a happy, prosperous, peaceful and healthy new year 2013. Let us resolve to live a life of wellness which is the ultimate aim of our Society. The society, in the last six months, in collaboration with World Wellness Organization, World Noni Research Foundation and Noni



BioTech organized one day seminar on "Noni and Wellness" at Indian Agricultural Research Institute, New Delhi on 8th August, 2012; Orissa University of Agriculture and Technology, Bhubaneswar, Odisha on 7th September, 2012 and Indira Gandhi Krish Vishwavidyalaya, Raipur, Chhattisgarh on 13th January, 2013. It was quite encouraging that many farmers / noni users / doctors participated in the above seminars. The new year will witness many such wellness programmes with a view to create awareness of wellness to all.

I am very happy to share with you that our Society presently has 652 Members and I appeal to you all that you may try your level best to add a few more life members and Corporate members so that this society will emerge as one of the largest and strongest.

The Noni Search -2013 is proposed to be organized at Bangalore in collaboration with University of Horticultural Sciences, Bangalore, Karnataka on $5 \& 6^{\text{th}}$ of October, 2013. All the members may look for the announcements in ISNS website: www.isns.in.

I am also happy to inform you all that International Society for Horticultural Science, USA is keen to be a partner with our society to organize seminars/symposia at international level. We will definitely accept their intention keeping our own interest intact.

I am sure with all your support and commitment to wellness, the society will grow in strength in all its dimensions and spread the message of wellness to every nook and corner of this country and the world at large.

(Kirti Singh)

2. Message from Vice - President



I have great pleasure in joining Dr. Kirti Singh, President, International Society for Noni Science and Chairperson, World Noni Research Foundation in extending a warm new year greetings to you all for a happy, prosperous, healthy and active New Year, 2013.

I am delighted to know the active participation of our Society members in various seminars/ symposia organized in the past few months and the message of wellness is reaching the public more than the expected speed. Divine Noni Gold served as a tool to provide Wellness dearer to one and all.

I strongly believe that 'ISNS News' continues to serve the cause of Noni Science and unfold the secrets of Wellness in Noni.

Vice-President, International Society for Noni Science Chairman, Noni BioTech, Chennai, President, World Wellness Organization

3. Research News on Noni

World Noni Research Foundation has outsourced research projects on Crop Production, Crop Protection, Clinical and Pharmacological studies and Food Science aspects of Noni and several useful information were generated to support the wellness qualities of Noni, *Morinda citrifolia* L., known as Indian Mulberry. Some of the key scientific information are furnished below:

Studies on inhibitory effect of *Morinda* citrifolia Fruit on HIV-Vpr induced cell apoptosis in HeLa cells

Vpr is a 14kDa protein that is conserved between HIV-1, HIV-2, and SIV. Deletion of Vpr from SIV resulted in an acute infection, but no disease was observed in Rhesus monkeys. Vpr variants have been correlated with long-term survival in HIV-1-infected individuals. HIV-1 Vpr is a virion associated protein which plays an important role in HIV-1 replication and pathogenesis. Findings from several laboratories suggest that the Vpr mediating the transport of HIV-1 genome into the nucleus in non-dividing cells by a novel pathway(s). Furthermore, Vpr induces growth arrest at the G2/M phase of the cell cycle/apoptosis during HIV-1 replication. Vpr is packaged into virus particles and plays an important

role in transporting viral genome into the nucleus in conjunction with integrase (IN) and a *cis* acting element, central DNA flap. Vpr induces G2 cell cycle arrest in proliferating human cells. This effect correlates with the production of herniations in the nuclear envelope. Arrest in the G2 phase of the cell cycle enhances viral replication, in part by increasing the activity of the long terminal repeat. The prolonged G2 arrest induced by Vpr promotes apoptosis of the infected cell, perhaps leading to increased virion release and enhanced viral burden. Present work is to investigate the effect of *Morinda citrifolia* extracts and isolated compounds on Vpr induced cell apoptosis (programmed cell death) in HeLa Cell.

MCF-ET at 20 and 30µg/ml and MCF ET C-17 and C-19 were found to have considerable effect on transfected cells as analyzed by Annexin Alexa flour 488 apoptosis assay. Significant decrease in cell death was observed in case of compounds isolated from methanolic extract D3 (MCF Me C-1) and D4 (MCF-Me C-5) as compared to that of cells transfected with Vpr alone. The treatment Vpr transfected HeLa with extracts and isolated compounds prevented the cells to undergo apoptosis.

Effect of MCF-ET on Vpr transfected HeLa Cells

Compounds	% Dead
UT	13.1
GFP	9.8
MCF 10	17.8
MCF 20	5.2
MCF 30	4.3
C17	5.6
C18	21.3
C19	6.6
DMSO	9.3

Effect of MCF-Me on Vpr transfected HeLa Cells

Cells treated with	% of dead Cells		
Vpr	26.1		
D1	21.4		
Vpr+D1	23.4		
D2	25.4		
Vpr+D2	23.1		
D3	26.2		
Vpr+D3	21.5		
D4	21.5		
Vpr+D4	17.5		

D 1 – MCF-Me EtoAc, D 2 – MCF-Ac oil extract

D3-MCF-MeC-1, EtoAc, D4-MCF-MeC-5, Me

Dr. P. Selvam, Nova College of Pharmacy and Research, Vijayawada, AP. and Dr. S. Mahalingam, Department of Biotechnology, Indian Institute of Technology-Madras, Chennai.

4. Do you Know?

World Noni Research Foundation has successfully organized seven Noni Search symposia and brought out Proceedings and Summary Proceedings and Recommendations which have wealth of information on all aspects of Noni and future research thrusts.

5. Activities of ISNS

A. EC meetings

Meeting No.	Date	Important Decisions made		
5	06-10-2012	 President and Vice-President appreciated the efforts taken to successfully organize Noni Search 2012 It was informed to members that Noni and Wellness seminar was organized at IARI, New Delhi on 8th August, 2012 and at Orissa University of Agriculture and Technology on 7th September, 2012. The report of Secretary, Editor and Treasurer were approved. 		

6	06-01-2013	 It was informed that one day Seminar on "Noni and Wellness" is scheduled on 13 January, 2013 at IGKV, Raipur. Decision was taken to have linkage with International Society for Horticultural Science for scientific interactions at global level. The eighth Noni Search 2013 is proposed to be held at Bangalore in collaboration with University of Horticultural Sciences, Bangalore.
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B. General Body Meeting

Meeting No.	Date	Important Decisions made
2	06-10-2012	GB approved the decisions taken by EC. The reports presented by Secretary, Treasurer and Editor were approved.

6. Awards and Recognitions

The noni family members feel proud and happy and congratulate the members of ISNS who were awarded / recognized for their notable contributions made during 2012-2013. The details are given below:

Dr. R. S. Paroda

- Dr. A.B. Joshi Memorial Award by Indian Agricultural Research Institute, New Delhi
- Medal for the Cause of Agriculture and Rural Development of Vietnam by Government of Vietnam
- D.Sc (Honoris Causa) by Punjab Agricultural University, Ludhiana

Dr. Kirti Singh

- Prof. S. Kannaiyan Memorial Award- nominated for 2013
- Agriculture Leadership Award by Agriculture Today, 2012
- Krishi Rathna Award by Marathwada Agricultural University, Parbhani

Prof. Ram Harsh Singh

 Distinguished Professorship by Banaras Hindu University

Dr. Brahma Singh

- President, Indian Society for Protected Cultivation, IARI, New Delhi
- President, Society for New Age Herbals, Dabur, New Delhi

Dr. P. Rethinam

- Chairman of the Committee to identify Additional Potential areas for growing Oil palm in the country
- Honorary Fellow CHAI.
- Chairman, Research Advisory Committee, Directorate of Cashew Research, Puttur, Karnataka.

 Team Leader, FAO/TCP Project on the Management of Weligama wilt disease of coconut in Srilanka

Prof. Veer Singh

 Fellow of National Academy of Veterinary Sciences (India)

Dr. K. V. Peter

- Fellow, Horticulture Society of India by Horticulture Society of India, New Delhi
- Chairman, Task Force (Vegetables) Kerala State Planning Board, Trivandrum
- Chairman, Consultative Committee (Hi-Tech Agriculture) Kerala State Planning Board, Trivandrum
- Chairman, Research Advisory Committee, Indian Institute of Vegetable Research, Varanasi (UP.)

Dr. T. Marimuthu

 Member, Senate of Periyar University, Salem, Tamil Nadu- nominated by H.E. The Governor of Tamil Nadu

Prof. M. P. Yaday

 Dr. A. Lingard Memorial Award conferred by Indian Academy of Environmental Sciences.

Dr. Dinesh Kumar Singh

 Bioved Fellowship awarded by Bioved Research Institute of Agriculture and Technology, Allahabad

Dr. K.V. Prasad

 Horticultural Society of India Gold Medal in Floriculture

Dr. G.K. Singh

- Member, Uttarakhand Go Seva Ayog nominated by Govt. of Uttarakhand State
- Member, Veterinary Council of India nominated by Govt. of India

Dr. V. Arunachalam

 Associate Editor (Agriculture) Open Access Books Program, Versita Publishing, Poland

Vishwa Bandhu Patel

 Agricultural Leadership Award (Young Scientist's Category) by Agriculture Today (Centre for Agriculture and Rural Development-CARD), New Delhi

Dr. S. K. Bhattacharjee

Bharat Excellence Award 2012 by Friendship Forum of India

7. Publications on Noni

Books

- Peter, K. V. 2012. Future Crops, Daya Publishing House (Astral International Pvt. Ltd) New Delhi, p.310.
- Peter, K. V. 2012. Handbook of Herbs and Spices, Vol.I II Wood Head Publishing Company, UK., p.1264.
- Peter, K.V. and Pranab Hazra. 2012. Handbook of vegetables, Studium Press (USA) India.
- Peter, K.V. 2012. Underutilized and underexploited Horticultural Crops Vol.V, New India Publishing Agency, New Delhi, p.474.
- Peter, K.V. 2012. Nutri Horticulture. Astral International Pvt. Ltd., New Delhi, p. 368.
- Rethinam,P.2012.Future Research Thrusts in Plantaion and Spices Crops.In Horticulture for Food and Environment Security (Eds.) K.L.Chadha *et al.*, Westville Publication, New Delhi,pp 628.
- Sudha, G. V., Rajmohan, K., George Thottappilly and Peter, K. V. 2012. Mango Vol. I-II, Studium Press (USA), India, p.1200.

Book Chapters

- Singh, D. R. 2011. Biodiversity in Noni (Morinda citrifolia L.) In: (Ed.) K.V. Peter, Biodiversity in Horticultural Crops Vol.3., Ch.8., Daya Publishing House, New Delhi, India
- Singh, D. R., Shrawan Singh and Srivastava, R. C. 2011.
 Noni (Morinda citrifolia L). In: (Ed) K.V. Peter,
 Future Crops, Ch.9, Daya Publishing House, New Delhi, India.

Proceedings, books & Reports [released during Noni Search-2012]

- Rethinam, P. and Marimuthu, T. 2012. (Eds.) Proceedings of Seventh National Symposium, Noni- A Tool for Wellness, 6-7 October, 2012, Chennai, World Noni Research Foundation, Chennai, India, p. 254.
- Rethinam, P., Mathivanan, N. and Singh, D. R. 2012. Noni (*Morinda citrifolia* L.) An update of Abstracts, World Noni Research Foundation, Chennai, India, p. 326. Annual Report-2011. World Noni Research Foundation, Chennai, India, p. 57.

Technical bulletins [released during Noni Search 2011/2012]

- Chandra Venkatasubramanian. 2011. Development of processed products from Noni (*Morinda citrifolia* L.). WNRF Technical Bulletin: 7, World Noni Research Foundation, Chennai, India, p. 27
- Sharma, R.K. and Varsha Sharma. 2011. Studies on anti inflammatory, antibacterial and immuno-modulatory activity of Noni (*Morinda citrifolia* L.) in experimental animals. WNRF
- Technical Bulletin: 8, World Noni Research Foundation, Chennai, India, p 78.
- Vanisree, A. J. 2012. Influence of *Morinda citrifolia* on AKT induced regulation of Cox-2 in experimental glioma. WNRF Technical Bulletin: 9, World Noni Research Foundation, Chennai, India, p. 36.
- Singh, D. R. 2012. Collection, conservation, characterization and identification of superior clones of *Morinda citrifolia* L. in Bay Islands. WNRF Technical Bulletin: 10, World Noni Research Foundation, Chennai, India, p. 43.

Papers presented in seminars & symposia

- Mathivannan, N., Surendran, G., Aroumougame, S. and Roopa, V. 2012. Antiproloiferative activity of scopoletin isolated from *Morinda citrifolia* L. on hunan RB Y79 cell line and its biosynthesis in different fruit stages. In: (Eds.) T. Marimuthu, T.L. Baskaran, N. Mathivanan and V.A.Parthasarathy, Prospects of Medicinal Plants in Promoting Wellness, 5th Interactive Workshop, National Academy of Biological Sciences & World Noni Research Foundation, Chennai, 14-15, May, 2012, University of Madras, Chennai, India, pp: 21-22.
- Peter, K. V. and Malarvannan, S. 2012. Noni (Morinda citrifolia L.): Bioprospecting for wellness. In: (Eds.)
 T. Marimuthu, T.L. Baskaran, N. Mathivanan and V.A.Parthasarathy, Prospects of Medicinal Plants in Promoting Wellness, 5th Interactive Workshop, National Academy of Biological Sciences & World Noni Research Foundation, Chennai, 14-15, May, 2012, University of Madras, Chennai, India, p:3

- Peter, P. I. and Peter, K. V. 2012. Noni (Morinda citrifolia) based bioproducts for wellness. In: Book of Abstracts, 7th International Symposium of the International Society for Development of Natural Products, 15-17 Nov.2012, AMITY University Noida, UP., pp. 18.
- Peter, P. I., Kirti Singh and Peter, K. V. 2013. Noni (Morinda citrifolia L) for food, nutrition and health care. In: Book of Abstracts. National seminar on tropical and subtropical fruits, 9-11 January, 2013, NAVSARI Agricultural University, Navsari, Gujarat, pp:137-138.
- Sithanantham, S and Malarvannan, S. 2012. Trends in research on pest management in cultivated medicinal plants with special reference to Noni (*Morinda citrifolia*). In: (Eds.) T. Marimuthu, T.L. Baskaran, N. Mathivanan and V.A. Parthasarathy, Prospects of Medicinal Plants in Promoting Wellness, 5th Interactive Workshop, National Academy of Biological Sciences & World Noni Research Foundation, Chennai, 14-15, May, 2012, University of Madras, Chennai, India, pp: 33-34 (Abst.).
- Subramanian J and Peter P I 2012.Medicinal plant cell culture for pharma industry. In: (Eds.) T. Marimuthu, T. L. Baskaran, N. Mathivanan and V. A. Parthasarathy, Prospects of Medicinal Plants in Promoting Wellness, 5th Interactive Workshop, National Academy of Biological Sciences & World Noni Research Foundation, Chennai, 14-15, May, 2012, University of Madras, Chennai, India, pp:4-5 (Abst.).
- Vanisree, A. J. 2012. Morinda citrifolia: Impending phytocomponents for impeding barriers of brain tumour? In: (Eds.) T. Marimuthu, T.L. Baskaran, N. Mathivanan and V.A.Parthasarathy, Prospects of Medicinal Plants in Promoting Wellness, 5th Interactive Workshop, National Academy of Biological Sciences & World Noni Research Foundation, Chennai, 14-15, May, 2012, University of Madras, Chennai, India, p.10 (Abst.).
- Peter, P. I. and Peter, K. V. 2013. Noni (Morinda citrifolia) A future tree for wellness and health care. In: Proceedings of National Symposium on medicinal mushrooms, Amala Cancer Research Centre, 24-25 January, 2013, Thrisur, Kerala, pp. 29-30 (Abst.).

8. News and Events

Events

 Dr. P. Rethinam delivered Seventh Convocation Address at Navsari Agriculture University, Navsari

Seminars on Noni and Wellness

a. At Indian Agricultural Research Institute (IARI), New Delhi

The second seminar on "Noni and Wellness" was organized jointly by World Noni Research Foundation, International Society for Noni Science, Wellness Organization and Indian Agricultural Research Institute, New Delhi on 8th August, 2012 at BP Pal Auditorium, IARI, New Delhi. The seminar was attended by large number of scientists, students and noni users.

Inaugural Session

- Noni and Wellness was organized successfully at IARI.
- Professor P.I.Peter welcomed the gathering
- Dr. Kirti Singh, Chairperson, WNRF gave introductory remarks
- Dr. S. Ayyappan, DG, ICAR, New Delhi delivered presidential address.
- Dr. Gurbachan Singh, Chairman, ASRB, was the Guest of Honour and delivered a special address.
- Dr. H. S. Gupta, Director, IARI, New Delhi gave a special address.
- Shri. Harish Rawat, Hon'ble Union Minister of State (Agriculture & Parliamentary Affairs), GOI, New Delhi was the Chief Guest and released ISNS News (First volume Vol.1, July, 2012)

Technical Session

The technical session commenced after the meditation and relaxation exercise by Prof. P.I. Peter. Dr. A. K. Singh proposed vote of thanks

Resource persons and the topics delivered during the seminar

Noni Production and Utilization
Biotic Stresses in Noni crop
Noni and Wellness
Positive Health and Wellness
Diet Planning for Wellness
Wellness is Oneness
Wellness is Oneness
Nutrition, Health and Wellbeing
Dr. K. V. Peter
Dr. T. Marimuthu
Prof. P. I. Peter
Dr. R. K. Tuli
Dr. Anuju Venkat
Dr. Vijaya Venkat
Venkat
Dr. Vijaya Venkat

b. At Orissa University of Agriculture and Technology, Bhubaneswar, Odisha

The third seminar on "Noni and Wellness" was jointly organized by World Noni Research Foundation, International Society for Noni Science, World Wellness Organization and Orissa University of Agriculture and Technology, Bhubaneswar, Odisha on 7th September, 2012 at OUAT Campus, Bhubaneshwar, Orissa.

Inaugural Function

- The seminar was successfully organized at OUAT.
- Prof. P.I. Peter welcomed the gathering
- Dr. Kirti Singh, Chairperson, WNRF gave introductory remarks
- Dr. D.P. Ray, Vice-Chancellor, OUAT, presided over the inaugural function
- Dr. Damodar Rout, Hon'ble Minister, Micro, Small & Medium Enterprises, Health & Family Welfare, Govt. Odisha was the Guest of Honour.
- Shri Muralidhar Chandrakante Bhandare, H.E.
 The Governor of Odisha was the Chief Guest and inaugurated the seminar.
- Dr. K. V.Peter proposed vote of thanks

Technical Session

- The technical session was chaired by Prof. Premananda Das, Chairman, SFTRRD, Bhubaneswar.
- Prof. P. C. Lenka, Professor & Head, Dept. of Fruit Science, OUAT, BBSR was the convener.
- The following resource persons spoke in the technical session as detailed below:

Resource persons and the topics delivered during the seminar

About Noni : Prof. P. I. Peter
Noni Production and Utilization : Dr. Brahma Singh
Insect and Diseases of Noni : Dr. H. S. Singh
About Wellness : Prof. P. I. Peter
Assumptions on food and : Dr. Anuju Venkat

its repercussions, Noni juice -

Its role in physical wellness : Dr. Rangadhar Satapathy

Dr. M. R. Kar, Dean, College of Agriculture, OUAT proposed vote of thanks

c. At Indira Gandhi Krishi Vishwavidyalaya, Raipur (Chhattisgarh)

The fourth seminar on "Noni and Wellness" was organized jointly by World Noni Research Foundation, International Society for Noni Science, World Wellness Organization and Indira Gandhi Krishi Vishwa Vidyalaya, Raipur (Chhattisgarh) on 13th January, 2013 at IGKV Campus, Raipur.

Inauguration

The inaugural function was presided over by Dr. Kirti Singh, Chairperson, WNRF & President, ISNS. Dr. S. K. Patil, Vice-chancellor, IGKV, Raipur inaugurated the seminar by lighting the lamp of love. Dr. D.A. Sarnaik, Organizing Secretary and Director Research Services, IGKV welcomed the gathering and Dr. Brahma Singh, Advisor, WNRF and Member, RAB proposed vote of thanks.



Inaugural Function

Technical Session

The technical session commenced with meditation and relaxation exercise conducted by Prof. P. I. Peter, Chairman, Noni BioTech, Chennai. The session was chaired by Dr. D. P. Ray, Former Vice-Chancellor, Orissa University of Agriculture and Technology, Bhubaneswar, Co-chaired by Dr. G. D. Sharma, Vice-Chancellor, Bilaspur University, Chhattisgarh. Dr. J.S. Urkurkar, Director Extension Services, IGKV, Raipur was the convener. Dr. C.P. Khare and Dr. Gourav Sharma of IGKV were the rapporteurs.



Dr. G.D. Sharma, Dr. D.P. Ray and Dr. Urkurkar (Left to Right) in Technical Session

About 400 members including farmers, scientists and students participated. The following resource persons spoke on the topics as detailed below:

Noni for health and wellness : Prof. P. I. Peter
Noni production technology : Dr. Brahma Singh
Plant Protection in Noni : Dr. T. Marimuthu
Noni- Intercropping in coconut : Dr. L. S. Varma
Scope of Noni cultivation in : Dr. D. R. Singh
Chhattisgarh (Bilaspur)

Plenary and Valedictory function

The plenary and valedictory function was presided over by Dr. Kirti Singh, Chairperson, WNRF. Dr. S.K. Patil, Vice-Chanceller, IGKV, Raipur welcreated the gathering; Shri. Shyam Bais, Chairman Chhattisgarh state Beej and Farm Development Corporation also participated. Dr. Charan Das Mahant, Hon'ble Minister of State for Agriculture and Food Processing Industries, GOI, New Delhi was the chief guest. Hon'ble Minister was appreciating the efforts of the team which visited the Chhattisgarh, especially the Bastar area to explore the possibilities of growing Noni. He also expressed strong hope that Noni could also play a vital role in the processing industries to make more value added wellness products. Dr. S. K. Patil, Vice-chancellor, IGKV, Raipur, welcomed the gathering; Prof. P. I. Peter spoke on the genesis and promotion of noni. Dr. Kirti Singh in his presidential address highlighted the research and development took place in the last seven years. The valedictory function was concluded with vote of thanks proposed by Dr. D. A. Sarnaik, Director Research Services, IGKV, Raipur.



News

ISNS collaborates with International Society for Horticultural Science (ISHS)

Linkage of ISNS with International Society for Horticultural Science to have more collaborative scientific
activities at international level was considered by the Executive Council. The willingness to collaborate with
ISHS was communicated to Dr. Kim E. Hummer, Vice-President and to Dr. Norman E. Looney, Past President.

Forth Coming Events

- RAB Meeting of WNRF: 14th Research Advisory Board Meeting of WNRF will be held on 22nd March, 2013 at International Rejuvination Centre, Othivakkam. The progress of on-going research projects will be reviewed.
- World Wellness Congress (WWC): 7th WWC is scheduled on 23 24 March 2013 at Divine Noni Temple , Othivakkam.
- Noni Day: Will be celebrated on on the afternoon of 23rd March, 2013.

9. Enroll yourself as a member of ISNS

	Types of Membership				
a.	Life Membership	:	₹ 5,000/-	or	US\$ 250/-
b.	Institutional Membership*	:	₹ 3,000/-	or	US\$ 150/-
c.	Sustaining Membership	:	₹ 25,000/-	or	US\$ 1,250/-
d.	Corporate Membership	:	₹ 1,00,000/-	or	US\$ 3,000/-
e.	Corporate Fellow	:	₹ 2,00,000/-	or	US\$ 6,000/-
* Re	newable every year				

Enroll yourself as a member of ISNS and be a part of Wellness movement.

Details of Payment: ₹ / US\$ either as Cash or DD/ Multicity Cheque drawn in favor of "International Society for Noni Science" payable at Chennai.

E-transfer to Acct. No.: E-transfer to: Acct. No. 0942101030222 of ISNS

Other details of the Bank: IFSC code No: CNRB0000942

Bank: Canara Bank, Kasturiba nagar Branch, Adyar, Chennai – 600 020.

You can down load your application form from the website: www.isns.in

Mail your filled in application to:

Prof. T. Marimuthu, Ph.D., FNABS

Treasurer

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Disclaimer

The information published in this issue are based on research studies on Noni and meant for educational purpose only.

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