

## Title:

Beware of Noni Fruit Scams

## Word Count:

240

## Summary:

Multi-level marketing companies came under a lot of fire in the 1990's and early 2000's for allowing its distributors to claim cure-all properties for noni. Governmental organizations such as the Food and Drug Administration in the United States, the National Food Administration in Finland, and others have issued warnings to those distributors, forcing them to publish disclaimers about their products. Since then, the market for noni fruit products has shaped up as more people become educated about the truths and falsehoods surrounding the fruit.

## Keywords:

Noni Juice, Noni Fruit Drink, Noni Fruit Juice, Noni Fruit Scam

## Article Body:

Multi-level marketing companies came under a lot of fire in the 1990's and early 2000's for allowing its distributors to claim cure-all properties for noni. Governmental organizations such as the Food and Drug Administration in the United States, the National Food Administration in Finland, and others have issued warnings to those distributors, forcing them to publish disclaimers about their products. Since then, the market for noni fruit products has shaped up as more people become educated about the truths and falsehoods surrounding the fruit.

Some marketers have claimed that the only real noni fruit, in all of its health benefit glory, is that which comes from the Polynesian Islands. In fact, all noni fruit is the same, wherever in the world it grows. Noni is the Polynesian name for the tree. Its scientific name is *Morinda citrifolia*, but it is also widely known as Indian mulberry, among other names.

Another noni fruit scam, still in use by various private promoters, is to pollute Internet search engines by directing such phrases as "noni fruit scam" to unrelated websites. Various "warning" sites have cropped up as a result, exposing the scams to consumers.

Unfortunately, the backlash against the noni fruit scam has been too extreme.

Many people are going out of their way to prove that noni fruit is actually bad for you. While there are some potential side effects, including diarrhea, noni fruit is a generally nutritious and valuable food overall.