

From Marianna Schauzu:

Background information on Noni Juice (Workshop 3)

Regulation (EC) No 258/97 of the European Parliament and of the Council of 27 January 1997 concerning novel foods and novel food ingredients

Article 1 No 2

This Regulation shall apply to the placing on the market within the Community of foods and food ingredients which have **not hitherto been used for human consumption to a significant degree within the Community** and which fall under following categories:

(e) foods and food ingredients consisting of or **isolated from plants** and food ingredients isolated from animals, **except for foods and food ingredients obtained by traditional propagating** or breeding practices and **having a history of safe food use**;

Example: Noni Juice

Tahitian Noni® Juice-Application
produced from fruits of *Morinda citrifolia* L.

- suggested intake 30 ml or two tablespoons a day

Information from previous human exposure cited:

- Common food in Southeastern Polynesia (1935)
- Australian Aborigines were fond of eating *Morinda citrifolia* L fruit (1889)
- *Morinda citrifolia* fruits are cooked in curries and also eaten with salt in Burma (1919)

No health claims in the application!

Statement in the application:

'Nutritional Analysis reveals that the fruit of *Morinda citrifolia* L. is not a significant source of vitamins and minerals.'

'Tahitian Noni® Juice is not meant to replace any foods in the diet.'

... but in the internet advertisement!

Tahitian Noni® Juice is claimed to cure a huge variety of illnesses (e.g. diabetes, cancer, arthritis, high blood pressure, any kind of pain and wounds, cold, rheumatism, infections of eyes, inflammation of throat and nose, tuberculosis, psychical disorders etc.)

Tahitian Noni® Juice is claimed to contain the enzymes Proxeronine and Proxeronase enabling the formation of Xeronin which is a regulator of the protein metabolism and the formation of molecules and cells of the human body.

Neither any information nor data on these enzymes were provided in the application.

SCF opinion:

'The data supplied and the information available to the Committee provided no evidence for special health benefits of Tahitian Noni® Juice which go beyond those of other fruit juices.'

Therefore, this conclusion does not constitute an endorsement of respective benefits claimed for *Morinda citrifolia* L. products.