



The Perfect Antioxidant Food Source

You are about to read of a nutritional food with amazing medical properties. Truly one of nature's miracles, the Ningxia Wolfberry™, known for thousands of years as a Chinese National Treasure, is the perfect food source for antioxidants. Wolfberries aid in the battle to neutralize the destructive compounds in your body, called free radicals.

Free radical production is actually a normal part of life and, usually, the body's natural defense systems neutralize free radicals that develop, rendering them harmless. However, environmental assaults on your body, such as UV-radiation, pollutants and alcohol, overpower your body's ability to neutralize free radicals, allowing them to cause damage to the structure and function of the body's cells. There is sound evidence that free radical damage contributes to aging and leads to a host of illnesses, including degeneration of the brain and eyes, cancer and heart disease. Consuming a healthy diet, rich in antioxidants, helps provide the necessary tools to improve energy and vitality and neutralize harmful free radicals.

Simply stated, “NingXia” is an Anti-aging fruit drink.

Scientists and physicians are realizing as never before that what we need is a massive nutrient infusion. A lack of nutrients is robbing millions of the health and energy necessary to enjoy life. But now, for thousands of users, NingXia Red® means lasting energy, extra immunity and more youth. Drink it every day and give your body what it needs to raise your health, and your life to A WHOLE NEW LEVEL.

The Amazing NingXia Wolfberry

Called "Goji" by native Chinese, wolfberries have been used in traditional folk medicine for thousands of years. The wolfberry legends found in ancient Chinese medicine reach back over 5,000 years!

Wolfberries have been renowned for their wide range of health benefits by Ancient Chinese medical texts. The people who consumed the wolfberry fruit lived free of common diseases like arthritis, cancer and diabetes, as well as increasing their average life expectancy to over 100 years!



Ancient Chinese medical texts extolled wolfberries for strengthening the eyes, liver, and kidneys as well as fortifying the "qi" (chi) or life force. In early medical work, Shen Nung Ben Tsao (475-221 B.C.), noted wolfberry benefits ranging from replenishing vital essences to strengthening and restoring major organs. The physician's handbook, Ben Cao Gang Mu, written during the Ming Dynasty (1368-1644 A.D.) reported, "taking in Chinese wolfberry regularly may regulate the flow of vital energy and strengthen the physique, which can lead to longevity."

According to ancient Chinese texts, wolfberries:

- Nourish the yin
- Support the blood
- Help support the kidneys and liver
 - Strengthen the eyes
- Fortify the muscles and bones
- Enhance the "chi" or life force



Wolfberries Are a Chinese National Treasure

The yearly two-week festival in Ningxia celebrates the wolfberry and its amazing health benefits.

D. Gary Young Re-Discovers Ancient Longevity Secret

D. Gary Young has made it his life's mission to search the world for the secrets of long life, health, energy, and vitality. In 1993 Gary Young was introduced by Cyrus McKell, a professor of Botany at Weber State University, to a Chinese scientist who was visiting the United States.

This Chinese scientist, Dr. Songqiao Chao, told Gary about a simple, delicious-tasting berry with amazing health benefits. He said that Chinese wolfberries had been used for thousands of years in China to treat a wide variety of ailments. What's more, Dr. Chao related that the people who consumed them on a regular basis lived remarkably healthy lives for 100-plus years. This information led Gary on an inspiring odyssey to the Ningxia region of China located on the Inner Mongolian plateau. In Ningxia, Gary investigated the tiny red fruit known as the Ningxia wolfberry. He agreed that this small berry was the remarkable source of the vibrant health and long lives of the Chinese people of the region.

Gary Young First to Import Wolfberries into US in Commercial Quantities

Gary Young - through Young Living Essential Oils - was the first to import Ningxia wolfberries into the United States on a commercial basis. Dr. Chao's daughter, Sue Chao, assisted Gary Young in bringing the Ningxia wolfberry to the United States. In 1996, when Gary Young first attempted to import large quantities of the Ningxia wolfberry powder, it was quarantined by U.S. Customs as an unknown "peculiar" substance. Customs agents said that it had never before been imported to the U. S. in commercial quantities.



Ningxia Wolfberries Win Prestigious Awards

The Goji Girl statue was erected to salute the young women who help harvest the wolfberries.

The Ningxia Wolfberry Group takes great pride in the nine national and international gold prizes won by its famous wolfberry. The Ningxia wolfberry has won three gold prizes in the China Agricultural Fair and a gold prize in the Malaysia International Food Fair.

About NingXia China



The Hometown of the Wolfberry

NingXia, China (see map) is an extraordinary place, found within inner Mongolia, where mineral rich soil and pure glacial water assist in producing one of nature's true miracles. This miracle is the superior NingXia Wolf berry. The wolfberries that come from NingXia, China are widely known as the most nutrient-dense food on the planet. It is amazing that for centuries very few people benefited from its nutrient power.

Ningxia's Perfect Geography for Wolfberries

The Huang He (Yellow) River originates in the Himalayan Mountains and flows through the Ningxia Province. This river creates a unique, mineral-rich, super fertile silt-water flood plain found nowhere else on earth, producing incomparable wolfberries. The beautiful Ningxia region is called "China's herbal medicine valley" and is renowned for meeting all of the stringent rules to be awarded the prestigious "Green Certificate", the equivalent of the USDA's Organic Certification.

NingXia is a region as culturally rich as the entire area south of the Yangtze River and continues to be admired for its resplendent cultural heritage garnered from the long river of history. The national census in China recently reported that the number of Ningxia residents living more than 100 years exceeds the national average by an amazing 400%.

In ancient times, the Chinese people were said to have three cherished tonics for health. They were ginseng, ling tzi, and wolfberries.

The good health and vitality of the Ningxia elderly has long been attributed to wolfberries. To the people of the province a bowl of fresh wolfberries a day is part of life. It is no wonder that Ningxia, China is legendary for healthy people. Little did they know the secret to their health was in the locally grown wolfberries.





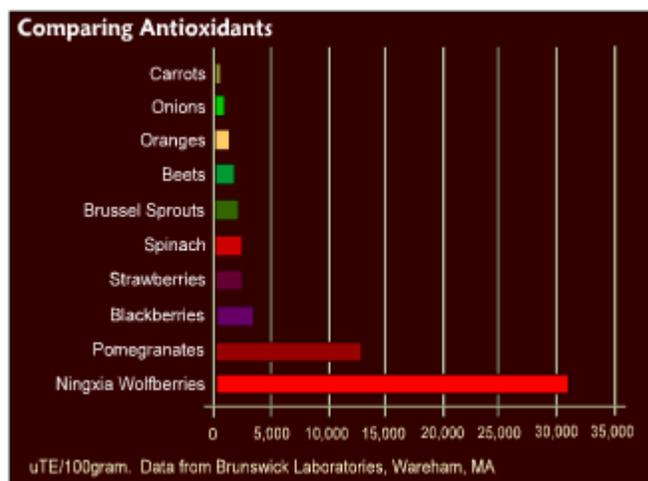
Not All Wolfberries Are Created Equal

It's true, not all wolfberries are the same. The 3 most potent berries in the Wolfberry family are Chinese Xinjiang wolfberries, Tibetan Goji berries, and Ningxia wolfberries.

The wolfberry is a perennial plant (member of the solanacea family of plants) that grows to a height of 3 to 5 feet. The fruit is very red, juicy, and oblong when ripe.

The Xinhua News Agency reported that the Ningxia variety of Wolfberry (*Lycium barbarum*) "is far superior to ordinary Chinese wolfberry in both tonic effects and economic results." Due to their superior quality some of the medical studies done on wolfberry have specified the use of the Ningxia wolfberries. As with other plants the Chinese wolfberry has a number of species or varieties. Of the 80 different species of wolfberries worldwide the *Lycium barbarum* from Ningxia has by far the highest levels of immune-stimulating polysaccharides.

Wolfberries have been rated as the food with the highest antioxidant ability, registering in at an amazing 3,472 ORAC units per fluid ounce. As a reference point of some of the other highest forms of ORAC are Vitamin E oil at 3,309, Pomegranate fruit at 3,037, blueberries 2,400 and raspberries 1,220.

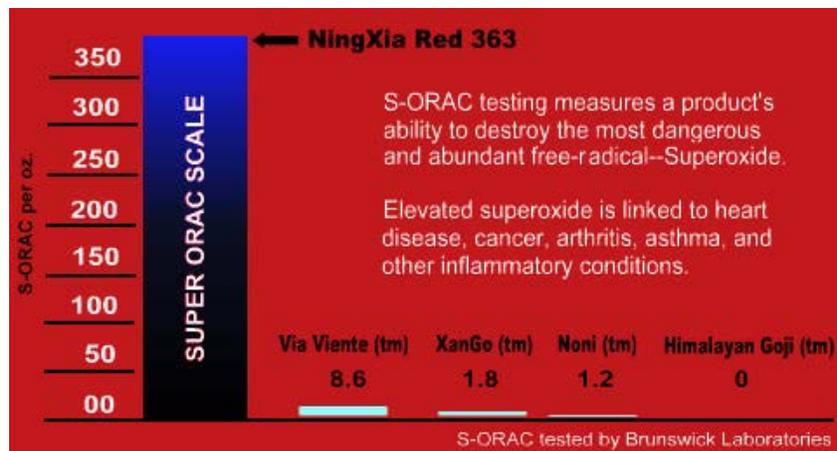


Laboratory tests rate the antioxidant levels of fruits and vegetables. Wolfberry is rated very high compared to other known sources of antioxidant food in the world.

Scientists have discovered that NingXia Wolfberries are a Powerful Immune-Supporting Agent, as verified by modern scientists. Ningxia wolfberries have been found to have extremely high levels of immune-stimulating polysaccharides. Ningxia wolfberries are also an astonishing 16 to 17 percent protein by weight.

PROVEN, not pretending. NingXia Red® not only claims to be one of a kind, it has the numbers and the research to prove it. After all, your health is too important to trust with products only pretending to be something extraordinary.

S-ORAC measures a product's ability to destroy the most dangerous amongst the free-radicals – Superoxide. Free radicals are linked to heart disease, cancer, arthritis, and asthma. Our bodies spend a lot of energy defending themselves from disease, outside of poisons, toxins... superoxides.



These so-called "popular drinks" don't compare to NingXia Red®'s

But what does that all mean?

**To get the same benefit as drinking just 1 oz of
NingXia Red®...**

- You could drink one and a half bottles of Via Viente™
- Eight bottles of Xango™;
- Nine Bottles of Noni™;
- and a whole truck load of Goji Juice™.

So you choose ~ What would you rather drink?

***This Product Improves Energy and
Stamina***

In a recent study participants who consumed whole wolfberries had an increase of 40% in the body's ability to combat free radicals. NingXia Red® is over 50% WHOLE “NingXia” wolfberries, and that’s important. Some manufactures try to cut corners and use wolfberries that are reconstituted from powder, rather than the fresh pureed fruit, as is used in NingXia Red®.

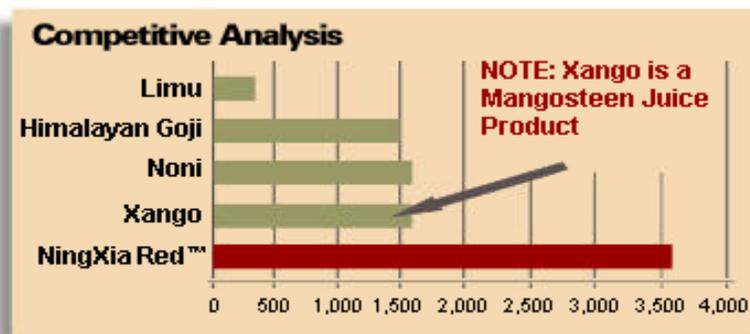
Each and every batch is verified!

ORAC and S-ORAC is monitored on a regular basis.

Our processing begins in NingXia, China, where we hand-pick the wolfberries at the peak of ripeness.

1. We select only the finest ingredients including organic, WHOLE NingXia wolfberries grown without chemical fertilizers and pesticides.
2. We verify exceptionally active nutrient levels (e.g. polysaccharides, beta-carotene). Polysaccharides offer energy and (unique to wolfberries) are responsible for the immunity benefit.
3. We use all of the wolfberry’s valuable components (juice, peel, and flesh) thus ensuring maximum benefits.
4. Then we create an amazingly powerful synergy by skillfully blending wolfberries with these proven super fruits: blueberry, pomegranate, red raspberry, dark grapes, apricots, and therapeutic grade essential oils. This delivers a delicious flavor without using inexpensive, high-glycemic ‘junk juices’ (e.g. apple, white grape, pear.)
5. Put it all together and we can guarantee lasting strength and purity with premium glass-packaging, special wrap-labeling, and continued rigorous testing.

The bottom line is that there is absolutely no other product on the market which comes close to the nutrient profile and protection capabilities of **NingXia Red®**, and everyone who is interested in living a longer, healthier, happier life should have some every single day.



Competitors Don't Even Come Close!

(ORAC comparison)

NingXia Red Science

Ningxia wolfberry and other juice mixtures found in NingXia Red have been shown to:

[Neutralize Free Radicals](#)

[Support Cardiovascular Health](#)

[Protect DNA](#)

[Protect the Pancreas and Liver](#)

[Enhance Immunity](#)

[Support Eye Health](#)

Neutralizing Free Radicals

Have you ever seen a peeled apple turn brown? Free radicals are the culprit. The same thing happens when the body is stressed-either physically or mentally, or from environmental toxins. Free radicals attack the body, and are the principal reason for the aging process.

Antioxidants help neutralize free radical damage. The greater the amount of antioxidants in the body, the better we can slow down the aging process. Wolfberry is the most powerful antioxidant known. Additionally, NingXia Red has more free radical neutralizing capacity against the most abundant and common free radicals than any other antioxidant drink.

Protecting DNA

If free radicals remain unchecked they can even attack DNA, the blueprint used to create each new cell in the body. If not repaired damaged DNA copies itself to new cells created. In this manner each new cell is damaged and mutation can occur. A number of studies show that wolfberry is protective against DNA breakage and mutations. Additionally, ellagic acid, found in blueberries, raspberries, and pomegranates (all juice ingredients in NingXia Red) has been found to "protect DNA against injury."

Enhancing Immunity

In a landmark pre-clinical study published in the peer-reviewed Journal of the American Nutraceutical Association, researchers determined that wolfberry juice and NingXia Red have immune boosting benefits.

In an animal study done at a hospital in Beijing in 2002, Wolfberry has been found to stimulate interleukin-2 and gamma interferon, two anti-inflammatory substances important in supporting a healthy immune system.

Supporting Cardiovascular Health

According to the American Heart Association, heart disease kills more American's

than any other disease, with 61.8 percent having some form of cardiovascular disease. Luckily, pomegranate juice, one of the juice ingredients in NingXia Red, has been found to inhibit a key enzyme responsible for the progression of atherosclerosis by 36 percent, and a 5% decrease in systolic blood pressure after just two weeks of consumption.¹ Even more exciting, pomegranate juice given to mice with pre-existing heart disease (foam cells and atherosclerotic lesions) had indicators of it being reduced by almost half compared to controls.²

Protecting and Supporting the Pancreas and Liver

Protecting the pancreas and liver has an affect on digestion, blood sugar, toxicity, and male and female health hormones.

Supporting Eye Health

One of the carotenoids, found in the wolfberry in higher than normal amounts, is called Zeaxanthin. There are some 40 clinical studies showing it is a powerful eye protectant.

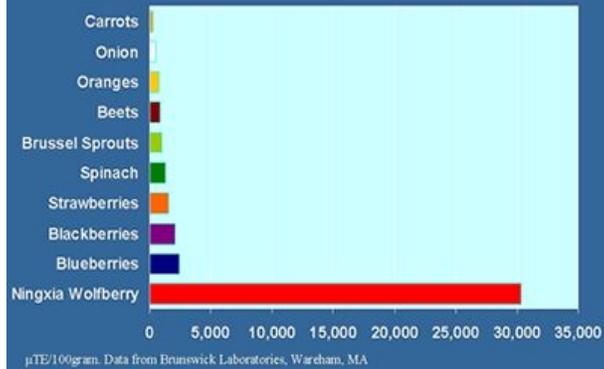
NingXia Red: The Worlds Most Powerful Antioxidant Juice

NingXia Red has benefits that may be life-changing in their scope. No other juice we are aware of has such comprehensive, powerful free-radical fighting ability. The other juice ingredients found in NingXia Red, in addition to heart and DNA health benefits, provide synergistic antioxidant benefits that, when combined with wolfberry juice produce a product we are proud to claim as "The Worlds Most Powerful Antioxidant Juice."

¹Aviram M and Dornfeld L. Pomegranate juice consumption inhibits serum angiotensin converting enzyme activity and reduces systolic blood pressure. Atherosclerosis 2001, 158:195-198.

²Aviram M and Dornfeld L, Rosenblat M, Volkova N, Kaplan M, Coleman R, Hayek T, Presser D and Fuhrman B. Pomegranate juice consumption reduces oxidative stress, atherogenic modifications to LDL, and platelet aggregation: studies in humans and in atherosclerotic apolipoprotein E-deficient mice. Amer J Clin Nutr 2000. 71(5):1062-1076.

Comparing Antioxidants



Nutrient Content of Wolfberry (8 oz.)

	Amount	RDA		Amount	RDA
Protein	35.3 g		Calcium	250 mg	25%
Fiber	47.6 g	190%	Chromium	180 mcg	150%
Vitamin B-1	61 mg	4,000%	Copper	2.5 mg	125%
Vitamin B-3	200 mg	1,000%	Magnesium	295 mg	74%
Vitamin B-5	2.8 mg	28%	Manganese	2.9 mg	145%
Vitamin C	366 mg	560%	Potassium	3.63 mg	103%
Biotin	63 mcg	21%	Zinc	4 mg	25%

21 essential minerals/18 amino acids and 16% protein

Beta Carotene in Top Fruits and Vegetables

Ningxia wolfberry	12,600	Parsley	8,500
Chicken liver	12,100	Spinach	8,100
Carrots	11,000	Mustard greens	7,000
Dried Apricots	10,900	Mangoes	4,800
Collard greens	9,300	Cantaloupe	3,400
Kale	8,900	Broccoli	2,700
Sweet potatoes	8,800	Apricots	2,500

All data in IU vitamin A activity per 100 g food

Ningxia Wolfberry	110	Brussels sprouts	42
Spinach	99	Celery	40
Rhubarb	86	Orange	40
Okra	81	Elderberries	38
Onions	72	Romaine lettuce	36
Broccoli	48	Parsnip	36
Cabbage	47	Asparagus	28
Kumquat	44	Cauliflower	22

All data in mg per 100 g food

NingXia Red Ingredients

NingXia Red is a naturally delicious, nutrient-infused wolfberry drink that will energize, fortify and replenish your body. Rich in wide-spectrum antioxidant activity, NigXia Red has the highest levels of naturally occurring, age-defying S-ORAC activity to help support immune function, cardiovascular health and nourish the eyes. NingXia Red also contains lemon and orange essential oils rich in the powerful antioxidant d-limonene to promote healthy liver function. NingXia Wolfberry, the primary ingredient in NingXia Red, has been cherished for centuries for its health, energy and longevity benefits. Whole NingXia Wolfberries and other nutrient-dense fruit juices like blueberry, pomegranate, raspberry, apricot and red grapes make NingXia Red the perfect choice for optimizing wellness and stepping up to a whole new level of health.

Ingredients:

Whole Ningxia wolfberry (*lyceum barbarum*) puree, Blueberry (*Vaccinium corymbosum*) juice, Pomegranate (*Punica granatum*) juice, Apricot (*Prunus armeniaca*) juice, Raspberry (*Rubus idaeus*) juice, Organic blue agave (*A. tequilana*) nectar, Grape (*Vitis vinifera*) seed, skin, and stem, Lemon (*Citrus limon*) rind, Orange (*Citrus sinensis*) rind, ascorbic acid, natural blueberry flavor, potassium sorbate, sodium benzoate, and Young Living Therapeutic Grade™ essential oils

Essential nutrients in NingXia Red also help support the following: Normal cardiovascular function, normal eye health, normal cell growth, and healthy liver function.

Calories: **19 per serving**
Total Carbohydrate: **4 grams per serving**
Dietary Fiber: **0.2 grams per serving**
Sugars: **3.4 grams per serving**
Sodium: **15 mg per serving**
Protein: **0.65 grams per serving**
Vitamin C: **180 mg per serving**

Approximately 34 servings per container

How to use: Take 1 fl. oz. daily, or as needed.



The NingXia Red Promise

NingXia Red combines the finest Ningxia wolfberries, proprietary "Nutrient-Guard" preparation, and other all-natural, nutrient-dense ingredients to provide:

- Dynamic energy and stamina without harmful stimulants (e.g., caffeine, green tea, etc.)
- Key glyconutrients that fuel vital energy systems
- Unique protein-polysaccharides that help sustain proper immune function
- Highest levels of naturally occurring, age defying S-ORAC activity
- Great taste with no sugary "junk-juices" (e.g., apple, white grape, pear, etc.)

The Benefits of NingXia Red

With the passage of time we become more and more conscious of our own aging process. We want to grow old as gracefully as possible and may wonder about things we can do to enhance our quality of life. One of the key ways to ensure we age gracefully is to be certain we're getting proper nutrition from fruits, vegetables, and other foods high in antioxidants. Getting these vital amounts of antioxidants can be difficult through diet alone, which is why it's important to supplement any dietary deficiencies with antioxidant- rich supplements like **NingXia Red**.

NingXia Red's dense antioxidant properties and great taste make it a perfect choice for anyone wishing to supplement his or her diet with free radical fighting power. Free radicals are cell-damaging atoms in the body that cause reactive chains believed to speed

up the aging process and increase the risk of diseases. The body combats these destructive free radical chains by creating antioxidants: molecules that can terminate these chains without causing further harm to bodily processes. The antioxidant potency of **NingXia Red** is so strong that drinking one ounce every day infuses the body with more free radical defenses than could possibly be consumed through diet alone.

Even the most balanced of diets wouldn't approach the level of antioxidant benefits received by drinking a single ounce of **NingXia Red**. Exactly how much would you have to eat to get equivalent antioxidant potency?

1 oz. of NingXia Red has the same amount of antioxidant levels as:

34 large onions	55.33 pounds of almonds	(ref 1)
100 oranges	59 broccoli florets	
814 blueberries	73 medium strawberries	
22 medium carrots	93 apples or	
10.85 pounds of spinach	130 tomatoes	

NingXia Red packs such a powerful free radical fighting punch because of the unique whole Ningxia wolfberry puree it contains - as well as Young Living's patented nutrient-preserving processing method developed in Ningxia, China.

The key to **NingXia Red**'s antioxidant density comes from the 100% pure whole-food fruit puree, a super blend of blueberry, pomegranate, apricot, and raspberry juices; organic blue agave; water extracted grape pomace, ascorbic acid (vitamin C); and lemon and orange essential oils. These ingredients, coupled with our patented puree process, ensure that not an ounce of antioxidant-rich nutrients is lost or diluted any step along the way. From harvesting the finest ingredients to bottling the finished product, **NingXia Red** is the best tasting, most effective way to get all the free radical fighting power our bodies require.

NingXia Red combines the finest Ningxia wolfberries, blueberries, pomegranates, and therapeutic-grade essential oils to give you powerful support for heart, eyes, cells, and liver.

Ultra-High Antioxidants

A wide-spectrum antioxidant, NingXia Red does more than protect against a single free radical. It absorbs four of the most prevalent free radicals found in the body. And it's more effective than any other health drink at absorbing the superoxide free radical—the most abundant free radical in the human body.

Rejuvenating Ingredients

Ningxia wolfberries, the primary ingredient in NingXia Red, along with the powerful combination of select juices and essential oils, makes NingXia Red unique.



- Wolfberries, the miracle superfood, support multiple body systems and are an ultra-rich nutrient source.
- Blueberries contain ultra-high levels of antioxidants.
- Pomegranates support cardiovascular health and are also rich in antioxidants.
- Apricots are revered for supporting longevity.
- Raspberries contain ellagic acid, known to protect DNA.
- Therapeutic-grade lemon and orange essential oils contain the antioxidant d-limonene.

Synergistic Blend of Juices

Other health drinks contain junk juices, including white grape, apple, and pear. These sugary juices provide few health benefits. The wolfberry, blueberry, and pomegranate juices in NingXia Red are high in anthocyanidins, flavanoids, and carotenoids, which have been shown to strengthen collagen, and absorb free radicals.* These juices combined have more antioxidant activity than the sum of the individual juices. And that synergy multiplies the benefits for your body. Tests prove that NingXia Red is synergized!

Immune System Support

Wolfberries and NingXia Red are shown to support immune function. Studies show that wolfberries are effective at inhibiting inflammation and may induce an immune response.* A landmark study published in the Journal of the American Nutraceutical Association concluded, “Wolfberry juice and its mixtures were shown to have immunomodulatory effects... by increasing splenic (spleen) microphages and splenic weight.” And:

- Chinese scientists found that the wolfberry polysaccharide has “definite protective effects” on pancreas cells that regulate our body's insulin system, the islets of Langerhans.*

- Other researchers have determined that special substances found in wolfberries have “prominent hepatoprotective activity,” meaning that they help protect the liver.*

Therapeutic-Grade Essential Oils

NingXia Red is the only drink available that contains lemon and orange essential oils, which include the powerful antioxidant d-limonene. These oils alone have remarkable health-promoting benefits.

Great Taste

NingXia Red has a sweet yet tangy taste and is sweetened with the fruity richness of blue agave syrup (known as the “nectar of the gods”). Unlike most retail juices available today that are clear, watered down sugary drinks made to appeal to a generation raised on soft drink, NingXia Red is rich. What's more, it won't cause a spike in blood sugar. The body easily assimilates NingXia Red's natural sugars because this drink is healthy in every way.

A Perfect Infusion

The power found in NingXia Red is a result of blending nutrient-dense wolfberry puree with the juices of fruits with complex phytonutrients. Scientists have confirmed the benefits of whole food synergy. Researchers at Cornell University concluded that a synergistic and additive effect is why whole fruits and vegetables have potent antioxidant activity.

1.Results are based on tests performed by Brunswick Laboratories, creator of ORAC testing for the USDA and the S-ORAC.

*These statements has not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.



Beau Miakinkoff

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