

Moringa

THE MIRACLE TREE

PART 2: A Deeper Look

The adventure of how two nutrition pioneers worked together to bring Nature's most powerful botanical to the West

Cheryl Laures, RN, Personal Wellness Consultant

Let's take a closer look at the **"Botanical of the Year,"** *Moringa oleifera*. (In case you missed Part One of this series, you can access it on our web site.¹) Moringa is the incredibly nutrient-rich tree prized in 82 countries because of the **539 medicinal actions** it delivers to the body. It successfully **addresses over 300 diseases**, with writings dating back to 150 A.D. Is it any wonder it is nicknamed "the miracle tree"?

Purifying water and stopping childhood blindness are just two of the minor feats attributed to the Moringa. "Mother's milk" is one of the honored names bestowed on this tree by the Africans—and there, it is literally saving lives. Profound improvement with dying, malnourished infants can be seen within ten days. Please have a look at the previous issue to get the juicy details about all the heavy lifting that *Moringa oleifera* is capable of doing. Moringa is definitely one of the world's most medicinally powerful plants.

Now, we are going to reveal another miracle. This is the journey of how the Moringa tree made her way to the civilized world, and a chronicle of the amazing adventures of the key people involved. Without their diligence, we wouldn't have

access to this life-giving, healing, and regenerating botanical today. This is the story of two mavericks of the holistic-health industry. Here's how it all went down.

Enter Kenneth Brailsford, the visionary who founded Nature's Sunshine® 37 years ago, and Enrich International® 17 years later.

Back at a time when taking vitamins or herbal nutrition weren't even on anybody's mind, he had the "moxie" to start two, quality herbal companies and achieve huge success. He sold both of these and they continue to prosper today. Then, he left the industry and retired—or so he thought.

Now, fast-forward to two years ago. Ken's on a visit to Africa and is introduced to the *Moringa oleifera*. He discovers the tremendous benefits this botanical has to offer. And the visionary comes back to life! Here's what he said, "I saw a product that would be put into a drink, that would satisfy and take the place of all those hundreds of products that I had brought to the marketplace before. I'm more excited about this than anything I've done in the past." Next task—who would Ken find to get the tree into a drink?

Enter Russell Bianchi. Mr. Brailsford contacted Russell because he is one of the top five nutritional formulators in the world. When Ken said to Russell,

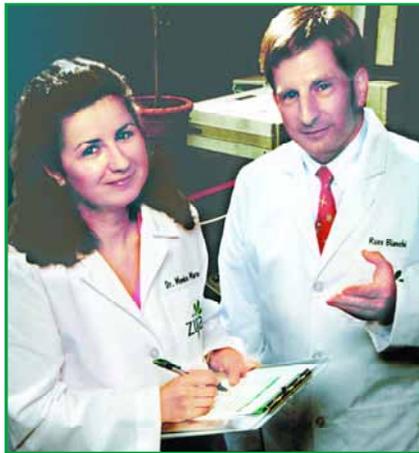


"We have this tree and we want to put it into a bottle." Russell thought to himself, "this sounds provocative!"

Russell did his research and after investigating *Moringa oleifera* in the medical, pharmacological, and botanical literature, he found that, "Very tiny amounts, under 1/50th of an ounce of Moringa in water was reversing inflammation in toddlers, regenerating renal [kidney] failure, helping with macular [eye] rejuvenation, and a number of aspects that I found astonishing."

He goes on to say, "My immediate question was, if this plant truly does what this says it does, why in the world is no one using it? So I called up a number of my pharma friends and asked them, 'Hey, have you ever heard of the Moringa?' They replied, 'Oh yeah, we know all about it. We've tried to sequence it, we tried to patent it as a drug—it doesn't work!' Russell asked, 'Why not?' Their answer was, "When we try to





synthesize it, we lose all the amino-acid sequencings.”

According to Russell, “In drug development, depending on the category, **82% of all drugs originate from plants.**” Ah ha! So the pharmaceutical guys already had their eyes on this, and had attempted to make it into a drug—and charge us big bucks for it! Not to mention also needing a prescription for it. That hints at how powerful the “Queen Mother” Moringa truly is. Knowing how difficult this task would be, Russell told Ken, “I’ll take a look at it, but I’m not promising you I’ll do anything with it.”

Russell knew that the nutrient values currently in our food-and-beverage chain have been “horribly dumbed down.” Back in the mid 1960s, with the average Western or modern diet, we consumed about 1,500 calories a day. It was from the four basic food groups that were relatively unprocessed. And very few people at that time were getting nutrient-deplete-triggered dispositions, like insulin resistance, or diabetes, or cardiovascular issues, or nutrient-deplete-triggered forms of cancer—and, most recently, obesity that we all see here in the United States.

Today, the average American consumes over 3,200 calories per day, but **they are receiving 75% less in nutrient value than they did in the mid ‘60s** with 1,500

Moringa is an extraordinary plant. It has all the nutrients that can be found in a perfect food.

— Monica Marcu, Pharm. D., Ph.D.,
Author of “Miracle Tree”

There is no better liquid beverage or supplement for long-term health currently on the market globally that gets anywhere near Zija’s efficaciousness or overall benefit.

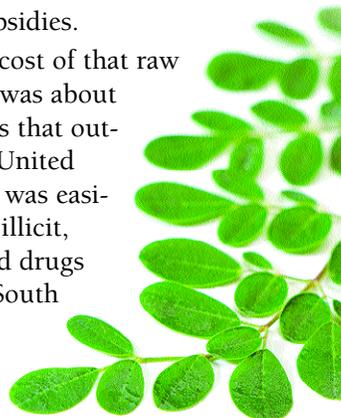
— Russell Bianchi, Nutritional Food
Formulator & Scientist

calories a day! So, we are over-consuming, but still highly under-nourished. In the pandemic of obesity in America today, it’s not a mystery as to why 34.8% of the US population is medically diagnosed as morbidly obese, and another 32% is diagnosed as obese. **More than two-thirds of America today is fat! Why?**

Well, when you don’t have nutrients in your food and beverages, you don’t trigger leptin, which triggers satiation subliminally in the body, so you keep consuming more and more. All of the extra that is not utilized for energy or blood glucose is stored as body fat.

Listen to the real understanding Russell gives us about fructose: “In addition to our dumbed-down food chain, something bad happened in the early 1970s. There was a **dietary train wreck that was based on economic motive.** We had very high-priced sweeteners in America, specifically cane and beet sugar, that were subsidized under the Federal Farm Bill and other subsidies.

The cost of that raw material was about five times that outside the United States. It was easier to get illicit, powdered drugs in from South America



Zija™ Moringa TESTIMONIALS

MY TOP 15 HEALING BENEFITS

I have used Zija extensively over the past 8 months (on myself and clients). I can honestly say there is nothing like it! After 25 years as a Clinical Nutritionist, I know **this is a product I can endorse without reservation.**

- 1) No more sleep apnea
- 2) No more sinus congestion
- 3) No more bloating after eating
- 4) Need only 5 to 6 hours of sleep and not 8 or 9 hours
- 5) Don’t go to the bathroom in the middle of the night
- 6) Less muscle cramping and less leg fatigue
- 7) Much more calm under stress—“cured my road rage!”
- 8) No more hypoglycemia
- 9) Better flexibility and almost no joint pain
- 10) No more adrenal exhaustion
- 11) No Irritable Bowel Syndrome
- 12) No more food and air allergies
- 13) Greater lung capacity, from 68% to 85%
- 14) More stamina during, and faster recovery after, tennis and basketball
- 15) Better mental clarity and focus

—Mark Mandela, Zija Leader

Listen to Mark’s nationwide conference call, “**Zija the Healthy Way**” and bring your health questions, on Thursdays at 7:30 pm Eastern, 4:30 pm Pacific, at (512) 597-6200, PIN 9671111 #.

One of my customers started Zija for insomnia, and within two days, was sleeping like a baby. After 5 weeks, she came out of the doctor’s office testing for her high blood pressure and it had dropped down to 120/80, and her cholesterol was normal. She was able to come off of her meds for these, and she lost five lbs. in the process!

—Jake Witte, Atlanta

I was fighting with cancer, now my chemistries have all come back normal. After a year on one can a day of Zija, my wife's really huge bunions are gone!

—Don in Ottawa, CAN

After 15 years of fighting fatigue and bad constipation, I could tell something was going from bad to worse. The doctors tried everything and could not find anything. I was totally laid up. Two weeks ago, a 3-4 lb. tumor excreted itself from my body—unbelievably huge, like a purple-black placenta. I am getting my life back! —Dick, McDonough, GA

FINANCIAL SECURITY

I am very grateful to Zija, obviously for the benefits I've received from the Moringa, but also for the business opportunity. From my experience, the Network Marketing industry is truly the average person's best opportunity to create financial independence in today's world. A number of years ago, I left my job as a cross-country truck driver to join an MLM company. **In just 3 years, I was able to earn what would have taken 30 years as a truck driver!**

In the corporate world, there is often no incentive for those "at the top" to help those beneath them to succeed. It can actually be a dis-incentive to help others who may do better than yourself! In Network Marketing, the income of the top earners is entirely based upon their ability to create success in others. **This is truly the most ethical form of creating personal success I can imagine.**

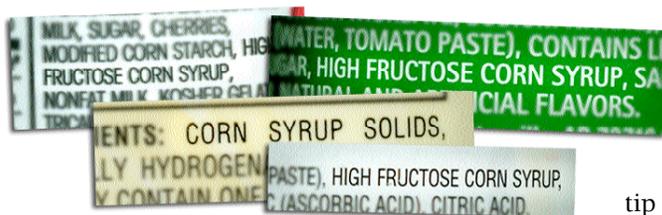
In times of economic downturn like we're experiencing today, this industry is flourishing. First of all, people are realizing how important great nutrition is for their well being; and now more than ever, **people are looking for supplemental income and the security of a residual income.**

My personal Zija business has been experiencing phenomenal growth. While others have lost fortunes, or they're financially hurting or worried about their future, we at Zija are excited about sharing a **hopeful future that includes better health and financial prosperity.**

Won't you join us?

—Fred Holmes, Zija Team Builder

Listen to Fred's **"Builder 500 Training Call"** on Thursdays at 9 pm Eastern, 6 pm Pacific, at (218) 339-4600, PIN 665760 #.



than it was to get sugar in from the Caribbean."

"So, what did we have lots of in America? We had inexpensive corn that we fed mostly to cattle. We converted that starch from the cornfield into a sweetener that was named 'fructose,' but was not fruit sugar! **No one consumed that product in 1970. Today, the average American is consuming almost 100 pounds a year per person.**"

"It's in almost all of our processed foods. And the reason for that is, after air, water and salt, the next least costly bulking ingredient to put into food-and-beverage ingestibles is high-fructose corn syrup. Now, why is that bad? Fructose doesn't raise blood sugar or crash it down. On the face of it, you would think that would be great for a diabetic. But in fact, it's a disaster—a giant train wreck in slow motion. We knew back then that it's not converted into blood glucose or energy, it's converted into body fat (adipose tissue), or it jacks up the triglycerides in your bloodstream. **The number-one**

reason for cardiovascular issues and obesity in America today is high-fructose corn syrup!"



But for Russell, this was just the tip of the iceberg. He con-

cluded, "As the Asians say, **'In every disaster, there is opportunity!'** Think of the epidemiological opportunity here! I can vicariously practice medicine by delivering an honest plant to the marketplace." The die was cast—he was on fire, and on a mission—he wanted to make a go of turning this powerful tree into a beverage.

As a food formulator, Russell has very high standards. His five rules of formulation are as follows. The end result must: 1) taste good, 2) be affordable, 3) be mass-producible on existing plant equipment, 4) comply within the area of law it's under, and 5) if there are claims made for the product, it must absolutely do what it says it does, at efficacious dosage levels. After tasting raw samples, the big question he now had was, "How in the world do you get there with something that tastes so bad?" Because Moringa in the rough tastes...well, *pretty rough!*

Russ continues, "There are lots of exotic juices [making health claims] that exist in the marketplace. I've evaluated probably the top 19 or 20 beverage offerings in direct marketing today. And their *modus operandi* remains the same. (And this is why I didn't want to get involved even with Moringa, unless it was going to be efficacious...) They start with something that is honest in its nutrient value, but by the time it's de-ionized, stripped, cooked, pasteurized, and concentrated into its final

**Gram for gram,
the Moringa
delivers:**



- 4 times the Calcium of milk**
- 4 times the Vitamin A of carrots**
- 2 times the Protein of yogurt**
- 3 times the Potassium of bananas**
- 7 times the Vitamin C of oranges**
- 3 times the Iron of spinach**

form, you're buying a glorified fruit smoothie at a very expensive cost—sometimes claiming to be all-natural when they're not even that. They'll claim that ingredients are 'all-natural' because there's no definitional standard for ingredients using the term natural."

Russell was not going to allow any of this kind of compromise of the *Moringa oleifera* in his formulation of Zija for Mr. Brailsford. He goes on to say, "**I failed 143 times over an eight-month period on delivering Zija to market.** It was only on the 144th try that I succeeded. I had personally given up at 130 tries." (Remember, even the pharmaceutical hot-shots couldn't crack the code.)

Russell confesses, "It was my wife who chided me into continuing with this, saying, 'You broke your promise to this man, and you have to continue with this. You were the one boasting that you were going to vicariously practice

medicine by changing this ingestible to deliver it to people—you owe **this to the world.**' And so, it was my wife who humbled me to continue with it. But it was probably the most difficult, most complex beverage that I've ever been involved with."²

His 144th try finally provided us with the Zija® *Moringa oleifera* beverages, where one serving has over 30 grams [30,000 mg] of proprietary Moringa mix in it—and it tastes great! So, with each drink, we receive the total value of over 92 assayable, naturally occurring nutrients. (For independent research on the Moringa, read the study done by

the National Institutes of Health [NIH].³)

Pharmacologist Dr. Monica Marcu is a colleague of Russell's. In her book, *Miracle Tree*, she writes, "In fact, ***Moringa oleifera* is what the world truly needs to fix our 'broken delivery system' of nutrient absorption and potency in dosage.**" Russell agrees. So does the National Institutes of Health, as well as the Peace Corp (now actively planting Moringa trees in impoverished countries) and other third-party, verified empirical organizations.⁴

And what does Ken Brailsford say, now that the tree is successfully in the drink? "This isn't hype—this is real. This product works. It has more nutrition than anything else out there. All you have to do is look at the research and you'll see exactly what I'm talking about. And know that you're getting your

money's worth for something that really benefits your body and improves your health."⁵

Personally, I am grateful for these two brave hearts, who took on the adventure of bringing this miracle tree to my body! It has done more for me, my clients and my family and friends, than there is time to tell you about here... So, I encourage you to consider this life-changing botanical—the "Never Die" tree. Try Zija's miracle tree for yourself! ■

Ask about an **8-DAY TRIAL PACK** (\$3/day)

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To learn more... and to order Zija's Smart Drink, Smart Mix, or XM3 by the case, visit www.denis.myzija.com

REFERENCES:

1. See *Natural Life News & Directory* (Jan–Feb '09) article, "Moringa—The Miracle Tree" (Part 1) available at www.NaturalLifeNews.com, or see contact info to ask for a PDF file.
2. Excerpts from a nationwide conference call with Russell Bianchi (2/7/09, Orlando, FL) "Formulating the Miracle Tree." See contact info for a full transcript (PDF).
3. National Institutes of Health [NIH] on *Moringa oleifera* at DrinkLifeIn.com.
4. Peace Corp involvement with *Moringa oleifera*, see <http://peacecorps.mtu.edu/resources/studentprojects/moringa.htm>.
5. From an interview with Kenneth Brailsford (2/16/09, London, UT).



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