



As seen in...

HEALTH & HEALING

The best food you're not eating

by **Mike Ventresca**
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What is the healthiest food you've eaten today? Did you have an orange or blueberries? How about spinach? Odds are you didn't start your day with *Lycium barbarum*, or **Goji**



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berries. However, this ancient Asian fruit is quickly becoming a nutritional superstar.

Among its many health benefits, goji possesses one of the highest ORAC scores I've ever seen! An ORAC score measures the total antioxidant potency of a food. For example, an orange has an ORAC score of 750, while blueberries are much higher at 2,400. Goji's ORAC score is an amazing 25,300!

In addition to immune support, recent studies have shown goji may benefit vision, mood, cholesterol, and blood sugar. Experts also say it can stimulate the release of critical hormones including human growth (hGH) hormone from the pituitary.

While goji can be consumed as fresh or dried berries, the most popular form is as a juice. Here's the problem – finding a good goji juice can be difficult.

Companies often use a powdered concentrate mixed with water and other fruit juices. You're left with a blend of fruits juices but very little, if any, actual goji. In fact, I've seen labels that don't even tell you how much goji is in the bottle! It's no surprise people report little benefit after consuming these types of fruit drinks.

If you're interested in trying goji juice I recommend **Goji-100** from Genesis Today. Goji-100 is 100% wild harvested goji berry juice with nothing else added. One ounce delivers 30,000mg of juice (which is 4-7 times more than any other product I've seen) and is guaranteed to possess the researched polysaccharides LbGp 1-5. It tastes similar to prune juice and can be mixed with water or juice. In addition to benefiting from the high antioxidants, people tend to notice better mood, mental clarity and energy and in some cases enhanced libido.

Mike Ventresca is co-owner of Vital Choice, a health food and nutrition store located at 9243 Sprague Road in North Royalton's Timber Ridge Plaza. The phone number is 440-885-9505. Open Monday thru Friday 10 a.m. to 8 p.m.; Saturday 10 a.m. to 6 p.m.; and Sunday noon to 5 p.m.

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