

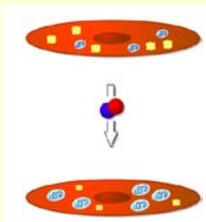
Mitochondrial Weight Loss

Mitochondria are the microscopic powerhouses of your cells. *Mitochondria* generate energy for your body by consuming most of the oxygen you breathe and calories from the food you eat.

All body fat is burned within the *mitochondria*. This includes fat in the food you eat and fat that is stored in the body.

The more *mitochondria* you have, the more fat you burn.

Research suggests that **nitric oxide** stimulates the creation of new *mitochondria*, and may also make each individual *mitochondrion* larger.



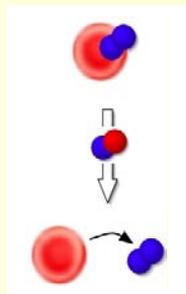
The effect of nitric oxide on a muscle cell.

More and larger mitochondria burn fat more efficiently.

HOW DOES NITRIC OXIDE PERFORM THESE FUNCTIONS?

Nitric oxide is a gas, so it diffuses quickly in all directions.

Gasses often interact with cells. The most familiar example is oxygen gas, which binds to red blood cells when you breathe.



Through the action of nitric oxide, the red blood cell releases oxygen.

It is the **nitric oxide** which signals red blood cells to release oxygen.

Timothy McMahon, M.D., Ph.D. from Duke University states, "If the mechanisms moderated by NO [nitric oxide] are not functioning properly, the O2 [oxygen] can never leave the RBCs [red blood cells] and enter the tissues needing O2."

In order for us to be alive, we need oxygen and the molecule which allows oxygen to be delivered to each cell in our body. **Nitric oxide** is that essential molecule.



For centuries, ancient eastern civilizations have recognized Noni's medicinal value. From China to Japan and Tahiti, Noni's fruit, leaves, bark and roots were used to treat asthma, fever, eye and skin problems, stomach ailments and breathing difficulty. Word of its extensive health benefits and healing powers eventually spread to the western world where it has been embraced as a sought after nutritional supplement.

Noni Nitro™ Products

The Noni Nitro™ formula combines the best of the newly discovered healing powers of Nitric Oxide with the most effective natural extracts of Noni juice in one potent formula. Until only recently, pioneers in scientific research revealed the health benefits of Nitric Oxide and then created the perfect delivery system by enhancing the already known powers of Noni juice.

Sunland Source LLC dba Noni Nitro
8070 La Jolla Shores Dr. # 450
La Jolla, CA 92037

Nitric Oxide

The Molecule of Life

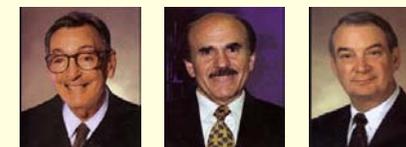
In 1992, nitric oxide was voted "Molecule of the Year" by Science magazine. The importance of nitric oxide became front page news in 1998 when Louis J. Ignarro, Robert F. Furchgott and Ferid Murad were awarded the Nobel Prize for Medicine and Physiology. These scientists identified nitric oxide as a signalling molecule, opening up a new way of treatment for millions of patients.

In 2002 Nitric oxide was named the molecule of the year and in 2008, more than 75,000 scientific papers have been published on nitric oxide and its seemingly endless role in health and physiology.



The Nobel Prize in Physiology or Medicine 1998

The Nobel Assembly at the Karolinska Institute in Stockholm, Sweden, has awarded the Nobel Prize in Physiology or Medicine for 1998 to Robert F Furchgott, Louis J Ignarro and Ferid Murad for their discoveries concerning "the nitric oxide as a signalling molecule in the cardiovascular system".

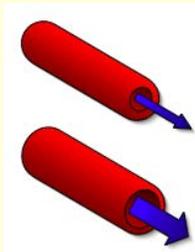


Reference:

http://nobelprize.org/nobel_prizes/medicine/laureates/1998/illpres/

THE POWER OF NITRIC OXIDE

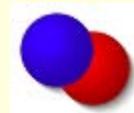
Nitric oxide is the most powerful factor in the body for opening blood vessels to allow the free flow of blood to tissues.



This process is known as *vasodilation* and happens whether you are awake or asleep. In most cases, it happens naturally (endogenously).

Normal blood vessel, *top*.
Dilated blood vessel, *bottom*.

But some people are unable to make **nitric oxide** efficiently. Others have a problem releasing nitric oxide to the tissues that need it. These people are left feeling tired.



Nitric oxide (also called *NO*) is a gas. Each molecule is composed of one nitrogen atom (*N*) and one oxygen atom (*O*).

Nitric oxide is not to be confused with *nitrous oxide* (*N₂O*), also known as laughing gas.

MODERN LIFESTYLE AND NITRIC OXIDE



Most people don't make enough **nitric oxide** to maintain optimal health. With today's lifestyle, including lack of exercise and fast foods, a person's need for **nitric oxide** is even critical.

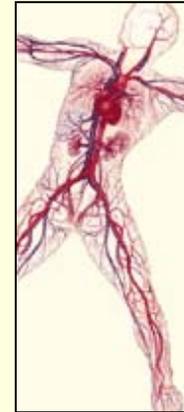
WHAT ELSE DOES NITRIC OXIDE DO IN THE BODY?

In the Circulatory System

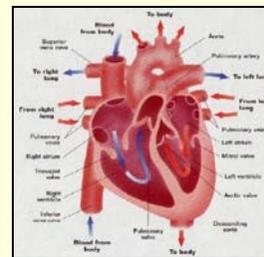
Nitric oxide improves blood flow to tissues.

Improved blood flow through arteries allows more oxygen, nutrients, vitamins, and growth factors to be delivered to every cell of the body, from the big toe to the top of the head.

Improved blood flow through veins and lymph ducts means less swelling and less edema.



Nitric oxide helps your heart to function optimally.

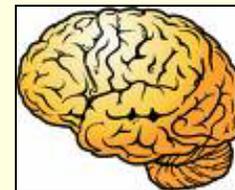


Heart disease is a major killer of men and women.

The heart cannot function properly without the free flow of blood through the vessels of the heart. **Nitric oxide** provides free flow of blood.

In the nervous system

Nitric oxide is needed for nerve cells to communicate with each other. Nitric oxide is necessary for the thought process and for the central nervous system to send messages to other parts of the body. Impaired production of nitric oxide may result in loss of memory and concentration. Recent studies indicate that the loss of nitric oxide production results in aggression and fearlessness.

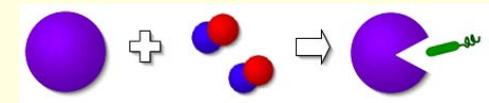
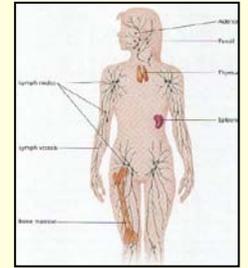


In the Immune System

Without a healthy immune system, the body is more susceptible to diseases.

Nitric oxide aids the immune system in its important antibacterial and antiviral work.

Macrophages (a type of cell in the immune system) increase production of **nitric oxide** in order to kill target cells such as bacteria and tumor cells.

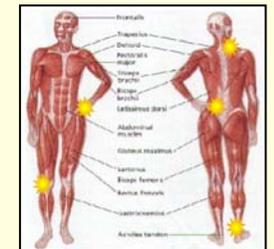


A *macrophage* with increased **nitric oxide** production will be released from the blood vessels and gobble up bacteria in true Pac-Man fashion.

Pain Management

Nitric oxide reduces pain.

The most common drugs used for serious pain are morphine and oxycontin. The mechanism by which these drugs relieve pain is in part by releasing nitric oxide.



Nitric oxide improves circulation in tensed muscles and tender points, which relieves the pain.

Reproductive and Sexual Health

Nitric oxide plays a vital role in *vasodilation*, the process by which arteries dilate, allowing blood to flow more freely in your vital organs. Without nitric oxide our reproductive organs can't function properly. Nitric oxide is essential for men and women for their sexual arousal and satisfaction.