



CHAPTER 2

INTRODUCING THE GOJI BERRY

You've Never Heard of a Goji Berry?



You're not alone, but that's about to change. This little red berry is about to open your eyes. By the time you finish this book, you will want to join in celebration with the people of Central Asia who love and cherish these berries so much that they devote *two weeks every year to festivals* in their honor (similar to a Bavarian Oktoberfest, but a lot healthier...and just as happy!).

There is good reason for the locals to honor the goji berry. After thousands of years of use, those who use the berry are still awed by its unmatched healing and protective powers. They celebrate as a continuing acknowledgement of just how much their very lives depend upon it. No medicinal plant in all of Asian medicine can approach goji for its incredible diversity of legendary benefits.

Top 24 Health Benefits of Goji

- 1) Extends life, protecting your body from premature aging through its powerful antioxidant action
- 2) Increases your energy and strength, especially when fighting disease
- 3) Makes you feel and look younger. Goji stimulates the secretion of hGH (human growth hormone), the “youth hormone.”
- 4) Maintains healthy blood pressure
- 5) Reduces cholesterol
- 6) Promotes normal blood sugar in early adult-onset diabetes
- 7) Enhances sexual function and treats sexual dysfunction
- 8) Helps you lose weight
- 9) Relieves headaches and dizziness
- 10) Relieves insomnia and improves quality of sleep
- 11) Supports eye health and improves your vision
- 12) Strengthens your heart
- 13) Improves disease resistance
- 14) Builds strong blood, enhancing production of red blood cells, white blood cells and platelets
- 15) Supports healthy liver function
- 16) Treats menopausal symptoms
- 17) Prevents morning sickness in the first trimester of pregnancy
- 18) Improves fertility
- 19) Strengthens your muscles and bones
- 20) Improves your memory and recall ability
- 21) Supports normal kidney function
- 22) Helps chronic dry cough
- 23) Alleviates anxiety and stress
- 24) Promotes cheerfulness and brightens your spirit

The last property explains why goji is called the “*happy berry.*”

In fact, it has been noted that the only known side effect of goji is that continued consumption may make it impossible for you to stop smiling!