

The Secret Is Out!

For thousands of years, the goji berry has been revered throughout Asia for its ability to promote health and balance the body's energies, especially the "vital life force" known as *chi*. The science behind the secret of goji's powerful benefits lies in a group of bioactive molecules, called *Lycium barbarum* polysaccharides (LBP).

The world is wild about goji, and Himalayan Goji® Juice started it all! In 2003, FreeLife International became the first and only company to develop a Spectral Signature LBP Process™ to identify, isolate, and select only those berries that deliver a consistently high potency of these important nutrients.

GoChi®: The Next Generation of Himalayan Goji® Juice

People everywhere have experienced tremendous results with Himalayan Goji Juice—the bestselling, number one goji product in the world. Now, the best is even better with GoChi®.

Developed through FreeLife's worldwide research efforts, GoChi represents the next generation of Himalayan Goji Juice, delivering an unprecedented high potency of the unique LBP in the goji berry.

Named for the "go" in goji and *chi*, the ancient Chinese term for "vital life force," GoChi contains all the goodness of Himalayan Goji Juice, and so much more!

- Scientifically demonstrated to deliver results in as little as 14 days
- At least 30% more LBP than Himalayan Goji Juice
- Preservative-free
- Certified kosher and halal
- Tastes better than ever

A Smile In Every Bottle!™

FreeLife donates a portion of the sale of each bottle of GoChi and Himalayan Goji Juice to children in need through our charitable-giving program, GojiKids®, to help children everywhere live happy, healthy lives.



Goji in the Media

THE OPRAH WINFREY SHOW

"Goji is the most potent antioxidant fruit that we know."

THE TODAY SHOW

"Goji...Packed with antioxidants."

NEW WOMAN MAGAZINE

"The latest super fruit to take Hollywood by storm is the Himalayan goji berry."

BBC NEWS MAGAZINE

"Celebrities have been singing the praises of goji."

To experience the power of GoChi® in your life, contact:

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For sale and use in Hong Kong only.

15 Reasons to DRINK GoChi. Every Day!



The GoChi Effect™: 15 Ways to Better Health

In three randomized, double-blind, placebo-controlled, human clinical trials, GoChi® proved extremely effective for human health in 15 key areas. In the initial groundbreaking study, published by the highly respected *Journal of Alternative and Complementary Medicine*, participants who drank just 120 mL daily, saw positive results in multiple categories of health and well-being in as little as 14 days! A second human clinical trial demonstrated the impressive antioxidant power of GoChi, and the findings of this important study have now been verified and accepted by the independent panel of expert judges at the highly regarded scientific journal, *Nutrition Research*. Finally, in yet another *FreeLife®* human clinical trial, the goji berry's legendary effects on the immune system were scientifically validated. This study has become the third to be accepted by a leading peer-reviewed journal, this time the internationally respected *Journal of Medicinal Food*. The 15 benefits identified in *FreeLife's* three GoChi studies are no coincidence. They are all interrelated, and have been collectively termed *The GoChi Effect™*.

Study 1. This 14-day study examined the effects of GoChi on 13 key aspects of health and well-being. Thirty-five test subjects were divided at random into two groups. The first group received 120 ml daily of GoChi. The second group received 120 ml daily of a placebo (a similar-tasting juice that did not contain any goji). The GoChi group experienced significantly better results than the placebo group in all 13 categories. Since the study was double-blind, neither *FreeLife's* scientists who conducted the study, nor its employees, who served as the study's participants, knew if they were drinking the real GoChi or the inactive placebo.

Study 2. This 30-day antioxidant study was conducted by a prestigious medical center in Asia. Fifty healthy adults were divided at random into two groups, a GoChi group and a placebo group, who received 120 ml daily servings of either GoChi or the inactive placebo, respectively. The test subjects were not associated with *FreeLife* and had never consumed Himalayan Goji® Juice or GoChi. After 30 days, the GoChi group showed highly significant increases in antioxidant capacity and less free-radical activity. No significant improvements were seen in the placebo group.

Study 3. This 30-day immune study was conducted by a prestigious medical center in Asia. Sixty healthy adults were divided at random into two groups, a GoChi group and a placebo group, who received 120 ml daily servings of either GoChi or the inactive placebo, respectively. The test subjects were not associated with *FreeLife* and had never consumed Himalayan Goji Juice or GoChi. After 30 days, the GoChi group showed significant improvement in the body's immune system. No significant improvements were seen in the placebo group.

