

Goji Berries

Traditional Chinese medicinal history holds numerous references to the goji. Knowledge of its legendary health and longevity benefits are dating back to the Tang Dynasty of 800 AD and its value for life in Chinese myth has been sealed by the gods.

The tale has it that those who prayed near a well by a famous Buddhist temple into which goji berries had fallen acquired the ruddy complexion of vigorous health and kept their teeth and dark hair until the age of eighty.

Contemporary research confirms ancient wisdom. It has found that Goji is a powerful antioxidant with identifiable anti-aging properties.

Gojis are red berries that look like red raisins. They are rich in antioxidants, particularly carotenoids such as beta-carotene and zeaxanthin. One of zeaxanthin's key roles is to protect the retina of the eye

