

Certified
Di Tao
Authentic Source



Ron Teeguarden's
Dragon Herbs®

HEAVEN
MOUNTAIN®

GOJI BERRIES

AN OUNCE A DAY KEEPS THE DOCTOR AWAY!™



Tasting Is
Believing

Free Sample
Enclosed



✓ The most famous superfruit for fighting **stress**, gaining **strength** and preserving **youth**.

✓ Moist and plump, the one and only **SNACK GRADE** Goji on the market.

✓ 3 out of 4 customers give Heaven Mountain Goji a 5-star rating.



✓ **97%** approval rating.

✓ Grown in the **pristine** virgin land of Heaven Mountain.

✓ The Goji plant is an extremely hardy plant with a bio-chemistry that can help build your adaptability and stress resilience.

✓ A "GREEN" hero in reversing desertification



Heaven Mountain® Goji Berries are Herb Grade Serious™

Goji's health benefits are well documented by numerous research studies conducted across the globe. In the West, there has been ample media coverage on Goji in recent years. For an up-to-date summary of its health benefits, please email us at info@dragonherbs.com.

What you probably don't know are the stories of Goji and two of the most famous herbalists in Chinese herbalism who are also the most revered experts in the art of longevity. As authors of herbalism, they knew everything there was about every herb and they had access to all of them. Both chose to consume Goji **daily** throughout their **entire lives** and both lived famously to very old age (101 years and 80 years). Please bear in mind that around 500-600 AD, the average life expectancy was only 27 years. As recent as the 18th century, the average lifespan barely increased to around thirty years. The longevity of these great herbal masters fifteen hundred years ago is truly remarkable.

Today, the average life expectancy is around 70 years. According to the biology principle, mammal's lifespan is about 5-7 times its growth period. The human growth period ranges from 20 to 25 years, so the shortest human lifespan should be 100 years, and the longest should be 175. The consensus is 120 years. So why don't the majority of us reach 120? After 1500 years of evolution, maybe we should all learn something new from the old masters?

Tao Hong-Jing (456-536 A.D.)

A Taoist master who specialized in the study of herbs, Tao compiled the "Commentary on Shen Nong's Materia Medica", one of the most valuable books on medicinal and tonic herbs in China's history. He also authored "Recordings of the Art of Health and Life Preservation" in which he declared that life is in the hands of people, not God. Tao Hong-Jing drank Goji tea every day. He lived to be 80 years old.



Sun Si-Miao (581-682 A.D.)

Sun Si-Miao is known as the Herb King. Sun lived to be 101 years old. He was born with a very weak constitution and was very sickly in his childhood. His family was almost bankrupted by his medical expenses. In pursuit of health, he started to study herbalism at an early age. Sun ended up devoting his entire lifetime to the art of medicine. His monumental books, "Prescriptions Worth a Thousand Pieces of Gold" and "Supplement to Prescriptions Worth a Thousand Pieces of Gold," have been regarded as a compendium of China's medical achievements up to the 7th century. Sun believed if his work could save a single life, it would surpass the benefaction of a thousand pieces of gold. He wrote his first book at the age of 71, and he finished his "Supplement" book at the age of 100. A year later, he died peacefully. This is not just longevity, this is *vigor* at an advanced age. Because of his weak constitution, Sun Si-Miao was a very disciplined practitioner of the art of life preservation, and he consumed Goji every morning and every night throughout his entire life. He was as famous for his longevity as he was for his work. His secrets for achieving centenarian status 1500 years ago remain a hot topic today.

Goji Berries' Treasure Rating and the Three Treasures of Tonic Herbalism---an Overview

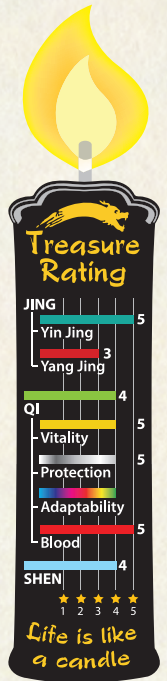
Traditionally in Tonic Herbalism, there are said to be **three primary types of energy** in the human body, and the same is true throughout nature. These three energy categories are known as the "**Three Treasures;**" **Jing, Qi (pronounced chee) and Shen**. These energies are called "treasures" because they are the very basis of our life. Tonic herbalism uses tonic herbs containing either one or several of these treasures to help replenish and re-balance the Three Treasures so that a dynamic balance between Yin and Yang can be established and maintained and that homeostasis can be achieved. **Treasure Rating** scores the amount of each treasure the tonic herbs contain on a scale of 0-5, 0 being the lowest, 5 being the highest. A simple analogy by which one can understand the Three Treasures Paradigm is to think of **life being like a candle**.

Jing is the candle. It is the deepest source of energy in the body and is associated with our genetics. It is our reserve of life force. It determines how long we live and the power of our life. In Asia, Jing is associated with regeneration, longevity, youthfulness, deep long-term vitality, mental energy, the source of power for the reproductive system and for optimal functioning of the immune system. Jing energy also supports our skeletal system, renal functions and our ability to hear. Jing is believed to govern our courage and is the power behind our will. Jing energy is depleted by living itself, but most especially by stress, excessive behavior, and overwork. Jing is divided into two Categories. **Yin Jing** and **Yang Jing**. The secret of rejuvenation and maintaining our health lies in rebuilding the right balance of Yin and Yang. **Yin Jing herbs** replenish spent Yin Jing and build reserves for future use. They are deeply nourishing, generally moistening and are believed to be youth preserving. **Yang Jing herbs** replenish spent Yang Jing. They are deeply empowering. They rekindle the fire of life where it has been spent and invigorate vigor at the deepest levels.

Qi is the flame. It is the energy of life, acquired through breathing and eating and manifested as our day-to-day vitality, our innate ability to defend ourselves, our adaptability to changes and our blood. **Qi herbs** replenish Qi.

Shen is the light given off by the candle. It is our spirit, our state of psychological wellbeing, our wisdom, and our spiritual experience and radiance. **Shen herbs** replenish Shen.

Goji is among the top 5 tonic herbs (Cordyceps, Ginseng, Schizandra, Deer Antler) that score high on almost all categories of the Three Treasures.



Goji Treasure Rating

HEAVEN MOUNTAIN GOJI BERRIES

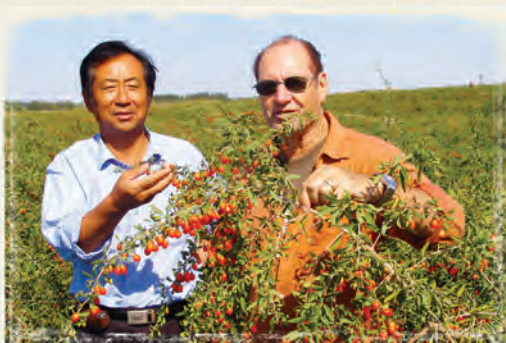
Snack Grade Delicious™ , Herb Grade Serious™

Millions of people throughout Asia consume Goji berries every day for both their unique, satisfying flavor, and for their health benefits. In China's first herbal encyclopedia, Shen Nong's Materia Medica, written in the 1st century B.C., Goji was classified as a "superior tonic," a class of herbs that people should take on an on-going basis to preserve youth and to promote general well being. Goji's superior tonic classification has stood the test of time. Two thousand years later, Goji berries are still being consumed regularly around the world for those very same reasons. We now know that Goji berries are a "high-ORAC" antioxidant-rich superfruit/tonic herb featuring important phytochemicals such as beta-carotene, zeaxanthin, betaine, unique immune-potentiating polysaccharides (LBPs), trace minerals and vitamins.



Heaven Mountain® Goji Berries, the only Goji berries that are snack-grade delicious™.

"I have tried about 6 brands of goji berries and this one is by far the best." Massachusetts



Ron Teeguarden with a Goji farmer inspecting Goji berries.

Heaven Mountain® Goji Berries are plump, moist, naturally sweet, and absolutely delicious. In comparison to other Gojis on the market, Heaven Mountain® Goji Berries are sweeter, fleshier and have less seeds. They have a much higher moisture level which contributes to their plump and moist texture.

Most Gojis on the market are rock hard. This is not without a reason. All the Goji sold in the US comes from China, even if it is labeled as Himalayan or Tibetan. That translates to a very long transit time from the growing regions to the hands of the consumers. Typically, the berries reach the consumers at least 4-6 months after they are harvested. To keep the berries shelf stable for the overseas market,

importers have the Goji farmers dry their Goji until it is bone dry and rock hard. The majority of the moisture is removed, resulting in a hard, leathery texture.

After years of research and development, Dragon Herbs has developed a special handling process and custom designed packaging that allow the berries' natural moisture level to be retained while satisfying the shelf stability required for modern commercial trade.

In a test conducted by an independent lab, Heaven Mountain® Goji Berries are shown to be twice as moist as a competitor's.

Gojizi - par excellence

"I've lived in China, studied Chinese Medicine there, travelled to Taiwan, live in Japan, and have sampled very high grade Goji berries in these places but none of them hold a candle to this berry. So easy to overeat on these; they are simply fabulous." Japan



What makes Heaven Mountain® Goji Berries so special?

Simply put, Heaven Mountain. Heaven Mountain is a remote mountain range in the northern region of Xin Jiang Province, China. The concept of Di Tao used in the world of herbalism can best describe the relationship between the geographical and geological features of the region and the phytochemical profile of Heaven Mountain® Goji Berries.



The virgin land has no industry for a thousand miles.

The “Di Tao” of Herbs

There is a great concept in Chinese Herbalism known as *Di Tao*™. The literal translation of *Di Tao* is “Earth Tao,” or “the Way of the Earth.” The Chinese dictionary definition of *Di Tao* is “from the place noted for the product ~ genuine, authentic, not from an inferior or counterfeit source.” According to the regulations of the Chinese Pharmacopeia, all herbal products manufactured and sold in China must utilize herbs that are *Di Tao* - that is, the herbs must come from a source that is considered legitimate and genuine.



Heaven in a berry!



All plants are the product of their growing environment and conditions. Different regions have their distinctive make-up of water, soil, sunshine, climate, and biological distribution. The varying methodologies adopted by different regions in their cultivation, collection, and final preparation of the herbs further differentiate the herbs from different sources. The *Di Tao* source of an herb is gradually established through its historical use. By documenting how herbs from different origins differ in their pharmacological effects on the human body, the regions or sources that produce the most desired results have slowly come to be recognized as the authentic, genuine source, *Di Tao*, both by common knowledge among practicing herbalists as well as by government supported official recognition in the *materia medica*.

Heaven Mountain® Goji Berries are one such example of *Di Tao*. The water, the soil, the sunshine and the weather at the pristine foothills of Heaven Mountain have the precise qualities necessary for producing the best, richest, tastiest, most powerful Goji berries on Earth. As a result, they have an extraordinary and balanced phyto-nutrient profile



Snow and glacial runoff from Heaven Mountain.

Water

At the edge of the enormous Gobi Desert that covers southern Mongolia and northwestern China, the Goji producing region of Xin Jiang receives little to no rain throughout the year. Every drop of water in the growing fields is derived from the melted snow and glacial runoff from the pristine Heaven Mountain. This water is pure and structured – it is nature’s ultimate irrigation system.


Soil

The virgin land at the edge of the Gobi Desert has little vegetation. It has a very high content of alkaline minerals. The pH level of the soil can be as high as 8.7 (50 times more alkaline than water) and the soil salt can reach a very high content of 1%. Few plants can survive in this kind of harsh environment. Goji, however, being an extremely adaptable plant, thrives here. Not surprisingly, Goji berries are an alkaline food.

Daylight Duration

Xin Jiang province has the longest daylight duration among all provinces of China (Tibet included). It averages 2550 to 3300 hours of sunshine per year. The intensive sunlight allows for unusually productive photosynthesis in the Goji plants, leading to more flesh, sweeter taste, and

Some common pH values

Substance	pH
Gastric acid	2.0
Lemon Juice	2.4
Cola	2.5
Vinegar	2.9
Orange or Apple juice	3.5
Beer	4.5
Coffee	5.0
Tea	5.5
Milk	6.5
Pure water	7.0
Healthy human saliva	6.5 - 7.4
Blood	7.34 - 7.45
Sea Water	8.0
Goji Soil 	8.7

“We had your Goji analyzed in Finnish Customs Laboratory. They checked the Gojis for pesticide residues, irradiation and microbiological contamination. Your Goji passed all the tests and can officially be sold in Finland. This is good to know, since I’ve had five different types of Gojis (most of them Organic) analyzed and they have all failed in some area. Your Goji has been the best so far. Both in taste/feel and in lab analysis.” **A superfoods buyer from Finland**



BEFORE



Saline and alkaline soil

Many Goji trees are being planted in northern and western China as part of a government supported program to reverse desertification.

AFTER



Lush Goji field

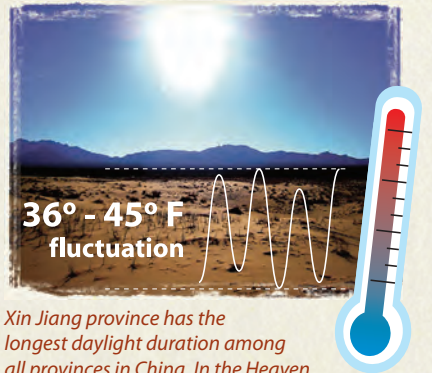


Goji on the vines

naturally higher content of active ingredients such as Lycium Polysaccharides (LBP).

Precipitous Daily Temperature Fluctuation

Another unique weather characteristic of Xin Jiang is the precipitous temperature fluctuation between day and night, usually as much as 36 to 45° F within a single day. The locals joke that in Xin Jiang, no traveling is necessary in order to experience all four seasons within one day. It is quite common that people start their day with winter jackets, strip down to silk shirts at noon, then at night, they can enjoy their famous watermelons, next to a bonfire.



Xin Jiang province has the longest daylight duration among all provinces in China. In the Heaven Mountain region, you can experience the four seasons within one day.

The Ministry of Agriculture of the People's Republic of China has officially certified Heaven Mountain Goji berries as Di Tao.

What does the fruit of a hardy plant such as Heaven Mountain Goji mean to us humans?

We are what we eat. The plants' bio-chemistry transports to our body when we consume it. A Ginseng root grown in the mountain is hundreds or even thousands of times more expensive than a cultivated Ginseng root because the wild root has to endure a tremendous amount of distress in order to survive in the wilderness. The result? Survival of the fittest. The more hardship a plant endures, the more complex, complete and balanced its phyto-chemical profile becomes. It is Heaven Mountain Goji's superb adaptability, the ability to thrive in its extremely harsh environment that makes this little red berry a highly revered adaptogenic, stress-fighting tonic herb.

No Comparison!

"These are so much juicier than the gojis I've bought in the past I can hardly believe it. Rich and moist and bursting with colour, compared to the dry, hard and dull berries I can buy at home. More expensive, but worth the extra." **Japan**



Heaven Mountain® Goji Berries, a GREEN hero in reversing desertification.

Not only are the Heaven Mountain® Goji Berries good for you, they are good for the Earth as well.

Because of Goji's superb adaptability, it thrives where other plants fail to survive. The Goji plants are drought tolerant, cold and heat resistant, and they can endure, and even flourish in, saline and alkaline soil. Goji plants have highly developed root branches which bind firmly with the soil. Many Goji trees are being planted in northern and western China as a wind breaker, sand binder and soil ameliorator as part of a government supported program to reverse desertification.



Himalayan Goji, a myth still to be demystified.

Whether or not Himalayan Goji is sourced from the Himalayas is still being debated. The Gojis that do come to the West all share one country of origin, China. Many Goji berries are labeled as "Himalayan," some labeled as "Tibetan Wild

Goji Berries from Heaven

"I have loved Goji Berries since the first time tried them. But when I tried these, other Gojis felt like old, dry and tasteless. I highly recommend to buy these and enjoy every handful with pleasure;) They are soft, juicy, so sweet and what is the best part, they are the most healthy things that we know of!" **Finland**



Crafted." With Tibet being the only Himalayan region of China, it can be reasonably presumed that all the Himalayan/Tibetan Gojis purportedly come from Tibet.

So, does Tibet historically, currently or actually grow Goji? Well, we have found no evidence of that, not as of yet. Of the many *materia medica* that provide detailed description of *Lycium barbarum* (Goji), none ever mentioned Tibet as a geographical origin of Goji, wild or cultivated. Ron Teeguarden, master herbalist and author of *The Ancient Wisdom of the Chinese Tonic Herbs* published by Warner Books, has been a purveyor of Goji since 1971. Ron has visited the Himalayas numerous times. He has never known of or come across Himalayan Goji in his 40 year herbal career. We have color coded every province of China that has been documented as growing Goji. Tibet is not on that map. Even the author who wrote the book *Goji, the Himalayan Health Secret* that introduced Goji to the West does NOT suggest Himalayan Goji is attainable in any way. "The sad truth is that you can't (get Goji berries of Himalayan Origin). There simply aren't enough to go around. Goji vines are not cultivated in the Himalayas; they simply grow in the wild, often in the most inaccessible places."



Provinces in China documented as Goji growing regions.¹

¹ Goji, by Jun-Lin Li, Ai-Cheng Wang. ISBN7 5304-2599-4. Beijing Science and Technology Publishing House. September 2002.

If Tibet does not grow Goji, then where does all the Himalayan Goji on the market come from? A myth still to be demystified.

As the concept of "Di Tao" suggests, all plants are the product of their growing environment. Knowing the truthful origin of a botanical product is a vital part of judging its characteristics. Therefore, the true origin should be known to the consumers. In addition, there is no *written* historical record of the usage of Goji in Tibet, nor is the tremendous body of scientific research conducted to date on Goji based on a Himalayan sub-species. Virtually ALL research on Goji has been conducted on or with Goji from Heaven Mountain or Northern China. If we consume Goji for its tremendous health benefits, then we ought to consume only the same Goji used in such voluminous research.

Can't say enough good things...

"We LOVE these berries. Have tried other brands and they are hard and tough to chew. These are so soft and moist and delicious. Since ordering and having my "ounce a day," I feel energetic and vibrant (and they're a nice little aphrodisiac too...shhh...don't tell anybody;)" **Minnesota**



Juicy!!!

These are the JUICIEST Goji Berries ever!!!! I love them!!!! They should be sold in multiple pound bags, I just got my bag and I'm almost finished!!!! **Maryland**



Compliance – Ron Teeguarden's First Rule of Tonic Herbalism

When it comes to benefiting from herbs, compliance matters the most. If you don't take your herbs, they cannot do you any good. The market is full of Goji berries that are dry, tough to chew, with

lots of seeds and lack the sweet flavor. People can only eat them for a little while, and then stop due to the hardship.

This is extremely unfortunate because Goji's benefits are cumulative and it should be consumed daily, or at least regularly, throughout one's lifetime. Fortunately, the best Goji, in terms of quality and tonic benefits, is also the sweetest and tastiest Goji. People who discover this high quality Goji enjoy eating a handful or two a day, and compliance is not only easy, but compelling. And that is why taste and texture are so important when it comes to Goji. "Compliance is the first rule of tonic herbalism."

Heaven Mountain® Goji Berries are the only snack grade delicious Goji on the market today.



A happy Goji girl hand picking Heaven Mountain® Goji Berries. Goji is known for elevating people's mood.



Goji will sweeten your tea with countless health benefits.

How to identify snack grade delicious Goji™?

Heaven Mountain Goji rocks! But dry conventional Gojis ARE rocks. They may be OK for cooking, but no good for snacking. Some Goji berries are so rock-hard that it hurts to swallow them. Here is how you can tell the snack grade Goji apart from conventional Goji:

Best Goji's

"I got a sample pack of these from Dragon Herbs a few months ago. These are hands down the best gojis I have ever tried. Very, very soft unlike most other brands I had tried which were overly hard. These are also free of agrochemicals so a rare product indeed. So juicy, soft and sweet. 10 out of 10." **Great Britain**



1. Tasting is believing.

The best way to know is by tasting. Buy a small pack and make sure you like what you eat. With Dragon Herbs, you are more than welcome to try our Goji-To-Go sample packs first, for free! We are confident that you will prefer our Heaven Mountain® Goji to other brands. Most people do.

2. The maraca shake test. If you don't want to spend money buying a trial pack of other brands, then try this method as a quick test. It does not guarantee taste, but it does tell you if the berries are dry or moist. Shake the bag up and down. If it sounds like a maraca, the berries inside are probably very dry and will not be enjoyable. Plump moist snack grade Goji berries should barely rattle.



Magnificent

"When I first had a taste of these gojis I was totally pissed off that no one had ever given me these "real goji berries".... what I mean is that the taste and feeling that I get is totally different from other gojis in my experience. Totally worth it... love it" **Finland**



Computer Snack

Heaven Mountain Goji is an excellent computer snack. Goji has been reported to protect cells against radiation damage. Goji is also a famous vision tonic, traditionally used to improve eyesight.



iVision Tea

The two most famous vision tonics, Chrysanthemum flowers and Goji berries, are combined into a soothing tea to brighten dull eyes, relieve eye dryness and strain, and strengthen vision. Also great for clearing the mind. It is even good for promoting radiant skin. A desk-top must for the information age.

Ingredients: Chrysanthemum eeTee, Heaven Mountain Goji Berries, Chrysanthemum Flowers.



Chrysanthemum Flower
code 8003 SRP \$6.00



Chrysanthemum eeTee
code 815 SRP \$33.00



8 oz. re-sealable pouch
Excellent value.

Code 699 SRP \$12.49



1 oz. Goji-To-Go packs
Juicy, convenient, and mess-free.

Code 695 SRP \$1.80



Snacks



Cereals, Salads,
Yogurt, Tea



Exercise



Lunch Pack



Cooking



Outings

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Creative Ways of Eating Goji Berries



Goji Salad



Goji Salad (Close-Up)



Goji on Cream of Wheat



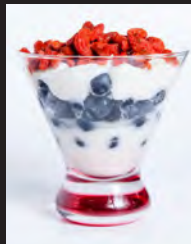
Goji on Oatmeal



Goji on Cereal



Hermit's Mix
Goji, Longan, Pine Nuts
and Walnuts



*Red White and Blue
Goji Parfait*
Goji, yogurt and blueberries



Goji Cookie



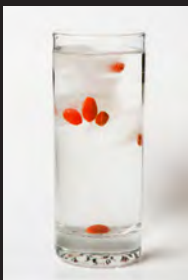
Goji Smoothie



*Goji Tea**



*Goji Green Tea**



Goji ice water
Drink stylishly and functionally!



Goji ice
Use as a garnish
for any drinks



Homemade Goji Vodka

* Goji Teas prepared with heat resistant glass tea pots. Built-in wire strainers. Served on glass candle warmers. Available at Dragon Herbs.

To learn more about these Goji recipes, visit
www.dragonherbs.com/goji

