



LIQUID DIETARY SUPPLEMENT

1 LITER/106 FL OZ



FOR 20 YEARS, MORINDA HAS BEEN BLESSING LIVES ALL OVER THE WORLD WITH GROUNDBREAKING, INNOVATIVE HEALTH SOLUTIONS. STANDING ON THE SHOULDERS OF ITS SIGNATURE PRODUCT, TAHITIAN NONI® JUICE, MORINDA NOW OFFERS NEW AND EXCITING WAYS TO LIVE, LOOK AND FEEL YOUNGER, LONGER.





6

Did you know
sugar is aging
you?



8

TruAge CORE



20

HOW TO MAKE YOUR HOUSE A TruAge HOME

34

Check out our
customer favorites!



*CUSTOMER
FAVORITE*



10

TAHITIAN NONI® JUICE: STILL THE KING OF SUPERFRUITS

CONTENTS

TrūAge®

TrūAge Scanner	7
TrūAge Beverages	10
TrūAge Sugar Stop	12
TrūAge Rapid Fuel	14
TrūAge AGE Therapy Gel	16
TrūAge CORE Packs	19
TrūAge AGE Therapy	20
TrūAge Supplements	22
Whole Food Blends	24

MORE PRODUCTS

Classics	26
Defy	30
Apparel & Accessories	32
Customer Favorites	34



SUGAR IS AGING YOU...

Sugar is everywhere. It's in treats, desserts, candy and soda, sure, but sugar hides in foods you may not know. Sauces, condiments, bread, processed foods, fruit and even vegetables contain sugar.

This is bad news, because excess sugar can actually lead to premature aging. Let us explain.

It was discovered not too long ago that the major culprits that accelerate the body's aging processes are called advanced glycation end-products, or, appropriately, AGEs. AGEs are formed as a result of glycation, in which sugar molecules attach to and interfere with proteins.

Sugar ignites glycation which produces AGEs. Stop sugar, and you put a big dent in the aging process.

AGING STARTS WITH SUGAR.
SUGAR IGNITES GLYCATION WHICH
PRODUCES A.G.E.s. **SUGAR IS AGING YOU!**

**SUGAR
IS BAD**

AND IT'S EVERYWHERE

**PROTEIN
IS GOOD**

BUT WHEN SUGAR
GETS INVOLVED,
BAD THINGS HAPPEN



THROUGH A PROCESS CALLED
GLYCATION
SUGAR & PROTEIN BECOME...

A.G.E.s

WHICH AGE US
MORE RAPIDLY



...WHAT ARE YOU DOING ABOUT IT?

Good news, people: You don't have to take premature aging lying down. You can do something about it.

The first thing you can do is measure. Modern technology has made it possible to actually measure the way your body is aging. Using cutting-edge technology, AGE readers like the TrūAge Scanner can quickly and accurately measure your AGE levels.

Once you know your AGE levels, you'll be able to assess their impact on your body. For example, high AGE levels mean your body is aging at an accelerated rate. Armed with that knowledge, you can now take steps to reduce AGEs and prevent premature aging.



TrūAge Scanner

Morinda's TrūAge Scanner is the best way to measure the way your body is aging. Using an advanced spectrometer and ultraviolet light, the TrūAge Scanner can quickly, accurately and conveniently report your AGE levels. And the TrūAge Scanner has been validated by over 100 peer-reviewed studies.

Want to control the way you age? Start by visiting a TrūAge Scanner.

FIGHT AGING WITH TrūAge CORE

TrūAge® CORE

Visiting a TrūAge Scanner is the first step. Then, after you know where you stand, you can start to manage your personal aging process. We recommend you start with TrūAge Core—a superior line of anti-aging products that attack the three major components of aging: sugar, glycation and AGEs.

SUGAR

TrūAge Sugar Stop contains a proprietary blend that will help your body block sugar absorption of certain carbs in your diet.

TrūAge Rapid Fuel helps the body burn sugar by building lean muscle.

GLYCATION

AGE Therapy Gel was specially designed to be used topically to prevent glycation damage on the skin.

AGES

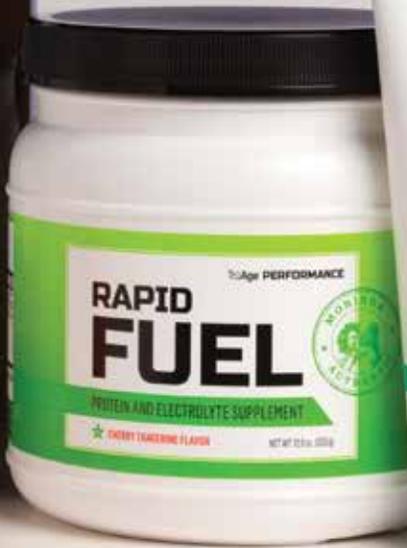
Tahitian Noni® Juice and **TrūAge Max** contain vast amounts of AGE-blocking iridoids that protect the cells against AGE damage.



TrūAge
CORE



LOOK FOR THIS SYMBOL FOR OUR
CUSTOMER FAVORITE PRODUCTS



Try the complete line of TrūAge Core products in 5-, 15- and 30-day packs!

5 DAY **15 DAY** **30 DAY**

See page 19 for details.
You can fight the aging process, and we're going to help with TrūAge Core.



LIVE YOUNGER, LONGER

Transform your health with
TrūAge beverages

Living younger, longer—it's a goal that appeals to anyone and everyone. We all want to feel younger, while still adding years to our life. TrūAge beverages, loaded with the earth's best ingredients, are here to help. Formulated with noni and various other natural ingredients, they are clinically shown to reduce AGE formation in the body, and fewer AGEs means looking and feeling younger.

TAHITIAN NONI® JUICE 
(The Original Superfruit Supplement)

The health benefits of Tahitian Noni Juice have been proven in multiple scientific studies. It supports the immune system, improves joint health, promotes heart health, fights harmful free radicals, and boosts energy and endurance.*

1 L Bottle **\$40**
1 L 2-pk **\$75**
1 L 4-pk **\$140**

(Also available in Kosher, 4 pack only.)



TrūAge® MAX



Max protects against the formation of AGEs with a powerful combination of iridoids from the widest range of the earth's best sources, including noni from Tahiti, Cornelian cherry, olive leaf, cranberry, and blueberry.*

750 mL **\$59**
 750 mL 4-pk **\$190**
 250 mL 12-pk **\$240**



TrūAge EXTRA

TrūAge Extra contains a potent blend from three different and powerful iridoid sources.

750 mL **\$45**
 750 mL 2-pk **\$85**
 750 mL 4-pk **\$160**

TrūAge PURE

TrūAge Pure is made of genuine noni purée, perfect for blending into your drinks.

750 mL **\$40**
 750 mL 2-pk **\$75**
 750 mL 4-pk **\$135**

SUGAR'S WORST ENEMY

Sugar Stop reduces your sugar levels so you can feel younger and more fit

Sugar Stop was designed to help your body flush certain types of sugar before they are absorbed. It contains an exclusive blend of earth's best ingredients, including white kidney bean extract, known to inhibit sugar absorption.



“ BY EXERCISING AND TAKING SUGAR STOP AND TrūAge MAX DAILY, I HAVE LOST A LOT OF WEIGHT AND I FEEL MUCH BETTER. I FEEL AGILE, HEALTHY AND ACTIVE. ”

— Patricia DeAlba

TrūAge
SUGAR STOP



When using Sugar Stop, you can expect to experience benefits such as moderate weight loss, more energy, increased satiety (meaning you'll feel fuller, longer), and improved intestinal regularity. Try 5-Day Flush to see how even five days of using Sugar Stop can make a difference.

5-DAY FLUSH
5 pouches **\$20**

CANISTER
Single **\$42**
2-pk **\$84**
4-pk **\$160**



BENEFITS | WHY SUGAR STOP?

- Promotes lower AGE levels
- Contains a proven fat-flushing fiber blend
- Regulates digestive function
- Helps you feel fuller, longer
- Clinically proven to inhibit the absorption of sugars found in carbs and starchy foods

**TrūAge 20 oz
Sport Mixer™
Bottle
\$17**



*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

GET THE HIGH-QUALITY PROTEIN YOU NEED



Rapid Fuel is an advanced protein delivery beverage that was introduced to help your body build lean muscle. A powerful weapon against AGEs, lean muscle has been shown to help regulate glucose levels and burn sugar even when the body is at rest.



“ THANKS TO TrūAge RAPID FUEL I AM ABLE TO COMPETE LONGER, HARDER AND WITH MORE EDGE THAN EVER BEFORE. ”
 — Isa Phillips, Olympic Athlete

TrūAge
RAPID FUEL



When using Rapid Fuel, you can expect increased lean muscle, lower AGE levels, added electrolytes, natural energy boosts, and an absence of stomach discomfort when taken during exercise (as opposed to standard protein drinks). Try 5-Day Burn to see how even five days of using Rapid Fuel can make a difference.

5-DAY BURN

5 pouches **\$20**

CANISTER

Single **\$45**

2 pk **\$90**

4 pk **\$170**



BENEFITS | WHY RAPID FUEL?

- Contains highest-quality protein isolates from four different sources
- Helps lower AGE levels through development of lean muscle
- Delivers protein and electrolytes instantly even during exercise
- Provides all essential branched-chain amino acids
- Increases energy and endurance
- Curbs appetite and aids in fat loss

TrūAge 28 oz
SportMixer™
Bottle
\$19.50



REVERSE THE VISIBLE SIGNS OF AGING

AGE Therapy Gel is the only TrūAge Core product designed to be used topically to counteract the external effects of glycation. Skin is especially susceptible to glycation damage, so protect, soothe and repair your skin with AGE Therapy Gel.



“ I LOVE A.G.E. THERAPY GEL. I WASN'T EXPECTING AS GOOD OF RESULTS AS I'VE SEEN! ”

— Michelle Smith

TruAge
A.G.E. THERAPY



When using AGE Therapy Gel, you can expect to experience visible benefits such as fewer wrinkles, fine lines and age spots, reduced AGEs in the skin, and soothed, repaired and moisturized skin. Try 5-Day Repair to see how even five days of using AGE Therapy Gel can make a difference.

5-DAY REPAIR
30 mL **\$20**

150 ML
Single **\$42**
2 pk **\$84**
4 pk **\$160**



BENEFITS | WHY A.G.E. THERAPY GEL?

- Contains a proprietary blend of earth's best ingredients including noni, blueberry, Cornelian cherry, cranberry and olive leaf extract
- Clinically shown to lower AGEs and reduce the adverse effects of glycation
- Reduces wrinkle count for younger-looking skin
- Carnosine and oat kernel extract sooth and restore skin

Check out other AGE
Therapy products on
page 20



A woman in a white tank top with light blue accents and a beige cap is smiling and walking on a beach. A man in a white t-shirt is walking behind her, also smiling. The background shows the ocean and a sandy beach.

TrūAge CORE: THE KEY TO EXTENDING YOUTH



TRY THE COMPLETE LINE OF
TrūAge CORE PRODUCTS IN
5-, 15- AND 30-DAY PACKS!



- | | |
|--|--------------|
| *TrūAge Core 5-Day Sugar Detox (5 day) | \$75 |
| 1 250mL Max, 1 5-Day Flush, 1 5-Day Burn, 1 5-Day Repair | |
| *TrūAge Core Experience (15 day) | \$149 |
| 1 Max, 1 Rapid Fuel, 1 Sugar Stop, 1 AGE Therapy Gel | |
| *TrūAge Core Regimen (30 day) | \$265 |
| 2 Max, 2 Rapid Fuel, 2 Sugar Stop, 1 AGE Therapy Gel | |

*Also available with Tahitian Noni[®] Juice or TrūAge Extra. Call 800.445.2969 for pricing and QV details.



**A. TrūAge A.G.E. THERAPY
DAILY BODY WASH**

AGE Therapy Daily Body Wash cleanse impurities from the skin and leave it soft and smooth. It also inhibits AGE formation. The result is skin that looks younger, longer.

Ginger, citrus fragrance.

\$24

**B. TrūAge A.G.E. THERAPY
DAILY SHAMPOO**



AGE Therapy Daily Shampoo's hydrating formula, natural fragrance and ability to gently cleanse the hair and scalp make it a great fit for the whole family.

Lemon, rosemary mint fragrance.

\$29.99

**C. TrūAge A.G.E. THERAPY
DAILY CONDITIONER**



After shampooing your hair, use a hydrating conditioner made from the earth's best ingredients. AGE Therapy Daily Conditioner is naturally fragranced and light enough for daily use.

Lemon, rosemary mint fragrance.

\$29.99

**D. TrūAge A.G.E. THERAPY
DAILY FACIAL CLEANSER**

No other facial cleanser features our signature blend of ingredients shown to disrupt the formation of AGEs, making AGE Therapy Daily Facial Cleanser perfect for your daily routine.

\$29.99

GIVE YOUR BODY SOME A.G.E. THERAPY

Each AGE Therapy product is formulated with Morinda's exclusive TrūAge Max blend of ingredients and also carnosine, which are clinically shown to reduce the formation of harmful AGEs, thus helping you look and feel younger, longer.



E. TrūAge A.G.E. THERAPY ORIGINAL LIP BALM



AGE Therapy Original Lip Balm is Broad Spectrum SPF 15 protect against sunburn and chapped to lips, and is formulated to disrupt the formation of AGEs.

\$6

F. TrūAge A.G.E. THERAPY DAILY HAND WASH

Our naturally fragranced AGE Therapy Daily Hand Wash is the perfect way to keep hands nice and clean. It soothes, calms and softens skin even after repeated washing. Lime fragrance.

\$17.99

G. TrūAge A.G.E. THERAPY ELEMENT SHIELD

NEW

AGE Therapy Element Shield is a daily moisturizer that combats aging on two fronts: first, its exclusive blend of ingredients fights the aging process, and second, it is Broad Spectrum SPF 20 that protects against sun exposure, a key cause of skin damage.

\$35

ENHANCE YOUR LIFE WITH TrūAge SUPPLEMENTS

There are so many different nutrients that the body requires in order to operate at peak condition, and getting them all can be daunting. TrūAge Supplements are now here to do most of the work for you so you can enjoy a body working in total harmony.

TrūAge WHOLE VITAMIN PLUS*

Whole Vitamin Plus is packed to the brim with healthy nutrients, including all-natural vitamins, as well as a wide variety of whole foods: seven fruits, four vegetables, four greens and three mushrooms. Getting the daily nutrition you need is a breeze with Whole Vitamin Plus.† 90 tablets

\$29.99

TrūAge CALCIUM PLUS*

TrūAge Calcium Plus is an excellent source of much-needed minerals; it contains 10 natural minerals, including a healthy amount of high-quality calcium. And in order to ensure your body makes the most of it, Calcium Plus is even specifically formulated with vitamin D2 for increased calcium absorption.† 120 tablets

\$23.99





TruAge FOCUS

When you just can't concentrate on important tasks at hand, TruAge Focus provides the mental boost you need. It's packed with electrolytes, antioxidants and natural stimulants that increase mental sharpness and help sustain energy levels. 10 servings

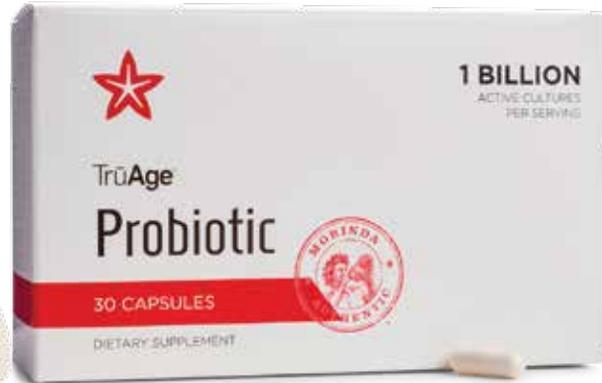
\$18.99



TruAge DEFENSE

Your body's immune system is extremely important, but it can't operate at peak condition without the proper nutrients. TruAge Defense's effervescent tablets contain 17 vitamins, minerals and herbs that support the immune system, helping it function properly and protect the body. 10 tablets

\$15.99



TruAge PROBIOTIC



Did you know that not all bacteria are bad? Some forms of bacteria, are beneficial to the body. TruAge Probiotic provides healthy, bacteria to the digestive system, helping you maintain digestive health, immunity health and gastrointestinal health.

\$23.99

TruAge OMEGA 3,6,9



Omega fatty acids are essential for the body's systems to function properly, but the body cannot produce all these fatty acids on its own. That's where TruAge Omega 3,6,9 comes in, as its doses of fatty acids help support healthy brain function, immune system function, a healthy circulatory system, and cardiovascular health.† 90 softgels

\$17.99



SUPPLEMENT BOX

Seven day vitamin box holds a four removable compartment to take on the go.

\$10

† These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

TrūAge Whole Food Blends



WHICH COLORS DID YOU EAT TODAY?

That may seem like an odd question, but it's definitely a relevant one; fruits and vegetables of different colors provide different health benefits. However, studies have shown that most people simply do not get enough produce in their diet, regardless of the color.

Coming this summer, our Whole Food Blends line helps supplement your daily diet by providing nutrients from 12 fruits and vegetables of any one of four different colors. Mixed into your favorite drink or smoothie, they are a great way to start each morning or treat yourself after a long day.



LAUNCHING SUMMER 2016
VISIT MORINDA.COM/WFB FOR DETAILS

FIND THE NONI BEVERAGES THAT SUIT YOU BEST



For centuries, the people of Tahiti knew something the rest of the world did not: that the noni plant contains wonderful health benefits. Now we know as well, as hundreds of scientific studies have validated noni and its numerous beneficial effects, which can be experienced thanks to Morinda products.

First and foremost among these is Tahitian Noni Juice, the first commercially available noni product. It supports the immune system, sustains joint health, promotes heart health, fights harmful free radicals, boosts energy and endurance, and contains iridoids that help lower AGEs.

After Tahitian Noni Juice became a phenomenon and global success, Morinda continued tapping into the noni plant—including the fruit, its seeds and even its leaves—to develop not only a wide variety of beverages and concentrates, but also products that soothe damaged skin and hair. Try Morinda's beloved classic products for yourself and find out why noni is truly a superfruit.



TAHITIAN NONI JUICE

- 1 L Bottle **\$40**
- 1 L 2-pk **\$75**
- 1 L 4-pk **\$140**

(Also available in Kosher, 4-pack only.)



ORIGINAL CONCENTRATE

Tahitian Noni Original Concentrate packs a lot of power into a small bottle. It provides noni in a pure concentrated form, and contains beneficial iridoids and polyphenols that have been shown to help disrupt the formation of AGEs, support immunity, and boost energy. 30 mL

\$17.99



JOINT CONCENTRATE

Tahitian Noni Joint Concentrate is the only joint supplement formulated with concentrated noni. In addition to providing the numerous benefits of noni, it's also formulated with glucosamine, which helps your body build cartilage, maintain flexibility and support joint health. 240 mL

\$17.99



N-CORE

Tahitian Noni n-Core is the ultimate heart-healthy noni beverage. It contains a power-packed combination of noni and other natural ingredients known for their beneficial cardio effects. n-Core will help you maintain good health, give you more energy, and help strengthen and balance the whole body. 1 L

1 L Bottle **\$45**

1 L 2-pk **\$80**

1 L 4-pk **\$150**

OUR TIME-HONORED FAVORITES



OATMEAL SOAP

With safe, natural ingredients like noni, oatmeal and aloe, Oatmeal Soap gently cleanses and exfoliates the skin. By removing surface dirt and impurities, Oatmeal Soap helps relieve dryness, and balances the skin's natural moisture.

\$6.99



NONI SEED OIL

A concentrated oil with more than 50,000 noni seeds in each ounce, Noni Seed Oil contains a Morinda-exclusive formula that delivers intense moisture and relief to dry, irritated skin.

\$36



BODY BALANCE CREAM*

Balance is key to living a full and healthy life. With a unique blend of ingredients including noni and natural progesterone, our restorative Body Balance Cream is designed to help middle-aged women look and feel their best every day.

\$23.99



NONI LEAF SERUM

This noni-rich serum soothes and restores skin affected by harsh sun, wind and other environmental conditions. Includes authentic noni leaf extract, noni leaf juice and other naturally calming and moisturizing ingredients.

\$29.99



BODY BUTTER

Body Butter combines the moisturizing powers of noni seed oil with other ancient botanical oils to provide intense hydration for your skin.

\$11.99



HIRO[®] ENERGY

It's a pick-me-up in a can. Overcome those midday doldrums with HIRO Energy, a healthier alternative to sugary energy drinks and sodas thanks to a blend of noni, vitamin B, taurine and amino acids. 24-pk.

\$43.99

HEALTHY, YOUTHFUL SKIN AWAITS YOU

THE DEFY SKIN CARE SYSTEM HAS THREE STEPS FOR YOUNGER-LOOKING SKIN: PREPARE, TREAT, AND AMPLIFY

PREPARE

A. DEFY ONE STEP CLEANSER*

Removes makeup, oil, and impurities by using plant-based ingredients. Suitable for all skin types.

\$16

B. DEFY TRIPLE ACTION TONER*

Brightens skin tone, reduces the appearance of pores, and protects skin from free-radical damage.

\$16



A

B

TREAT

C. DEFY FACE LIFTING NIGHT CREAM*

Works overnight to lift and reverse the appearance of sagging skin while moisturizing and enhancing skin elasticity.

\$36

D. DEFY RENEWING EYE TREATMENT*

Olive leaf extract, noni leaf and other botanicals visibly reduce dark circles, wrinkles, and sagging skin around the eyes.

\$30

E. DEFY AGE ERASING SERUM*

Look and feel younger! This powerful serum uses a unique blend of natural ingredients to target and erase the appearance of fine lines, deep wrinkles and age spots.

\$36

DEFY AGE INTERVENTION SET*

\$84
SAVE \$18



C

D

E



DEFY ULTRADERM THERAPY*

This professional-grade device uses ultrasonic waves to open temporary microchannels in the skin, loosening unwanted debris and allowing Defy skin care products to penetrate the deepest layers of the skin for maximum efficacy. Daily use leaves skin looking firmer, cleaner, and more radiant.

**Safe for all skin types.*

\$300

\$335

(with Defy Age Intervention set page 32)

\$385

(with Complete Biotopical set)



DEFY MICRODERM TREATMENT*

The Defy Microderm Treatment device uses the latest exfoliation technology to safely and effectively remove dead skin cells. It also features a patented suction technology to not only vacuum up the dead skin cells as it exfoliates, but stimulate blood flow to the dermis where new skin cells are created.

Invigorates your skin, revealing a smoother, brighter, and healthier complexion. Adjustable for different skin types.

\$180

\$240

(with Defy Age Intervention set.)

\$265

(with Complete Biotopical set below)

DEFY MICRODERM REPLACEMENT DISCS

\$12



DEFY COMPLETE BIOTOPICAL SET*

Buy the set and **SAVE**.

- Defy One Step Cleanser
- Defy Triple Action Toner
- Defy Age Erasing Serum
- Defy Renewing Eye Treatment
- Defy Face Lifting Night Cream

\$110

* WHILE SUPPLIES LAST

THE MORINDA LOOK

ACCESSORIES AND APPAREL, BRANDED AND READY TO BE SEEN

TrūAge FITNESS: WOMEN'S T-SHIRT

100% polyester.

sm—xxl

\$18.99

TrūAge FITNESS: WOMEN'S CAPRIS

87% cotton.

13% spandex.

(Runs small,
order one size up.)

sm—xxl

\$24.99



TrūAge BEANIE CAP BLACK

One size fits most.

100% acrylic.

\$12.00



FOR A COMPLETE LINE OF
APPAREL AND ACCESSORIES GO
TO **WWW.MORINDA.COM**



TrūAge FITNESS: MEN'S T-SHIRT

100% polyester.

sm—xxl

\$18.99

TrūAge FITNESS: MEN'S SHORTS

100% polyester.

sm—xxl

\$24.50



MEN'S POLO SHIRT*

100% polyester.

sm—xxl

\$40.99



GYM BAG

\$54.99



MEN'S TOILETRY BAG

\$21.99



WOMEN'S TOILETRY BAG

\$21.99



WOMEN'S BASEBALL T-SHIRT

50% combed cotton.
50% polyester.

sm—xxl

\$23.99



STAR FLOWER T-SHIRTS

60% combed cotton.
40% polyester.

sm—xxl

\$15.99

Go to morinda.com for more color options.
Women's sizes run small; order one size up.



*CUSTOMER
FAVORITE*

TOP 10 FAVES

**LOOKING FOR THE PERFECT MORINDA PRODUCT?
THIS IS A GREAT PLACE TO START.**



Customers love our TruAge Core products. In fact, these products are some of our best-sellers. But there are various other products of ours that have also been beloved by customers. Find out for yourself why these products are customer favorites. They're your favorites too—you just don't know it yet!



#1



PAGE 19 \$75

#2



PAGE 22 \$17.99

#3



PAGE 28 \$6.99

#4



PAGE 23 \$18.99

#5



PAGE 29 \$43.99

#6



PAGE 28 \$36

#7



PAGE 20 \$29.99

#8



PAGE 27 \$17.99

#9



PAGE 23 \$23.99

#10



PAGE 21 \$6



MORINDA

PO BOX 4000 | OREM, UT 84059-4000

GOOD HEALTH

- > AGE fighters
- > Morinda-quality supplements
- > Tahitian Noni Power



GOOD LOOKS

- > Disrupts aging
- > Moisturizes
- > Protects skin



FINANCIAL FREEDOM

- > Interested in how Morinda might help you achieve true, sustainable financial freedom? Contact the person who gave you this catalog. You may want to hear what they have to say.



306340