

A Randomized, Double-blind, Placebo-controlled, Clinical Study of the General Effects of a Standardized *Lycium barbarum* (Goji) Juice, GoChi™

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This first randomized, double-blind, placebo-controlled clinical trial has examined the general effects of orally consumed goji berry, *Lycium barbarum* in a form of standardized juice (GoChi™). The sample was provided to healthy adults for 14 days of consuming 120 ml/day. Subjective questionnaire ratings (0-5) were used for general well-being, neurological/psychological traits, gastrointestinal, musculoskeletal and cardiovascular complaints and any adverse effects. Questionnaire data were analyzed between day 1 and day 15 with the nonparametric Wilcoxon matched pairs tests. Significant differences were found in the GoChi group (N = 16) and consisted of increased ratings for energy level, athletic performance, quality of sleep, ease of waking up, ability to focus on activities, mental acuity, calmness, and feelings of health, contentment and happiness. GoChi also significantly reduced feelings of fatigue and stress, and improved bowel regularity. The placebo group (N = 18) showed only two significant changes (heartburn and happiness). No significant changes in musculoskeletal or cardiovascular complaints were observed in either group. All parametric data (body weight, etc.) were not significantly different. These results clearly indicate that daily consumption of GoChi increases subjective feelings of general well-being, neurological/psychological traits and gastrointestinal regularity.