



XANGO's Mangosteen Discovery Story

XANGO, LLC co-founder Joe Morton was the right person, in the right place, at the right time to bring the benefits of the mangosteen fruit to a global market.

While working in Southeast Asia in 1997, Morton was offered a local delicacy, the mangosteen. He was told this “Queen of Fruits,” as it is known by locals, ripens only twice a year and long has been revered for its taste and healing properties. “It was the most beautiful and unique fruit imaginable,” Joe recalls. “The taste was remarkable with a crisp, cool sensation that was both sweet and slightly tart.”

Morton instantly recognized the value of this fruit. Knowledgeable about all sorts of botanicals from childhood – his mother ran a health food store and father managed Canadian operations for a pioneering natural health company – he knew this fruit was different.

Almost immediately, Morton began speaking to locals about the mangosteen and soon learned about its storied role in traditional folklore. He found out that the mangosteen (*Garcinia mangostana*) was ingested or used topically to treat such far-ranging and diverse ailments as dysentery; eczema and other skin disorders; cystitis; and regulation of menstruation. This was done by either grinding the rind and applying it directly to the skin or steeping it in water overnight and then drinking the resulting mangosteen tea.

Enlisting his brothers Gordon and David, along with colleague Aaron Garrity, the group set out to learn more about the mangosteen. Combing through a significant volume of credible scientific research on the fruit and the pericarp that had been conducted in Asia, the team soon had an overwhelming stack of academic documents and published scientific studies. They learned that the mangosteen was a rich source of incredibly powerful phytonutrients called xanthones that had been scrutinized by research teams for potential health benefits.

The years of research spoke for the mangosteen. And yet, there was no information on marketed mangosteen products. The team knew they had found an incredible botanical and business opportunity. Somebody had to be the first to bring it to market.

XANGO and its premium, functional mangosteen products, such as XANGO® Juice, are the result of the team's exploration and business vision to expand the value of the mangosteen fruit from Asia to the rest of the world.

Today, XANGO products can be purchased from independent distributors who can be located at www.xango.com, where individual samples may also be purchased.