Short Communication

Assessment of Noni (*Morinda citrifolia* L.) Product Authenticity by Solid State Voltammetry

Douglas Vieira Thomaz¹, Renê Oliveira Couto², Aline de Oliveira Roberth¹, Leandra Almeida Ribeiro Oliveira¹, Karla Carneiro de Siqueira Leite¹, Maria Teresa de Freitas Bara¹, Paulo César Ghedini³, Marize Campos Valadares Bozini¹, German Sans Lobón¹, Eric de Souza Gil¹, Fabio Bahls Machado^{1,*}

¹ Faculdade de Farmácia, Universidade Federal de Goiás, Goiânia - GO, 74605-170, Brazil.

² Universidade Federal de São João del-Rei, Curso de Farmácia, Campus Centro-Oeste / Dona Lindu (CCO), 35501-296, Divinópolis - MG, Brazil.

³ Instituto de Ciências Biológicas, Universidade Federal de Goiás, 74001-970 Goiânia – GO, Brazil.

*E-mail: famafarm@yahoo.com.br

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Noni (*Morinda citrifolia* L.) is a native fruit from Southeast Asia and Australia, widespread in tropical countries. Diverse pharmacological activities have been attributed to its raw material and products, which contain appreciable phenolic content. This paper reports the use of electrochemical methods to evaluate Noni products authenticity. Therefore, standard pharmacognostic and chromatographic techniques (TLC-UV and HPLC-PDA) were employed in order to compare the results of electroanalytical assays. An authenticity pattern for the studied samples was achieved. We also have demonstrated that the specificity and selectivity of a novel solid state differential pulse voltammetry method was comparable to both TLC-UV and HPLC-PDA results for main chemical markers detection i.e., scopoletin and rutin. Henceforth, our electroanalytical method can be a useful strategy for a quick and cheap authenticity assessment of Noni foodstuff.

Keywords: chromatography, electrochemistry, electrodes, herbal medicine, *Morinda citrifolia*.

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