

# Phytonutriance®

Natural antioxidant solutions with a proven efficacy

## A Natural Ingredient for Urinary Tract Health

**CranPure™**  
by Phytonutriance®



- > Cranberry extract powder
- > 30% proanthocyanidins
- > Supports urinary tract health
- > Designed for one-a-day supplements  
and functional food and drinks

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# THE POWER OF CRANBERRIES

## A long history...

**Cranberry** or *Vaccinium macrocarpon* grows wild in America, and it has been cultivated in the United States since the early 1800s. Cranberries and cranberry products offer many important health benefits. Historically, Native Americans used cranberries to relieve a variety of ailments. Today's health research points to promising new evidence that cranberries are definitely a healthy choice.

Due to its high content in polyphenols, particularly **proanthocyanidins**, cranberry is likely to inhibit the adhesion of certain bacteria responsible for **urinary tract infections** (UTI), **gum disease** or **ulcers**. Research into additional health benefits is ongoing.



## CranPure™ for more convenience in supplements

The **AFSSA** determined the level necessary for the French health claim, “**help to reduce the adhesion of certain *E. coli* to the urinary tract walls**” was **36 mg PAC** content. The challenge was to manufacture **a one-a-day tablet that contained 36 mg**. Diana Naturals used its **processing expertise** to find a solution and is now able to offer a highly concentrated cranberry extract – containing **30% proanthocyanidins** – in a 120 mg tablet, offering the required 36 mg PAC content in one convenient dose.

### CranPure™ Key Features


- 100% natural
- Food grade
- High level of PAC's
- American cranberry sourcing
- Well-documented scientific support
- Designed for one-a-day supplements
- Highly stable
- Highly water soluble (>95%)
- 1500 ORAC value
- Pink color suitable for all supplement delivery systems

“ **1 woman out of 5** develops a **Urinary Tract Infection** during her lifetime.”

*National Institutes of Health*

## Frequently Asked Questions

### What is CranPure™?




CranPure™ is a natural extract of cranberry. It is standardized to 30% proanthocyanidins (PAC's), the active component of cranberry recognized for its benefits in urinary tract health.

### What are UTI's ?

Urinary Tract Infections (UTI) are a serious health problem affecting millions of people each year, mainly women. It is the second most common type of infection in the body.

### How can CranPure™ help to promote urinary tract health?




Native Americans have used cranberry preparations to treat UTI's for centuries. Scientific research has confirmed the importance of proanthocyanidins (the active compound in cranberries) in the prevention of UTIs. These compounds work by inhibiting the adhesion of bacteria, including *E. coli*, to the urinary tract epithelium.

### Who should take CranPure™?

CranPure™ should be taken by anyone looking to maintain the overall health of their urinary tract, especially those prone to developing high levels of bacteria in their urinary tract.

### What make CranPure™ superior to other cranberry ingredients?




CranPure™ is a highly concentrated cranberry extract, with a 30% proanthocyanidins level. Typical concentrations of PAC's in cranberry ingredients are less than 10%.

### What is the daily dosage recommendation for CranPure™?

The daily recommended dosage is 120mg of CranPure™, delivering 36 mg of proanthocyanidins. This amount is in accordance with AFSSA, which determined the levels necessary for the French health claim: "help to reduce the adhesion of certain *E. coli* to the urinary tract walls." The 36mg PAC content is also equivalent to the PAC content of an 8-10 ounce glass of cranberry juice cocktail containing 27% juice.

### Where is CranPure™ produced?

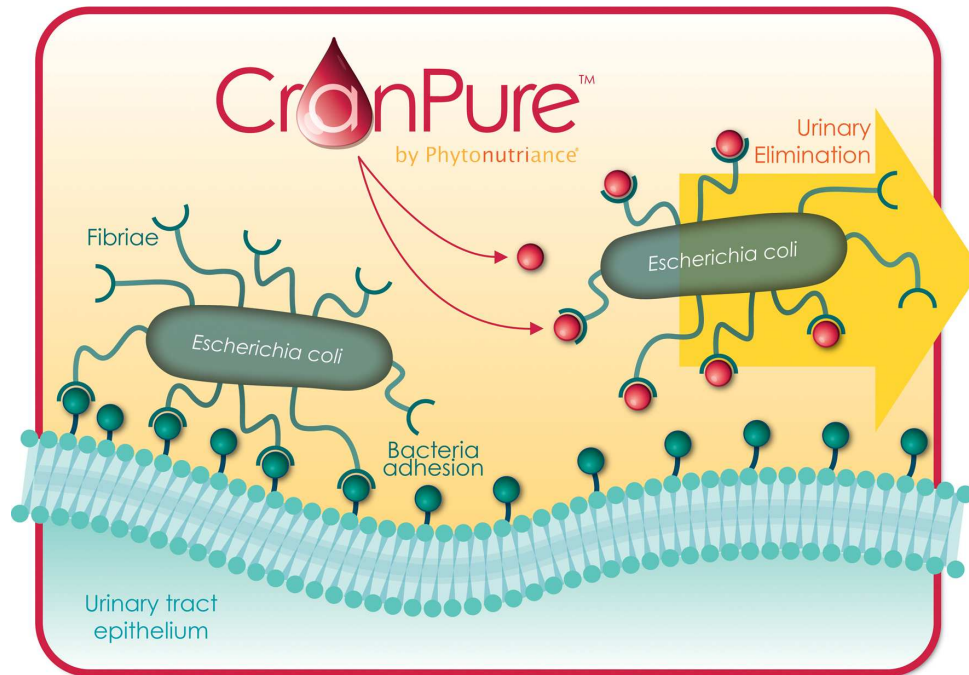


CranPure™ is extracted from American cranberry, and is produced in France, in a NF EN ISO9001:2000 certified facility.

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.

# CRANBERRY BENEFITS FOR UTI PREVENTION

## > Action of CranPure™ on Urinary Tract Infections



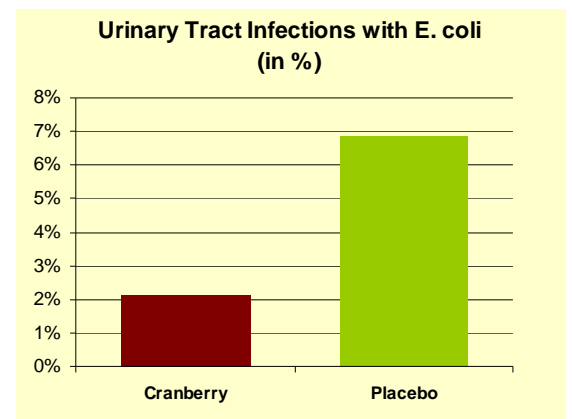
## > Scientific evidence

Numerous clinical trials have documented the positive effect of cranberries on UTIs.

For example, a double-blind placebo-controlled study of **376 elderly patients** demonstrated the **anti-adhesion effect of cranberry on *E. coli* induced UTI's**.

There were significantly **fewer *E. coli* infections in the cranberry group**.

*McMurdo M.E., Bissett L.Y., Price R.J., Phillips G., Crombie I.K., Does ingestion of cranberry juice reduce symptomatic urinary tract infections in older people in hospital? A double-blind, placebo-controlled trial., Age Ageing. 2005, 34, 3, 256-61*



## > Health Claim in France and Canada

Scientific evidence has led French and Canadian authoritative bodies to authorize health claims.

**In France**, the claim “help to reduce the adhesion of certain *E. coli* bacteria to the urinary tract walls” has been authorized since 2003 for a daily consumption of 36mg of PAC's (AFSSA, saisine 2003-SA-0352).

**In Canada**, the following claims are allowed for a consumption of 120-750 mL of cranberry juice during 4 weeks (Health Canada):

- “Traditionally used in Herbal Medicine to help prevent recurrent urinary tract infections” (Bruyère 2006; Foster and Tyler 1999; Siciliano 1996).
- “Helps to prevent recurrent urinary tract infections” (Di Martino et al. 2006; Stothers 2002; Walker et al. 1997; Avorn et al. 1994; Gibson et al. 1991; Sobota 1984).

*Additional technical information and references available upon request.*