DECAS BOTANICAL SYNERGIES’ *NutriCran®*Bio-100 WHOLE CRANBERRY EXTRACT provides advanced support for urinary tract health and sets a new precedent for strength of anti-adhesion contained in cranberry products. Tests conducted by an independent third-party research laboratory have concluded, in a comparative analysis, that NutriCran®Bio-100 provides superior levels of proanthocyanidins (PACs) and was significantly more bioactive than commercially available cranberry extracts. The analysis found that NutriCran®Bio-100 is six times more potent than the market’s leading cranberry-based powder, which results in a decreased dosage requirement.

PACs, or condensed tannins, have been identified as the active component responsible for inhibiting the adhesion of certain bacteria to cell walls. More than 10 million Americans experience urinary tract infections each year and many turn to cranberry-based products for relief. NutriCran®Bio-100, a natural fruit source, high in bacterial anti-adhesion properties, represents an attractive, low-calorie, alternative to cranberry juice.

**A BRAND YOU CAN TRUST**

NutriCran®Bio-100 is a quality GRAS approved product with uniform color, content, and flow. The NutriCran® logo is available via a royalty-free licensing agreement. Use of the NutriCran trademark differentiates the product from other supplements or end products, and assures consumers that the product is supported by scientific research, and is processed in a GMP manufacturing facility.

**BENEFICIAL ATTRIBUTES**

- Advanced support for urinary tract health
- Made from high-PAC Early Black cranberry variety
- Low in calories, high in phytonutrients
- 100% cranberry rich in flavonoids
- A good source of antioxidants

**MARKET APPLICATIONS**

- Natural supplements
- Cranberry-enriched sports and health beverages
- Fortified nutrition bars
- Healthy snacks and weight management products
- Health-care applications

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**SUPERIOR HEALTH BENEFITS OF “EARLY BLACK” CRANBERRY**

Researchers have identified particular phytochemicals unique to the cranberry that inhibit the attachment of fimbriated bacteria (such as *E. coli*) to epithelial cells (such as those that line the urinary tract and gums). The flavonoids in cranberry, known as proanthocyanidins or PACs, inhibit the attachment of these bacteria. The beneficial properties of cranberry flavonoids and other phytochemicals are delivered in NutriCran®Bio-100 cranberry extract at increased levels as a result of the exclusive use of the Early Black cranberry variety. A published study *Structure and Genetic Variation of Cranberry Proanthocyanidins That Inhibit Adherence of Uropathogenic P-fimbriated E.coli*, 2003 American Chemical Society, shows that the Early Black’s contain a higher concentration of PACs than all other cranberry varieties.
Decas Botanical Synergies (DBS), a division of Decas Cranberry Products, Inc., is a developer, manufacturer, and marketer of proprietary value-added fruit derived ingredients for the dietary supplement, functional foods, animal feed and nutrition, personal care and cosmetics, and oral health industries. Specializing in cranberries, DBS’ Fruitaceutical™ products are rich in natural bioflavonoid complexes, which provide manufacturers with powerful antioxidant, antimicrobial, and nutritional properties, and a natural colorant for a broad variety of applications. DBS’ powders, extracts, and oils offer cost-effective and natural options to enhance the taste, color, function, and nutritional content of products.

REFERENCES


Howell AB, et al., Cranberry juice and adhesion of antibiotic-resistant uropathogens, *JAMA*, 2002; 287(23):3082-3083.


