

cran-max™ cranberry concentrate

a solution to support urinary tract health*

description

Cran-Max™ is a concentrated whole fruit cranberry product. It is made from 100% of the cranberry. Cran-Max™ concentrate contains no carriers, no solvents, no added sweeteners, and no flavorings or added colors.

Cranberries provide a rich source of anthocyanins and proanthocyanidins (PACs) and are a better source of these than almost any other fruit.

benefits

Research shows that PACs, particularly A-type PACs, of which cranberries are a rich source, support urinary tract health¹. Anthocyanins, which are also found in cranberries and are natural anti-oxidants, support overall health². Cran-Max™ concentrate provides a good source of PACs and anthocyanins.

Did you know that many cranberry juice drinks contain mostly sugar and water, and are only about 27–33% cranberry juice? One 500 mg dose of Cran-Max™ concentrate provides the same amount of anthocyanins as 7 glasses of cranberry juice cocktail, without all the sugar.

Cran-Max™ concentrate is the only cranberry concentrate made using the patented Bio-Shield™ technology³. Bio-Shield™ is designed to protect the anthocyanins and phenols from destruction by gastric acid in the stomach.

It takes approximately 20 pounds of cranberries to make 1 pound of Cran-Max™ concentrate. This concentrated starting point results in supplements with Cran-Max™ concentrate having more cranberry content than many other supplements on the market.

¹Howell AB, Reed JD, Krueger CG, et al. A-type cranberry proanthocyanidins and uropathogenic bacterial anti-adhesion activity. *Phytochemistry*. 2005;66:2281-2291.

²Blumberg JB, Camesano TA, Cassidy A, et al. Cranberries and their bioactive constituents in human health. *Advances in Nutrition* 2013;4:618-632.

³Patent numbers for Bio-Shield™: 6,231,866 and 6,440,467.

These statements have not been approved by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

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product form and applications

Cran-Max™ concentrate is supplied as a concentrated powder and can be used in a variety of end applications — functional foods and beverages, bars, powdered drink mixes, chews and more. Cran-Max™ concentrate can also be put into a tablet.

dosage

recommended dosage is approximately 500mg, once daily, exact amount may need to adjusted based on individual formula.

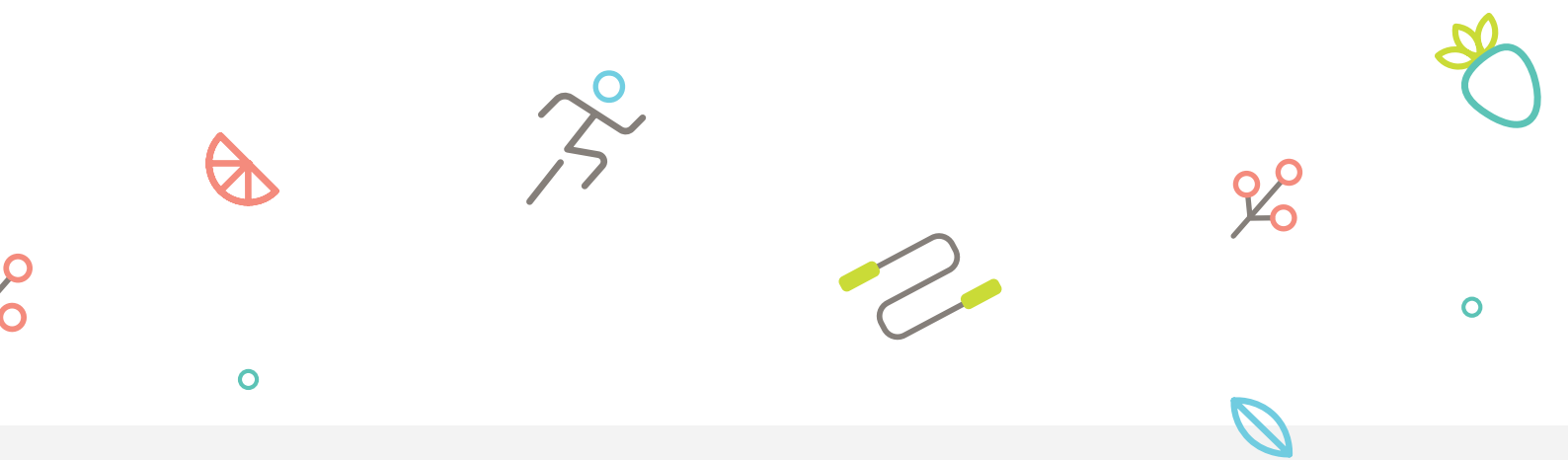


product safety

Cran-Max™ cranberry concentrate is a natural concentrate with a good safety profile.

available products

SAP codes		SAP description	properties	standardized for		
sample	product			anthocyanins	proanthocyanins	processing
923737	923738	318000000	the standard cranberry infused whole-cranberry powder containing 170–200 mg/g anthocyanins	x		
923784	923783	318000050 40 mesh	a cranberry infused whole-cranberry powder containing 7% proanthocyanins		x	
sales from PCL only 0318000020		318000020 HD	a cranberry infused whole-cranberry powder that is more finely milled and denser, for high-speed processing			x
923787	923786	318000080 80 mesh	a cranberry infused whole-cranberry powder, with finer particle size for soft-gel capsules			x



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