Natural solution for urinary comfort
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Market opportunities

Nearly half of all women will be affected by a UTI (Urinary Tract Infection) at least once in their lifetime. One in every three women suffering from a UTI will experience a recurrence within one year. Symptoms of UTI include frequent, painful urination and lower abdominal pain. UTIs may force some sufferers to restrict their activities, leading to absence from work or in some cases hospitalization and catheterization. UTIs are typically treated with antibiotics, but emerging antimicrobial resistance warrants the need for alternative therapeutic and preventive strategies.

Pacran®: evidence-based prevention

Cultivated in North America, Cranberries (Vaccinium macrocarpon Aiton) have been used for many centuries for their medicinal properties. Their therapeutic potential against UTIs has been documented in numerous reports. Cranberries appear to work by inhibiting the adhesion of uropathogenic E. coli to the uroepithelium, impairing colonization and subsequent infection. Despite this knowledge, an effective dose has not been clearly defined. Naturex’s cranberry experts have developed Pacran® as a clinically proven daily prophylactic treatment for UTIs.

Premium characteristics

- Full spectrum of cranberry
- Most studied and proven cranberry product
- Protected by multiple patents
- Unmatched regulatory recognition

While most cranberry products focus only on the concentration of proanthocyanidins (PACs), Naturex has fully characterized and clinically substantiated Pacran®. It boasts two double-blind, controlled human clinical trials on urinary tract health, a human ex-vivo cross-over study, and two ex-vivo comparative cross-over studies. The product holds six US and three international patents. Pacran®’s unmatched level of substantiation has resulted in the achievement of government sanctioned urinary tract health claims (Health/Functional Food Claim from the Korean FDA).

Pacran®’s composition

| PACs (HPLC) | >1.5% |
| PACs (Eur. Ph) mean value | 7.2% |
| PACs (BL DMAC) mean value | 0.4% |

Pacran® is obtained from the whole fruit and provides the full spectrum of cranberry with a standardized level of bio-active proanthocyanidins (PACs), as well as other key cranberry components, such as phenolics, organic acids, fibers, fatty acids, proteins and sugars.

This full spectrum of cranberry makes Pacran® unique.
Scientific evidence

A 500 mg daily dose of Pacran®:
- Exhibits bacterial anti-adhesion activity
- Reduces the incidence of E. coli infections
- Reduces the incidence of recurrent Urinary Tract Infections

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BACTERIAL ANTI-ADHESION ACTIVITY

Cranberries inhibit the adhesion of E. coli to urinary tract cells, preventing biofilm formation and subsequent infection. Evidence from research published in 2011 and 2012 suggests that whole cranberry matrices actually outperform PAC-rich fractions.

INCIDENCE OF UTIs

At 90 days, there was a 35% reduction of urinary E. coli infection reported in the Pacran® group. These results show that a daily dose of Pacran® reduces urinary E. coli levels when compared to baseline and consequently helps to support a healthy urinary tract.

A 180-day clinical trial was conducted on 176 women prone to UTIs in order to evaluate Pacran®’s ability to reduce recurrent episodes. Results indicated that a daily 500 mg dose of Pacran® reduced UTI recurrences by 58% compared to placebo.

Prevention of UTIs
Almost half of all women will experience a Urinary Tract Infection during their lifetime, with some women being particularly susceptible to recurring episodes. Cranberry consumption has traditionally been associated with urinary tract health. However, until now an effective dose and product have not been clearly defined.

Made from the whole cranberry, Pacran® is a patent-protected proprietary cranberry product. Pacran® is the most extensively studied and scientifically proven cranberry product for urinary tract health.

<table>
<thead>
<tr>
<th>Commercial name</th>
<th>Pacran®</th>
<th><a href="http://www.pacran.com">www.pacran.com</a></th>
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</thead>
<tbody>
<tr>
<td>Complete name</td>
<td>Cranberry powder  &gt; Vaccinium macrocarpon Aiton</td>
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<tr>
<td>Appearance</td>
<td>Pink powder</td>
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<tr>
<td>Standardization</td>
<td>Proanthocyanidins (HPLC) &gt;1.5%</td>
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</table>
| Scientific results | 500 mg Pacran® supplementation has been clinically proven to:  
  • Reduce recurrent UTIs  
  • Reduce E. coli |
| Lifestyle       | > Serene lifestyle |
| Claims          | • Helps support urinary tract health  
  • May help support urinary health by reducing bacteria adhesion to urinary tract wall (KFDA approved claim) |
| Recommended dosage | 500 mg/day |
| Safety and quality | No side effects have been reported in the clinical studies. No risks have been identified in the usual toxicological tests. Pacran® is guaranteed to be made from 100% cranberry and in compliance with current standards regarding the absence of GMOs and allergens as well as acceptable levels of heavy metals and pesticide residues. Before sale of the product, it must be ensured that the product meets all local legal requirements. |