

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™ 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™ 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™ provides the same amount of anthocyanins as 7 glasses of cranberry juice cocktail, without all the sugar.

Cran-Max™ 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 34 pounds of cranberries to make 1 pound of Cran-Max™. This concentrated starting point results in supplements with Cran-Max™ 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.



product form and applications

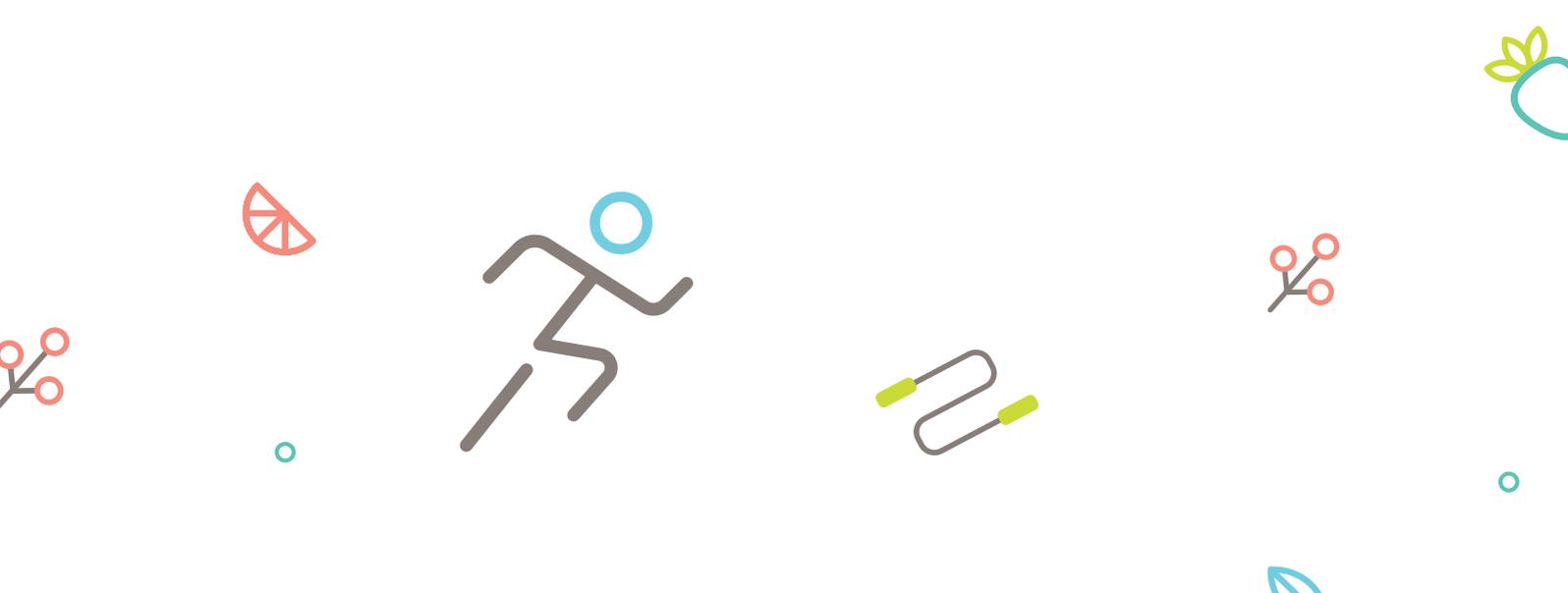
Cran-Max™ is supplied as a concentrated powder and can be used in a variety of end applications — functional foods and beverages, bars, powdered drink mixes, chews and more. Cran-Max™ can also be put into a tablet.

product safety

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



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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