

# CranRichPAC® 36:1

(*Vaccinium macrocarpon*)

Urinary Tract Health and Beyond

CranRichPAC by InovoBiologic is a potent cranberry concentrate to support good health. InovoBiologic cranberries are picked at peak freshness when key health-enhancing proanthocyanidins (PAC), a type of plant flavonoids, are at their highest levels. We start with grade A berries and concentrate the whole berry including fruit, skin, seeds, fibre and juice. Many quality cranberry products are 18:1 ratio. CranRichPAC is a 36:1 concentrate, meaning that 36 grams of cranberries are concentrated into one gram of CranRich.

## Why Cranberry?

Many people know that cranberry can help prevent or eliminate urinary tract infections (UTIs), but cranberry also benefits the whole body. Research shows cranberries may help prevent kidney stones, improve oral health, support cardiovascular health and they may even prevent some forms of cancer.

High ORAC (Oxidant Radical Absorbance Capacity) fruits and vegetables protect the body against chronic age-related conditions. Cranberries are very high on the ORAC scale. Cranberries contain vitamins A, C, B and folic acid, as well as calcium, iron and potassium. One cup of cranberries has 4 grams of fibre and 20% of the daily value for vitamin C.

## Protecting the urinary tract

Cranberry contains unique proanthocyanidins that prevent bacteria from sticking to the cells that line the bladder or urethra. Instead of sticking and causing an infection, the bacteria get flushed out in the urine. University of British Columbia researchers conducted a clinical trial with 150 women (21 to 72 years) who received either: cranberry tablets and 250 ml of placebo juice; 250 ml of cranberry juice and placebo cranberry tablets; or placebo tablets plus 250 ml of placebo juice. After 12 months of treatment those taking cranberry had a 40% greater reduction in UTIs than those using a placebo.

Supplementing with cranberry might help men with prostate problems as well as those with neurological problems such as stroke or spina bifida. Cranberry can protect anyone using a catheter, since catheters can increase risk for urinary tract infections.

## Oral health

Dental plaque is a sticky film formed when certain bacteria stick to teeth. Cranberry proanthocyanidins interrupt this process, potentially reducing dental plaque and cavities.

## More cranberry benefits

Cranberries are rich in flavonoids and polyphenols that may inhibit heart disease. Cranberry PACs may also help prevent peptic ulcers and the formation of kidney stones.

## Safety

Cranberry is very safe with no known side effects. Cranberry does have slight blood thinning effects. It is considered safe during pregnancy and lactation. Consult your physician before using if you are using blood thinning medications or are pregnant. Urinary tract infections during pregnancy should always be reported to a physician.

**Note:** If you have recurring urinary tract infections, pain or burning on urination; increased urinary frequency; or cloudy, foul-smelling, or dark urine, consult a physician.

## CranRichPAC®— all of the benefits, none of the sugar

Most cranberry drinks contain up to 30% sugar. All that extra sugar adds calories and is troublesome for diabetics. CranRich® contains all of cranberry's unique health-promoting compounds without the sugar.

## InovoBiologic CranRichPAC®

- Grade A, Canadian-grown cranberries
- Whole berries including fruit, skin, seeds, fibre and juice.
- 36 grams of cranberries is concentrated into 1 gram of CranRichPAC
- 10,000 ORAC units per 100 grams; fresh cranberries contain only 1750 ORAC /100 g.
- High polyphenols with anthocyanin levels NLT 1.0%
- Lowest acidity level
- No added preservatives, flavours, water—just cranberries
- Tested for pesticide/herbicide residues

- Solvent-free, ethanol-free extraction
- Proprietary EnviroSimplex® processing
- Organic CranRich also available

**CranRich PAC can be used:**

- As a stand alone product to boost daily ORAC values in the diet
- As a value-added ingredient in antioxidant formulas, urinary tract formulas, digestive health and probiotic formulas, cardiovascular formulas, and multi-vitamin/mineral preparations, etc.
- In nutritional bars, healthy snacks, and breakfast cereals, smoothies or other health drinks to increase ORAC and nutrient density without added sugar or calories.