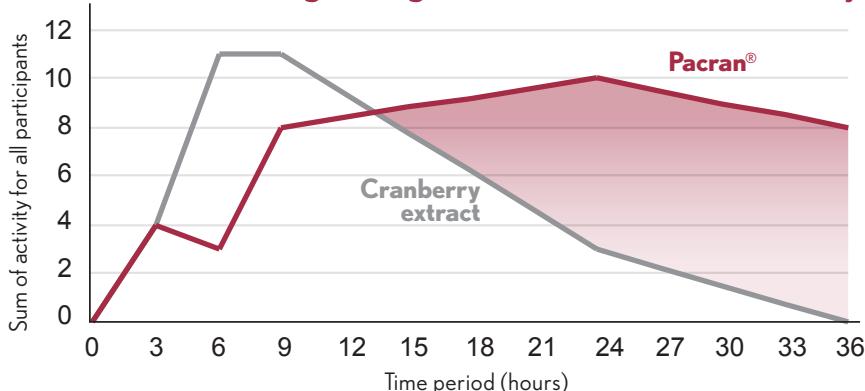




## Not All Cranberry is Created Equal

**AZO Cranberry®** products are made with clinically proven **Pacran®**, a super-concentrated whole fruit cranberry powder that helps cleanse and protect the urinary tract.\* Research has focused on and continues to grow in support of cranberry's unique anti-adhesion capabilities. Attention had been directed at one group of compounds, proanthocyanidins or PACs. However, evidence suggests that whole cranberry products outperform products enriched only for PACs. It is widely believed that the unique blend of active phytochemicals found in whole cranberries provide anti-adhesion activity.

### Pacran® exhibits long-lasting bacterial anti-adhesion activity\*



Ex-vivo study: Anti-adhesion activity in human urine: Pacran® versus Cranberry extract (Howell, 2009)<sup>1</sup>

**Pacran®** continues to demonstrate increased anti-adhesion activity even after 24 hours, while this activity of a PAC-rich cranberry extract drops off after only 10 hours. These results demonstrate Pacran's superior preventive potential over PAC-rich cranberry extracts.



### 1 Daily Serving of AZO Cranberry® with Pacran®:

Exhibits bacterial anti-adhesion activity.<sup>1</sup>

Reduces the incidence of *E. coli* infections.<sup>2</sup>

Reduces the incidence of recurrent urinary tract infections.<sup>3</sup>



## Recommending Juice? Know the Facts...

A commercial cranberry juice has much of the water removed and later has water added, which dilutes the juice. During this process, which typically requires the application of heat, many of the beneficial nutrients present in cranberries denature and become **nutritionally bankrupt**.<sup>4</sup>

**Cranberry juice cocktail can contain upwards of 28 grams of sugar per 8 oz. serving.** According to the American Heart Association, women should consume no more than 25 grams of added sugar a day.<sup>5</sup>

## One 8 oz. glass of juice surpasses the daily recommendation for sugar!

**AZO Cranberry® may be suitable to recommend for diabetics.**

To learn more about AZO Cranberry® or to sign up for samples, please visit [azoproducts.com/healthcare-professionals](http://azoproducts.com/healthcare-professionals)

\*THESE STATEMENTS HAVE NOT BEEN EVALUATED BY THE FOOD AND DRUG ADMINISTRATION. THIS PRODUCT IS NOT INTENDED TO DIAGNOSE, TREAT, CURE, OR PREVENT ANY DISEASE.

AZO Cranberry® is a trademark of DSM.  
Pacran® is a trademark of Naturex.

1 Howell, A., 2009, Bacterial Anti-adhesion Activity of Human Urine: PACran Capsule vs. Theracran Capsule Consumption, Marucci Center for Blueberry and Cranberry Research and Extension, Rutgers University

2 Sengupta, K., et al. "A randomized, double blind, controlled, dose dependent clinical trial to evaluate the efficacy of a proanthocyanidin standardized whole cranberry (*Vaccinium macrocarpon*) powder on infections of the urinary tract." Current Biactive Compounds 7.1 (2011): 39-46.

3 Vostalova, J., et al. "Are High Proanthocyanidins Key to Cranberry Efficacy in the Prevention of Recurrent Urinary Tract Infection?" Phytotherapy Research 29.10 (2015): 1559-1567.

4 <http://www.livestrong.com/article/369924-cranberry-juice-ingredients/>

5 [http://www.heart.org/HEARTORG/HealthyLiving/HealthyEating/Nutrition/Sugar-101\\_UCM\\_306024\\_Article.jsp#.WLmfbG\\_yupo](http://www.heart.org/HEARTORG/HealthyLiving/HealthyEating/Nutrition/Sugar-101_UCM_306024_Article.jsp#.WLmfbG_yupo)