

FOR HEALTHY URINARY TRACT



 **indena**[®]
INDUSTRIA
DERIVATI
NATURALI

HEALTH - FOOD

A N T H O C R A N[®]
S T A N D A R D I Z E C R A N B E R R Y E X T R A C T

ANTHOC  **CRAN**[™]

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WHAT IS ANTHOCRAN®?

ANTHOCRAN® is a well characterized **cranberry** (*Vaccinium macrocarpon* Ait.) **extract**, standardized to provide **27-33% total proanthocyanidin (PAC)** measured by an improved BL-DMAC method.^{1,2}

SPECIFICATIONS

ANTHOCRAN® is standardized to provide 27-33% of PACs.

SCIENTIFIC EVIDENCE

ANTHOCRAN® is supported by **3 clinical trials** confirming its safety and efficacy.

RECOMMENDED USE AND DOSE

ANTHOCRAN® is a dark rosy fine powder for use in nutritional supplements.
Recommended daily dose: 120 mg/day (to deliver 36 mg of PACs)

TRADEMARKS

ANTHOCRAN® is a trademark of Indena S.p.A.

References

¹ Prior R, et al. *J. Sci. Food Agric.* 2010, 90 (9), 1473-1478.

² www.dmac-asso.org

³ Ledda A, et al. *Eur Rev Med Pharmacol Sci* 2015, 19: 77-80.

⁴ Ledda A, et al. *Eur Rev Med Pharmacol Sci* 2016, 20: 5205-5209.

⁵ Ledda A, et al. *Eur Rev Med Pharmacol Sci* 2017, 21: 389-393.

*accordingly to internal analysis

WHAT MAKES ANTHOCRAN® UNIQUE?

ANTHOCRAN® is a highly standardized cranberry extract, **reproducing the natural polyphenolic profile of the fruits.** It is characterized by **the highest PACs content (DMAC 27-33%) among available products on the market.***

It optimizes the per-serving amount (with only 120 mg) **of cranberry extract needed to deliver 36 mg of PACs.**

ANTHOCRAN® is released with a non proprietary method, BL-DMAC,^{1,2} that **accurately quantifies PACs** in cranberry extracts.

ANTHOCRAN® is supported by **3 human studies**^{3,4,5} demonstrating **effectiveness in supporting urinary tract health in young adults,³ elderly men suffering from moderate prostate discomforts⁴ and healthy adolescents.⁵**

ANTHOCRAN® is **easy to formulate in a large variety of oral dosage forms** thanks to favourable technological properties and is furthermore supported by an already developed "stand alone finished dosage formulation" **with 12-months stability study.**



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