

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

ANTHOCRAN[™]

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.

Please note that the physiological activity of the ingredient described herein is supported by the referenced clinical trial reports. Marketers of finished products containing the ingredient described herein are responsible for determining whether the claims made for such products are lawful and in compliance with the laws of the country in which they will market the products.

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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