

HEALTHY URINARY TRACT



 **indena®**
INDUSTRIA
DERIVATI
NATURALI

NUTRACEUTICAL

ANTHOCRAN[®]

STANDARDIZED CRANBERRY EXTRACT



Please note this documentation is available for various countries all over the world and hence it may contain statements or product classification not applicable to your country. The claims made are in reference to ingredients only, hence they do not refer to finished products and they may not comply with Regulation 1924/2006/CE. The marketer of any finished product containing any ingredient is responsible for assuring that the destination of the product and the claims made for the finished product are lawful and comply with all applicable laws and regulations of the country or countries in which the product is to be sold.

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.**



indena.com

