

# Cran-Max™

## Cranberry Concentrate

## A solution to support urinary tract health\*

### Description

Cran-Max™ is a concentrated whole fruit cranberry product. It is made from 100% of the cranberry. Cran-Max™ concentrate contains no carriers, no solvents, no added sweeteners, and no flavorings or added colors.

Cranberries provide a rich source of anthocyanins and proanthocyanidins (PACs) and are a better source of these than almost any other fruit.

### Benefits

Research shows that PACs, particularly A-type PACs, of which cranberries are a rich source, support urinary tract health<sup>1</sup>. Anthocyanins, which are also found in cranberries and are natural anti-oxidants, support overall health<sup>2</sup>. Cran-Max™ concentrate provides a good source of PACs and anthocyanins.

Did you know that many cranberry juice drinks contain mostly sugar and water, and are only about 27–33% cranberry juice? One 500 mg dose of Cran-Max™ concentrate provides the same amount of anthocyanins as seven glasses of cranberry juice cocktail, without all the sugar.

Cran-Max™ concentrate is the only cranberry concentrate made using the patented Bio-Shield™ technology<sup>3</sup>. Bio-Shield™ is designed to protect the anthocyanins and phenols from destruction by gastric acid in the stomach.

It takes approximately 20 pounds of cranberries to make one pound of Cran-Max™ concentrate. This concentrated starting point results in supplements with Cran-Max™ concentrate having more cranberry content than many other supplements on the market.

<sup>1</sup> Howell AB, Reed JD, Krueger CG, et al. A-type cranberry proanthocyanidins and uropathogenic bacterial anti-adhesion activity. *Phytochemistry*. 2005;66:2281-2291.

<sup>2</sup> Blumberg JB, Camesano TA, Cassidy A, et al. Cranberries and their bioactive constituents in human health. *Advances in Nutrition* 2013;4:618-632.

<sup>3</sup> Patent numbers for Bio-Shield™: 6,231,866 and 6,440,467.

These statements have not been approved by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

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### Dosage

Recommended dosage is approximately 500mg, once daily, but the exact amount may need to be adjusted based on individual formula.

### Qualified Health Claims

The FDA recently released qualified health claims for cranberry fruit powder used in dietary supplement products. If you choose to use these claims, you should evaluate each formula to verify that the amount of CranMax™ cranberry concentrate meets or exceeds the guidelines. For products using 30/40/80 mesh, CranMax™ concentrate content must be greater than or equal to 510 mg per day. For products using the HD grade, CranMax™ concentrate content must be greater than or equal to 520 mg per day.

Please visit the FDA website for the exact required claim language.

## Product form and applications

Cran-Max™ concentrate is supplied as a concentrated powder and can be used in a variety of end applications — functional foods and beverages, bars, powdered drink mixes, chews and more. Cran-Max™ concentrate can also exist in tablet form.

## Product safety

Cran-Max™ cranberry concentrate is a natural concentrate with a strong safety profile.

## Available products

SAP Codes		SAP Description	Properties	Standardized for		
Sample	Product			Anthocyanins	Proanthocyanins	Processing
923737	923738	318000000	The standard cranberry-infused, whole cranberry powder containing 170–200 mg/g anthocyanins	x		
923784	923783	318000050 40 mesh	A cranberry-infused, whole cranberry powder containing 7% proanthocyanins powder		x	
Sales from PCL only 0318000020		318000020 HD	A cranberry-infused, whole cranberry powder that is more finely milled and denser, for high-speed processing			x
923787	923786	318000080	A cranberry-infused whole cranberry powder, with finer particle size for soft-gel capsules			x

### Locations

**New Jersey**  
265 Harrison Avenue  
Kearny, NJ 07032

15 Adams Drive  
Totowa, NJ 07512

**Utah**  
766 South Depot Drive  
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