

CranPhyto™

WHOLE CRANBERRY POWDER



CranPhyto™ is a tangy whole Cranberry powder, freeze-dried to maintain Cranberry's unique, synergistic blend of nutrients. The phytonutrients in Cranberries have been studied for their antioxidant and anti-inflammatory properties.

Applications:

CranPhyto™ brings a burst of tangy flavor, a brilliant scarlet color and a powerful pack of nutrients to sports drinks, ice cream, fruit juice, ice tea, soup, yogurt, instant food, flavor packs in tea bags, smoothies, candies, chocolates, fruit cocktails, sauces, salad dressings, bakery applications, etc.

CranPhyto™ is an invaluable ingredient in antioxidant formulas, and has excellent application in capsule, tablet and powdered nutritional products. With no additives and nothing removed but water, freeze dried CranPhyto™ retains the color, flavor and nutritional value of fresh Cranberries.

Cranberries are known to be potent sources of antioxidants, specifically rich in a subclass of flavonoids called proanthocyanidins (PACs). These PACs are unique to and abundant in Cranberries.¹ The unusual PACs found in Cranberries have an A-type linkage structure that sets them apart from most other vegetable and fruit PACs, and is responsible for their anti-adhesion properties.² **Independent third party lab tests recently revealed that CranPhyto naturally contains an astonishing 4.36% PACs!**



Product Name: CranPhyto™

Botanical Name: Vaccinium macrocarpon

Active Ingredients: Proanthocyanidins, Vitamin C, Quercetin

Assay: Proanthocyanidins >1.5% Result 4.36%

Extraction Method: Freeze Dried

Appearance: Pink to red powder

Solubility: Mostly soluble

Shelf Life: Two years if sealed and stored away from sunlight and moisture. Not over 30°C

Applications: Nutritional supplements, functional foods and drinks

Certifications: Kosher, GMP

Active Constituents:

While familiar nutrients like vitamin C and fiber play a very important role in Cranberry's health benefits, it's the amazing array of phytonutrients in Cranberries that have received the special attention of health researchers. The vast majority of phytonutrients have been studied for their antioxidant and anti-inflammatory properties, and in many cases the results have been impressive.

Equally important in the Cranberry research has been the finding that isolated phytonutrients in Cranberry do not account for the same degree of health benefit as phytonutrients taken as a complete, synergistic group. What this research finding means is simple: it's the whole Cranberry that supports our health best.

The proanthocyanidins found in Cranberries are believed to help promote healthy functioning of the urinary tract and kidneys. Cranberries may also support healthy teeth and gums as well as aid memory and stomach health. Using an animal model, Agricultural Research Service Research Physiologists James Joseph, Ph.D. and Barbara Shukitt-Hale Ph.D. of the USDA, Human Research Nutrition Center on Aging at Tufts University, experimented with Cranberries and their ability to protect brain cells from free radical damage and subsequent motor and cognitive function losses. Preliminary unpublished results indicate that there will be compelling evidence that Cranberry can help protect the brain from neurological damage.³

History:

Cranberries (*Vaccinium macrocarpon*) are native to North America. They are now widely found throughout the cooler parts of the Northern and Southern hemispheres, including parts of Europe, South America and Asia. Cranberries are commonly found growing in acidic bogs. The evergreen creeping shrubs grow low to the ground and up to 2 metres long. The berry is initially white and turns bright red when ripe. Interestingly, the berry is larger than the shrub's small leaf. **The cranberry is related to bilberries and blueberries and has an acidic, tart taste.** Pollination occurs primarily via domestic honey bees.

The Cranberry has a long history in North America. Native Americans used Cranberries as food, in ceremonies and medicinally. The first European use of them was reported by Revolutionary War veteran Henry Hall, who planted the first commercial Cranberry beds in Dennis, Massachusetts in 1816.

¹ <http://www.Cranberryinstitute.org/RCToolkit/index.html>

² http://www.Cranberryinstitute.org/RCToolkit/media/2_TOP10REASONS.pdf

³ <http://www.Cranberryinstitute.org/emerging.htm>

* The products and the information provided about specific products have not been evaluated by the United States Food and Drug Administration and are not approved to diagnose, treat, cure or prevent disease.

