



CRANRICH[®] SUPER STRENGTH CRANBERRY CONCENTRATE

Promotes urinary tract health

Most women who have ever experienced a bladder infection know about cranberry. Keen to avoid the excruciating pain and urinary discomfort, they reach for cranberry at the first sign of an infection. They know it works well for urinary tract protection. CranRich, the highly concentrated (36:1) extract, has emerged as the premier choice for urinary tract infections. Why does cranberry work so well?

HOW IT WORKS

There is scientific evidence to validate folk wisdom. Doctors once thought that cranberry juice made the urine more acidic and that is why it worked for bladder infections – acidic urine hinders bacterial growth. But according to the research you'd have to drink at least a litre or more to acidify the urine enough to do any good. Even then the hippuric acid in the urine isn't enough to inhibit bacteria, prompting some doctors to say that cranberry didn't really help at all. However, studies show that the lowly cranberry works in a much more ingenious way. "Cranberries, as well as blueberries, possess unique compounds that block infectious bacteria from clinging to the cells lining the urinary tract and bladder. *E. coli* bacteria, normally existing in the gut, creep into the urinary tract where, using tiny hairlike appendages, they anchor themselves to bladder cells and proceed to spread infection. But the cranberry compound cripples the 'landing gear' appendages of the bacteria so they are washed away in the urine, their attempts to establish an infectious beachhead defeated" (Carper). Cranberry can block a variety of unfriendly pathogens including yeast and viruses.

In one study of 44 women and 16 men with active urinary tract infections, only 16 ounces of cranberry juice per day produced beneficial results in 73% of the subjects. When the cranberry juice was stopped, 61% of those who were helped by it found that the bladder infection flared up again (Prodromos). While most younger women have had them, urinary tract infections are a serious problem among older women as well. Older women are even more likely than younger women to have *E. coli* present in their urinary tracts. High levels of *E. coli* in the urinary tract can make these women more susceptible to urinary tract infections and even more serious kidney infections.

A 1994 Harvard study involved 153 women with an average age of 78. The women were given 300 mL of cranberry juice or a placebo drink every day. The women who drank the juice were 58% less likely to have bacteria present in their urine (Avorn)! Adding cranberry to the diet

of older women can reduce the incidence of infection and the need for antibiotic treatment. However, research now shows that cranberry offers other health benefits that many are unaware of.

CRANBERRY FOR MEN?

Unwelcome bacteria have a much greater chance of adhering to the lining when urine remains in the bladder. The evidence is inconclusive but some health care practitioners suggest that cranberry might be helpful for men with prostate problems and others who have difficulty emptying their bladder. This could include persons with neurological problems such as stroke or spina bifida. Cranberry may also be useful for those who are on catheters because catheters pose an increased risk for urinary tract infections (Biering-Sorenson).

BENEFITS MORE THAN JUST UTIS – CRANBERRY'S EXCITING POTENTIAL

Antioxidant Value: Cranberries are high on the ORAC (Oxygen Radical Absorbance Capacity) scale. Research is showing that high ORAC fruits and vegetables may help protect against chronic age-related conditions. There are other reasons to like cranberries. They contain vitamins A, C, B and folic acid, as well as calcium, iron and potassium.

Breathing and Blood Vessels: There are substances in cranberry that open blood vessels, and when blood vessels in the bronchial tubes are dilated, breathing is easier (Blauer).

Atherosclerosis: Cranberries contain significant amounts of flavonoids and polyphenolic compounds that inhibit low density lipoprotein oxidation, offering a natural defense against atherosclerosis.

Kidney and Bladder Stones: There is some evidence that cranberry may decrease the formation of calcium oxalate urinary stones. The authors of one study suggest "cranberry juice has antilithogenic properties and as such, deserves consideration as a conservative therapeutic protocol in managing calcium oxalate urolithiasis" (McHarg).

Diuretic: Cranberries are a natural diuretic.

Ulcers: A high molecular-weight constituent of cranberry has been shown to inhibit the adhesion of *H. pylori* to human gastric mucus *in vitro*, suggesting cranberry may be beneficial in the prevention of peptic ulcers through the inhibition of *H. pylori* adhesion to gastric mucus and stomach epithelium in test tube studies (Burger).

CRANRICH® SUPER STRENGTH CRANBERRY CONCENTRATE**WHAT IF YOU DON'T LIKE ALL THAT SUGAR?**

Most cranberry drinks contain up to 30% sugar. All that extra sugar adds calories. This is unacceptable for those watching their weight or sugar intake, particularly for diabetics. But how can we benefit from cranberry without all that extra sugar?

Natural Factors superior quality CranRich Super Strength Cranberry Concentrate capsules contain cranberry's unique health promoting compounds without the sugar.

THE IMPORTANCE OF CRANBERRY CONCENTRATE IN CAPSULES

CranRich capsules are easy to carry and take throughout the day without tiring of the strong cranberry flavour of juice or cocktail. Encapsulated concentrate also seems to offer more consistent bacterial anti-adherence activity.

Encapsulated cranberry concentrate has shown in clinical studies to be just as effective as drinking cranberry juice. In fact, some of the studies show that there was a high rate of non-compliance because people just couldn't tolerate that much juice every day. Capsules appear to be the solution.

HOW IS CRANRICH UNIQUE?

CranRich (36:1) is highly concentrated with 36 grams of cranberries equal to 1 gram of concentrate. This concentrate also has a high value on the antioxidant scale (10,000 ORAC units per 100 grams). In contrast, the ORAC value of fresh cranberries is only 1,750 ORAC units per 100 g (about 3.5 oz).

Natural Factors advanced EnviroSimplex® technology results in a superior quality supplement. Developed by Natural Factors to ensure consistent high potency concentration, this system employs a fluid-bed blending technique to allow a greater degree of finished product uniformity and protects the active ingredients from oxidative insult during the manufacturing process.

DOSAGE

The suggested label dosage for Natural Factors CranRich is 1–2 capsules daily or as directed by a health care practitioner. The typical adult dosage of cranberry extract for treatment of a bladder infection is 500 mg 3 times per day. The dosage for prevention is 500 mg once or twice daily. It is important to drink sufficient water with highly concentrated cranberry capsules.

CranRich capsules are suitable for children at one-half the adult dosage.

SAFETY

Cranberry is very safe and there are no known side effects but it does have slight blood thinning effects. Cranberry is also considered safe during pregnancy and lactation.

However, it would be wise to inform your health care practitioner that you are using cranberry if you are currently using blood thinning medications or are pregnant. Urinary tract infections during pregnancy should always be reported to a health care practitioner.

Note: Recurring bladder infections can eventually involve the upper urinary tract, especially the kidneys, making them more than just a painful nuisance. If you have this problem, or symptoms suggestive of a urinary tract infection (UTI), such as pain or burning on urination; increased urinary frequency; or cloudy, foul-smelling, or dark urine, consult a health care practitioner. While cranberries may lower the risk of UTI recurrence and diminish numbers of *E. coli*, in serious cases other medications may be required.

WHAT ELSE CAN BE DONE TO PREVENT INFECTION?

Taking CranRich Super Strength Cranberry Concentrate capsules and drinking lots of water to flush away bacteria while avoiding simple sugars and refined carbohydrates are basic steps. We can add vitamin D, vitamin C, bioflavonoids, zinc and beta carotene as well and include herbal preparations that contain goldenseal, echinacea and *Uva ursi*.

Note: *Uva ursi* and goldenseal are not recommended during pregnancy.

Several probiotic capsules containing the *L. rhamnosus* strain that control vaginal bacterial infections can be taken orally each day. Probiotics are especially necessary if prescribed antibiotics.

For improved urinary tract health, cranberry does help, but for quick results, the highly concentrated CranRich capsules are even better!

KEY REFERENCES

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