



Pacran® receives approved urinary tract health claims from Canadian authorities

South Hackensack, October 27th, 2014 - Naturex's Pacran®, the natural solution for urinary comfort, has been awarded a Natural Product Number from Health Canada. This is the 2nd time that Pacran® successfully completes a governmental procedure of claim authorization.

Pacran® scientific validity as a natural ingredient for urinary health management has recently been recognized by the Canadian Health Authorities. With a minimum daily dose of 500 mg, all finished products using Pacran® can make claims such as "helps prevent recurrent urinary tract infections in women" or "used in Herbal Medicine to help prevent (recurrent) urinary tract infections".

Urinary tract infections (UTI) are a universal problem with nearly half of all women suffering from a UTI at some point in their lives and nearly one in three of those women suffering from recurrent UTI within one year. Formulators are challenged with selecting the right ingredient for their urinary tract health products.

The new approval reinforces the renown of Pacran® which already has a Health Functional Food Ingredient Certificate in South Korea, allowing all finished products to claim: "can help urinary tract health by inhibiting adherence of harmful bacteria to urinary tract".

"The recent health claim approvals from Canada and South Korea independently validate the strength of the scientific substantiation that we've built in support of Pacran®," said Dan Souza Sr. Director of Sales and Marketing for Naturex-DBS. "Naturex-DBS will continue to invest in developing gold standard clinical evidence with an eye towards achieving additional Pacran® urinary tract health claims around the world."

Pacran® is a 100% all natural full spectrum cranberry ingredient supported by eight efficacy and safety studies. A daily dose of 500 mg of Pacran® has been shown to reduce the rate of recurrent UTI, reduce *E. coli* - the bacteria responsible for 65-85% of UTI –*in vivo* and deliver *E.coli* anti-adhesion in *ex vivo* trials. This evidence drove Pacran®'s recent health claim approvals.

About Naturex:



Naturex is the global leader in specialty plant-based natural ingredients. Through its dedicated business units, the Group addresses the specific needs of 3 strategic markets: Food & Beverage, Nutrition & Health, and Personal Care. The company offers its customers a full array of high quality ingredients, responsibly sourced from nature for food, pharmaceutical, nutraceutical and cosmetic applications.

Naturex's head office is Avignon, France. The company employs more than 1,600 people and benefits from 8 sourcing offices around the world and high-performance manufacturing operations across 16 sites in Europe, Morocco, the United States, Brazil, Australia, and India. It also has a global commercial presence through a dedicated network of 25 sales offices.

www.naturex.com

Your contacts at Naturex:

Antoine Dauby
Group Marketing Director
Tel: +334 90 23 96 89
a.dauby@naturex.com

Karine Morel
Communication Manager
Tel: +334 90 23 96 89
k.morel@naturex.com