



Naturex-DBS moves beyond PACs by standardizing cranberry extracts to biological activity with supporting human clinical studies

Avignon, France and Sagamore, Massachusetts February 4th, 2015 - Naturex-DBS has set a new bar in the cranberry market by launching a line of powdered extracts standardized to a level of bacterial anti-adhesion activity (AAA) which is the biological function commonly associated with supporting urinary tract health.

North American Cranberry (*Vaccinium macrocarpon*) has been shown to provide AAA against *Escherichia coli* (*E. coli*) bacteria which is responsible for over 75% of Urinary Tract Infections (UTI). *E. coli* adhesion to uroepithelial cell walls is widely recognized as the first step in a UTI formation. Additionally, EFSA¹ (European Food Safety Authority) has recently confirmed the relevance of AAA in a published opinion stating, "The Panel considers that reduction of bacterial colonization of the urinary tract by inhibition of the adhesion of P-fimbriated *E. coli* to uroepithelial cells is a beneficial physiological effect."

Naturex offers three unique powdered extracts standardized to biological activity that are made exclusively with *Vaccinium macrocarpon* cranberries. The biological effect of the products have been demonstrated in double blind, placebo controlled human cross over studies and is guaranteed on a batch-to-batch basis.

"We've progressed from a legacy standardization-based marker, proanthocyanidins (PACs), to a much more relevant and biologically efficacious-based marker, *E. coli* anti-adhesion activity. PAC methods continue to fall in and out of favor and standardizing a product to PACs fails to answer the underlying question – does the product support urinary tract health?" said Dan Souza, vice president of sales and marketing for Naturex-DBS. "Standardization to an efficacy-based marker eliminates the confusion associated with the PAC analytical methods and reduces the risk of adulteration. These extracts are a game changer. By moving beyond a single phytochemical compound to biologically relevant activity in support of urinary tract health our extracts set a new standard in the industry."

3 distinct products to answer the needs of the industry

The portfolio is supported by six U.S. and three international patents. Each product is sourced from unique raw materials which deliver the key biological mode-of-action responsible for AAA. Manufactured using a proprietary extraction process, these water soluble extracts offer application and dosing flexibility with proven potency.

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, India and Chile. 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

¹ Scientific Opinion on the substantiation of a health claim related to Monurelle® and reduction of bacterial colonization of the urinary tract by the inhibition of the adhesion of P-fimbriated *E. coli* to uroepithelial cells pursuant to Article 13(5) of Regulation (EC) No 1924/2006