

Estera™ Cranberry



Positioning Statement

Cranberry is a nutritional supplement formulated to support urinary tract health*.

Concept

Urinary tract health is a serious concern affecting millions of people each year. Women are especially prone to urinary tract concerns for reasons that are poorly understood. Cranberry has been found to significantly promote urinary tract health in women.* As a member of the Estera™ family, Estera™ Cranberry is part of a product line developed for women by women. Estera™ products help empower women with the tools to proactively create healthier, more abundant lives by providing up-to-date knowledge, and safe, efficacious alternative healthcare products.

Primary Benefits

- Supports urinary tract health*
- Offers antiadhesion activity within two hours of consumption and for up to ten hours
- The polyphenolic content (chemicals that act as antioxidants) of cranberries may have twice the potency of Concord grape juice

What Makes This Product Unique?

- Pharmanex employs strict quality control testing as well as the 6S Quality Process throughout the development and manufacturing of this product
- Estera™ Cranberry is composed of drum dried whole cranberries requiring 12 kg of whole cranberry pulp to make 1 kg of concentrate
- Estera™ Cranberry provides 375 mg of 100% pure cranberry fruit concentrate per capsule
- Clinically effective dosage
- Estera™ is a product line developed for women by women

Who Should Use This Product?

Cranberry is formulated for anyone concerned with urinary tract health.

Did You Know?

- Urinary tract issues accounted for about 8.3 million doctor visits
- One woman in five develops urinary tract health concerns during her lifetime, with many women experiencing recurring issues
- Urinary tract health issues in men are not as common, but can be very serious when they do occur

Frequently Asked Questions

What ingredients does Estera™ Cranberry provide?

Estera™ Cranberry provides 375 mg of 100% pure cranberry fruit concentrate per capsule.

How are the ingredients in this product standardized?

Estera™ Cranberry is composed of drum dried cranberry pulp (whole cranberry) with a 12:1 yield (meaning it takes 12 kg of pulp to make 1 kg of concentrate).

How long do I need to use this product before results are achieved?

Estera™ Cranberry is for daily use to maintain a healthy urinary tract system.*

Is it better to take a cranberry supplement or drink cranberry juice to promote a healthy urinary tract?

There is no significant difference between cranberry juice versus cranberry capsules in relation to urinary tract health.

What are the mechanisms of action of cranberry?

Antiadhesion: In a recent study in JAMA, cranberry juice was shown to offer protection in vitro by antiadhesion activity within two hours of consumption, for up to ten hours (Howell 2002a).

Antioxidant: Wilson et al. reported that cranberries significantly inhibit the in vitro modification of LDL-c (low-density lipoprotein cholesterol) by free radicals using a cupric sulfate and air exposure assay. They explained that the inhibition of LDL oxidation from Concord grape juice at dilutions less than or similar to those of the cranberry extract

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was found with juice containing a polyphenolic content twice that of the cranberry extract, indicating that cranberries may have twice the potency of Concord grape juice (Wilson 1998).

Key Scientific Studies

1. Anonymous. Cranberries and their juice. Lawrence Review of Natural Products. 983; 4 (November): 46–48.
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4. Ahuja S, Kaack B, Roberts J. Loss of fimbrial adhesion with the addition of *Vaccinium macrocarpon* to the growth medium of P-fimbriated *Escherichia coli*. *Journal of Urology*. 1998; 159: 559–562.
5. Avorn J, Monane M, Gurwitz JH, et al. Reduction of bacteriuria and pyuria after ingestion of cranberry juice. *Journal of the American Medical Association*. 1994; 271: 751–754.
6. Cardellina JH, Meinwald J. Isolation of parascorbic acid from the cranberry plant, *Vaccinium macrocarpon*. *Phytochemistry*. 1980; 19: 2199–2200.
7. Castleman M. *The Healing Herbs*. 1991; Emmaus, PA: Rodale Press, pp.141–142.
8. Croteau R, Fagerson IS. The chemical composition of the cuticular wax of cranberry. *Phytochemistry*. 1971; 10: 3239–3245.
9. David E, Andronescu D, Cocean S, et al. The virulence of *E coli* strains isolated in urinary infections. *Bacteriol Virusol Parazitol Epidemiol*. 1996; 41(1–2):47–61.
10. De Man P. Bacterial attachment, inflammation and renal scarring in urinary tract infection. *Wien Medizinische Wochenschrifte*. 1991; 141(23-24):537–540.
11. Deubert KH. A rapid method for the extraction and quantitation of total anthocyanin of cranberry fruit. *Journal of Agricultural and Food Chemistry*. 1978; 26: 1452–1453

Supplement Facts

Serving Size 1 Capsule
Servings Per Container 60

Amount Per Serving	% Daily Value
Cranberry fruit powder (<i>vaccinium macrocarpon</i>)	375 mg*

*Daily Value not established.

Other Ingredients: Microcrystalline Cellulose, Gelatin, Tricalcium Phosphate, Stearic Acid, Silicon Dioxide.

Directions for Use

Take 1 capsule with a glass of water up to 4 times throughout the day. Store in a cool, dry place.

Warnings

Keep out of reach of children. If you are pregnant or nursing, or taking a prescription medication, consult a physician before using this product.

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