



Whole Body Health

Cranberries are an exceptional fruit. With powerful nutrients and well-documented health benefits, the cranberry plays an important role in a balanced diet and healthy lifestyle.

UNIQUE URINARY TRACT BENEFITS

Urinary tract infections (UTIs) present a public health challenge. They are the second most common type of infection,¹ and one in two women is treated for at least one UTI during her lifetime.² With antibiotics as the normal course of treatment, the World Health Organization has singled out UTIs as one of the leading causes of antibiotic resistance. Fortunately, cranberries can be an important nutritional approach to helping maintain urinary tract health.³

- There are nearly 50 years of research behind cranberries' well-documented urinary tract health benefits.
- Cranberries contain a unique form of proanthocyanidins (PACs), natural elements that help cleanse and purify the body.
- Cranberry juice cocktail is well-known for its role in urinary tract health, and pediatric trials show cranberry juice may also help maintain urinary tract health in children. A study found a 65 percent reduction in the incidence of UTIs among children who drank cranberry juice.⁴
- Researchers have also identified a correlation between dried cranberry consumption and reduced incidence of UTIs in susceptible women.⁵
- UTIs account for more than \$5.8 billion in healthcare costs.⁶
- UTIs account for 15% of all community-prescribed antibiotics at a cost of \$500 million in prescription drug costs each year.⁷



BEYOND URINARY TRACT HEALTH

Emerging studies suggest that the cranberry may offer a wide range of whole body health benefits.

HEART

Recent studies indicate cranberries, because of their high concentration of polyphenols, can help promote circulation, improve blood pressure, and maintain cardiovascular health.^{8,9}

GASTROINTESTINAL HEALTH

Research suggests that cranberry compounds help prevent the bacteria from “sticking” to the stomach wall as it does in the urinary tract and the mouth.^{11,12}



BALANCED LIFESTYLE

Recent research shows that cranberry juice drinkers are more likely to be normal weight and have significantly lower waist circumference as part of a healthy balanced lifestyle.¹⁰





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A HEALTHY FRUIT CHOICE

According to the Centers for Disease Control and Prevention, the majority of Americans are not meeting recommendations for fruit and vegetable consumption. One hundred percent fruit juice and dried fruit can help fill those nutrition gaps. For example, one serving of dried cranberries meets 25% of your daily recommended fruit needs.

Unlike other common fruits, cranberries are naturally low in sugar and require sweetening to enjoy their great taste; however, sweetening cranberries does not diminish their many health benefits.



100% cranberry juice and dried cranberries are recognized as fruit choices on USDA MyPlate.

Cranberry Juice Cocktail Every Bit as Healthful as Comparable 100% Juices¹³



CALORIES	110	112	165
TOTAL SUGAR (g)	29	28	41.5
POLYPHENOLS (mg)	81	65	242
TYPE A PACs	✓	✗	✗
ANTI-ADHESION	✓	✗	✗
UTI BENEFITS	✓	✗	✗

Craisins® Dried Cranberries Every Bit as Healthful as Raisins¹⁴



CALORIES PER 40g	130	130
TOTAL SUGAR (g)	29	29
FIBER	3	2
POLYPHENOLS (mg)	177	150
TYPE A PACs	✓	✗
ANTI-ADHESION	✓	✗





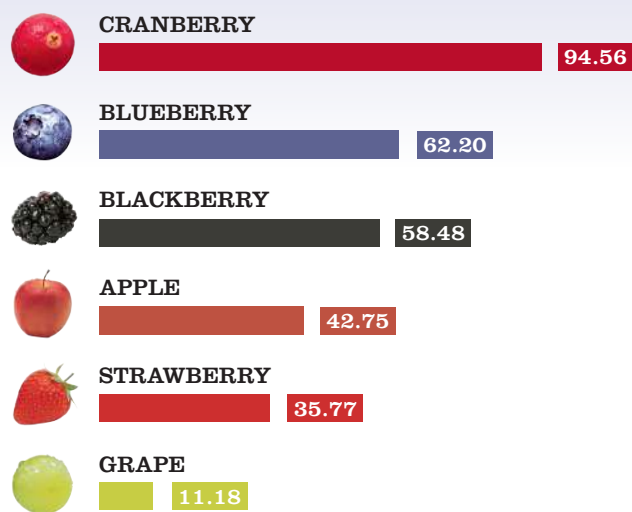
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RICH IN PHYTONUTRIENTS AND HIGH IN ANTIOXIDANT ACTIVITY

Cranberries also have one of the highest levels of antioxidant activity, polyphenols, and PACs of many commonly consumed fruits — more than blueberries, apples, grapes and strawberries.

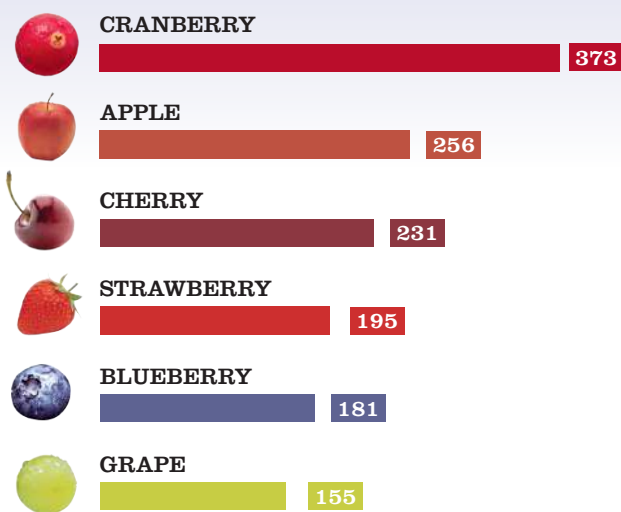
Antioxidant Activity of Commonly Consumed Fruits¹¹

total antioxidant capacity/g



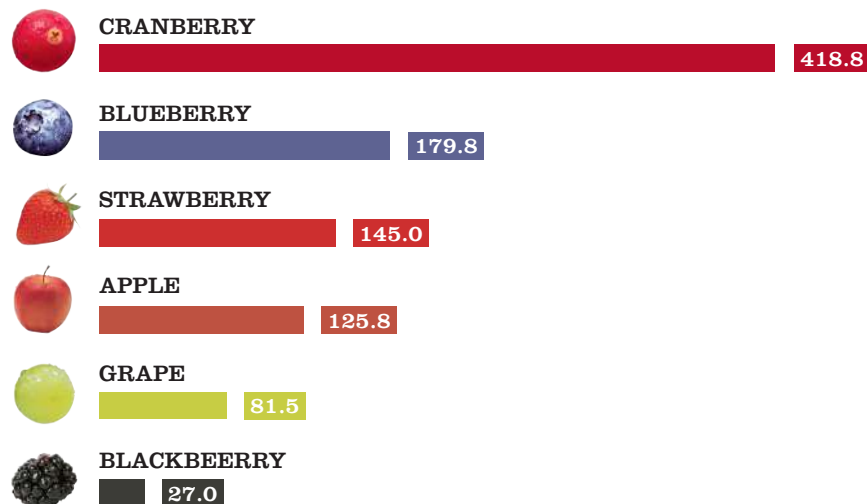
Polyphenol Content of Commonly Consumed Fruits¹²

mg/serving



Proanthocyanidin (PAC) Content of Commonly Consumed Fruits¹³

mg/100g



DID YOU KNOW?

Unlike these other common fruits, only cranberries are rich in A-type PACs that help cleanse and purify the body.





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For more information about the whole body health benefits of cranberries, visit www.cranberryhealth.com.

