

DECAS BOTANICAL SYNERGIES' PACRAN® WHOLE CRANBERRY POWDER is the worlds first clinically supported and proanthocyanidin (PAC) certified cranberry powder. PACran® is made exclusively with PAC-rich Early Black cranberries and standardized to a minimum 1.5% PACs measured via the only published and USDA-recognized HPLC analytical method.

Cranberries are widely known for their unique “anti-adhesion” activity that protects the body from harmful bacteria that cause urinary tract infections. This anti-adhesion activity is primarily due to a natural compound in the fruit called PACs. According to the United States Department of Agriculture (USDA) Database for the Proanthocyanidin Content of Selected Foods, Cranberry PACs contain a unique A-type structure, while most other plants contain only the more common B-type PACs. It is cranberry’s A-type PACs that are responsible for the anti-adhesion mechanism of action.

More than 10 million Americans experience urinary tract infections each year and many turn to cranberry-based products for relief. PACran® is an all natural fruit source that is high in bacterial anti-adhesion properties and represents a convenient low-calorie alternative to cranberry juice.

A BRAND YOU CAN TRUST

PACran® is a quality GRAS approved product with uniform color, content, and flow. The PACran® logo is available via a royalty-free licensing agreement. Use of the PACran trademark differentiates the product from other supplements or end products, and assures consumers that the product is supported by scientific research, and is processed in a GMP manufacturing facility.

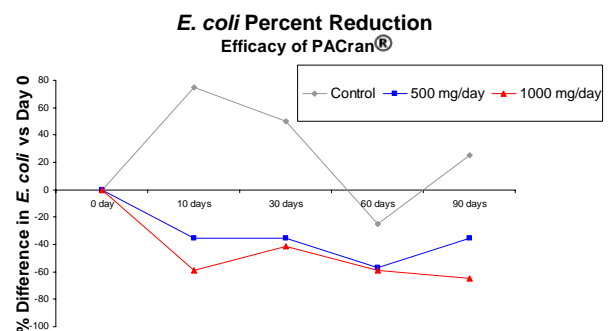


Each lot of PACran® whole cranberry powder has been tested and certified by Brunswick Laboratories to contain guaranteed levels of cranberry proanthocyanidins (PACs).

BENEFICIAL ATTRIBUTES	MARKET APPLICATIONS
<ul style="list-style-type: none"> Clinically shown to support urinary tract health Standardized to 1.5% proanthocyanidins Low in calories, high in phytonutrients 100% cranberry rich in flavonoids An excellent source of antioxidants 	<ul style="list-style-type: none"> Nutritional supplements Cranberry-enriched sports and health beverages Fortified nutrition bars Healthy snacks Health-care applications

PACRAN® CLINICAL TRIAL

PACran® was evaluated as a preventative measure for Urinary Tract Infections (UTI) in a 90-day double-blind, untreated group controlled clinical trial in 57 women volunteers from 18 to 40 years of age, with or without the symptoms of UTI. The volunteers were randomly selected and grouped into three groups including an untreated control group. The present study included two treatment groups; a low dose (500 mg daily) and a high dose (1,000 mg daily). Occurrence of UTI during the course of the study was confirmed by the presence of *E. coli* in the culture of urine samples. At the end of the 90-day treatment period, presence of *E. coli* was reduced at a highly significant level ($p < 0.0001$) and at a significant ($p < 0.05$) level in the high dose and low dose treated group, respectively.



EXPERIENCE THE DECAS DIFFERENCE

Decas Botanical Synergies (DBS), a division of Decas Cranberry Products, Inc., is a developer, manufacturer, and marketer of proprietary value-added fruit derived ingredients for the dietary supplement, functional foods, animal feed and nutrition, personal care and cosmetics, and oral health industries. Specializing in cranberries, DBS' Fruitaceutical™ products are rich in natural bioflavonoid complexes, which provide manufacturers with powerful antioxidant, antimicrobial, and nutritional properties, and a natural colorant for a broad variety of applications. DBS' powders, extracts, and oils offer cost-effective and natural options to enhance the taste, color, function, and nutritional content of products.

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