



DECAS BOTANICAL SYNERGIES

DECAS BOTANICAL SYNERGIES ANNOUNCES SECOND WAVE OF PACRAN® HUMAN CLINICAL RESULTS

Gold Standard Study Shows That PACran Effectively Supports Urinary Tract Health

CARVER, Massachusetts and Nuremberg, Germany July 28, 2011 – Decas Botanical Synergies, LLC (DBS) today announced the results of the recently completed clinical study titled, “*A randomized double blind placebo controlled trial to evaluate the efficacy of cranberry powder as a prophylactic against recurrent urinary tract infection (UTI) in women*” (Vidlar, et. al.). These results were presented at the 15th annual PhytoPharm Congress 2011 in Nuremberg, Germany July 25 through 27, 2011. The aim of this 6 month intervention trial was to assess the efficacy of a daily dose of 500 mg of PACran® in women with a history of recurrent UTIs. The results of the study showed 22 recurrent UTIs in the placebo group with only 11 recurrent UTIs in the cranberry group. The recurrence rate for the cranberry group was 14.2%, corresponding to an absolute reduction in UTI recurrence of 15%. While the recurrence rate for the placebo group was 25.7%, corresponding to an assumed 30% recurrence rate in the placebo group. These data further validate that a 500 mg daily dose of PACran is effective at supporting urinary tract health.

Urinary tract infections (UTIs) are a serious health problem affecting millions of people each year. Most infections arise from one type of bacteria, *Escherichia coli* (*E. coli*), and are the second most common type of infection in the body accounting for an estimated 11 million U.S. doctor visits and a U.S. health care cost of more than \$1 billion each year.

“PACran has been built from the ground up to deliver cranberry in support of urinary tract health,” said Rahul Shinde, Research Scientist for DBS. “This is the second clinical trial to show positive results for PACran’s support for women with urinary health issues. These results build on the extensive library of science we have developed in support of PACran.”

“In January 2011, the Federal Trade Commission (FTC) defined the health claim substantiation standard for structure function claims as ...*at least two adequate and well-controlled human clinical studies of the product*. The latest PACran study, coupled with previously published clinical results, give PACran the *competent and reliable scientific evidence* necessary to substantiate a cranberry-based urinary tract health structure function claim. We are not aware of any other cranberry ingredient that can substantiate a urinary tract structure function claim as defined by the FTC,” said Dan Souza, Sr. Director of Sales and Marketing for DBS. “As the cranberry ingredient experts, we will continue to raise the bar in the market for cranberry nutraceuticals.”

About PACran®

PACran is the world’s first clinically supported and proanthocyanidin (PAC) standardized cranberry powder. It is made from PAC-rich cranberries and has been clinically shown to support urinary tract health at a 500 mg daily dose. The unique patented formula of PACran provides superior potency at a substantially lower cost per dose. PACran is the first cranberry product in the world with a government sanctioned health claim. The Korean Food and Drug Administration (KFDA) in 2009 reviewed the

complete clinical dossier and awarded PACran with a permissible urinary health claim. PACran is also the only cranberry product clinically shown to support prostate health (Vidlar, et. al. – *British Journal of Nutrition*, 2010).

About Decas Botanical Synergies

Headquartered in Carver, Massachusetts, Decas Botanical Synergies, a subsidiary of Decas Cranberry Products, Inc., is a developer, manufacturer and marketer of patented, 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's 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. Decas powders, extracts and oils offer cost-effective and natural options to enhance the taste, color, function and nutritional content of products. For additional information, please visit www.decasbotanical.com.

###

For additional information, please contact:

Dan Souza
Sr. Director of Sales and Marketing
Decas Botanical Synergies, LLC
774 435 0109
dsouza@decasbotanical.com