



## DECAS BOTANICAL SYNERGIES

### DECAS BOTANICAL SYNERGIES ANNOUNCES PUBLICATION OF PACRAN® HUMAN CLINICAL STUDY

*Results Confirm PACran Effectively Supports Urinary Tract Health*

**CARVER, Massachusetts April 5, 2011** – Decas Botanical Synergies, LLC (DBS) today announced the recent publication of the manuscript entitled, “A Randomized, Double Blind, Controlled, Dose Dependent Clinical Trial to Evaluate the Efficacy of a Proanthocyanidin Standardized Whole Cranberry (Vaccinium Macrocarpon) Powder on Infections of the Urinary Tract” (Chatterjee, et. al.) in the journal *Current Bioactive Compounds*. The double blind 90-day study examined the effects of PACran supplementation on women volunteers prone with recurring urinary tract infections and a confirmed presence of *E. coli* in the culture of urine samples. At the end of the 90-day treatment period, a daily dose of 500 mg of PACran was shown to significantly reduce the presence of *E. coli* and can be advocated for the support of 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 doctor visits and a U.S. health care cost of more than \$1 billion each year.

“PACran provides the most cost effective clinically supported dose of cranberry to the market. These published results, coupled with other human clinical studies conducted at Rutgers University have shown that a daily consumption of 500 mg of PACran helps support urinary tract health,” said Dan Souza, Director of Sales and Marketing for DBS. “DBS is committed to clinical substantiation of our products and we will continue to set 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](http://www.decasbotanical.com).

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