



CranRich® SUPER STRENGTH CRANBERRY CONCENTRATE 500 mg

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RESEARCH INFORMATION

Feature summary

CranRich Super Strength Cranberry Concentrate is a highly concentrated cranberry extract that provides the health benefits of cranberry juice in the convenience of a liquid softgel or capsule. Cranberries are used in herbal medicine to help prevent recurrent urinary tract infections (UTIs). Their high proanthocyanidin content helps prevent harmful UTI-causing bacteria, such as *E. coli*, from attaching to the urinary tract walls and causing infection, ultimately helping flush urinary pathogens out.

Cranberries are a rich source of antioxidants, including proanthocyanidins, anthocyanins, phenolic acids, terpenes, and flavonols. The antioxidants found in CranRich contribute to its high ORAC (oxygen radical absorbance capacity) score, indicating its potential to support the body's natural defences against free radicals and the onset of oxidative stress.

CranRich is made from high-quality, 100% whole cranberry fruit solids, with no added sugar, water, flavours, colours, or preservatives. Each daily softgel or capsule contains 500 mg of a 36:1 cranberry concentrate, meaning that 36 g of fresh cranberries are used to make just 1 g of concentrate. CranRich is a fantastic choice for anyone who wants the benefits of cranberries without having to endure the tartness or sugar content of pure cranberry juice.

How it works

Cranberries are rich in polyphenols, including proanthocyanidins, anthocyanidins, and flavonols. Cranberry polyphenols are secondary metabolites with antimicrobial and antioxidant properties (Nemzer et al., 2022). Type A proanthocyanidins (PACs) are one of the key active components of cranberries. They work alongside other phytonutrients to deactivate the hair-like appendages of certain bacterial pathogens, such as *E. coli*, and prevent them from sticking to the urinary tract wall. When bacteria are unable to attach, they are flushed out of the urinary tract without causing infection (Nemzer et al., 2022; González de Llano et al., 2020).

Cranberry polyphenols also help prevent UTIs by reducing the reservoir of urinary pathogens found in the gastrointestinal tract, thereby lowering the risk of their transfer to the urinary tract (Fu et al., 2017).

Cranberries provide a source of antioxidants, such as polyphenols and vitamin C. Dietary antioxidants play important roles in scavenging and neutralizing the free radicals responsible for oxidative stress. By contributing to a healthy balance of antioxidants and prooxidants in the body, cranberry antioxidants reduce the oxidation of blood lipids and oxidative damage to cells and tissues, thereby protecting against inflammatory processes (Nemzer et al., 2022; Fu et al., 2017).

Research

The cranberry plant, *Vaccinium macrocarpon*, is native to North America and has a long history of use for preventing UTIs. It is one of the few fruit varieties that are high in proanthocyanidins, the active compounds that protect the urinary tract from colonization and infection by *E. coli* (Nemzer et al., 2022).

UTIs are a common urological condition that affects 50% of women and 12% of men at least once during their lifetime (González de Llano et al., 2020). Up to 30% of women diagnosed with a UTI experience a subsequent recurrence of infection (Fu et al., 2017). The risk of a UTI also increases in older populations, peaking around the age of 85 (González de Llano et al., 2020).

Most UTIs (around 85%) are the result of an infection with *E. coli* bacteria. Although conventional antibiotic therapies commonly used to treat existing UTIs may be effective, frequent antibiotic use is a factor in the development of antibiotic resistance and can disrupt the delicate balance of beneficial bacteria in the gut microbiome (González de Llano et al., 2020). Supplementing with cranberry extract works preventatively to reduce the risk of developing UTIs, with minimal side effects (Fu et al., 2017).

A meta-analysis of 23 studies found that supplementation with cranberry products significantly reduced the incidence of UTIs in people considered at greater risk of infection, including a 32% lower incidence in women who experienced recurrent UTIs and a 51% reduction in patients with catheters (Xia et al., 2021). A meta-analysis of randomized controlled trials found that healthy women who used cranberry products preventatively for 6–12 months following a diagnosis of a UTI reduced their incidence of subsequent infections by 26% compared to women who did not take these products (Fu et al., 2017).

In a randomized, placebo-controlled study, women who had received antibiotic treatment for at least two UTIs during the previous year were supplemented daily with 500 mg of cranberry powder containing whole berry solids. Over six months of supplementation, only 11% of the women who took cranberry powder were diagnosed with a UTI versus 26% of the women who took a placebo. Women taking cranberry powder also experienced a longer time until their first UTI recurrence compared to the placebo group (Vostalova et al., 2015).

Cranberries are a wholesome dietary source of antioxidant compounds, including phenolic acids, anthocyanins, flavones, flavonoids, organic acids, vitamins, and minerals (Nemzer et al., 2022). The high antioxidant value of cranberries is the result of both the concentration and diversity of bioactive components in the pulp, skin, seeds, and juice. Therefore, products made from whole cranberries provide the greatest scope of nutrients (Vostalova et al., 2015).

Cranberries are high on the ORAC scale, which quantifies their activity in quenching free radicals and protecting against oxidative stress (Pruteanu et al., 2023). Research has shown that high-ORAC fruits and vegetables play important roles in maintaining overall health. When the body's antioxidant defence is low, it becomes more vulnerable to reactive oxygen species and free radicals (Pruteanu et al., 2023).

Ingredients

Each softgel contains:

Organic CranRich® cranberry concentrate 36:1
(*Vaccinium macrocarpon*) (powder) (fruit) 500 mg

Each capsule contains:

CranRich® Cranberry Concentrate
(*Vaccinium macrocarpon*) (powder) (fruit) 500 mg

Dosage

Softgel

Recommended adult dose: 1 softgel daily or as directed by a health care practitioner. Use for at least 4 weeks to see beneficial effects.

Capsule

Recommended adult dose: 1 capsule daily or as directed by a health care practitioner. Use for a minimum of 4 weeks to see beneficial effects.

Cautions

Consult a health care practitioner prior to use if you have a history of kidney stones or if you are taking blood thinners. For recurrent urinary infection: consult a health care practitioner if symptoms persist or worsen. Keep out of the reach of children.

References

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- Pruteanu, L.L., Bailey, D.S., Grădinaru, A.C., et al. (2023). The biochemistry and effectiveness of antioxidants in food, fruits, and marine algae. *Antioxidants*, 12(4), 860.
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