

ellura™



Shield your child from painful UTIs

▶ **Children can get urinary tract infections (UTIs) when bacteria stay in the body instead of being washed out with urine. Pain, burning, fever and even vomiting are common UTI symptoms.**

Frequent UTIs in children

- 1 in 3 children who get UTIs have vesicoureteral reflux – when urine and harmful bacteria flows into the kidneys instead of being washed out from the bladder.¹
- Some children are more prone to UTIs than others (mostly girls), but teaching them the following may reduce the risk:
 - Take regular trips to the bathroom – holding urine or infrequent bowel movements allows bacteria to grow
 - Drink plenty of liquids – this will help children urinate more frequently
 - Wipe front to back after using the restroom
 - Wear loose clothing and cotton underwear
- Some children show no symptoms of an infection but tests show lots of bacteria in the urinary tract – this is called asymptomatic UTI. More bacteria left behind increases the risk of frequent UTIs.
- The only way to treat a UTI is with an antibiotic, but using antibiotics to stop future UTIs may not be the best plan as they have many side effects.

▶ **ellura is made from a safe, natural ingredient proven to protect against harmful bacteria that cause UTIs.***

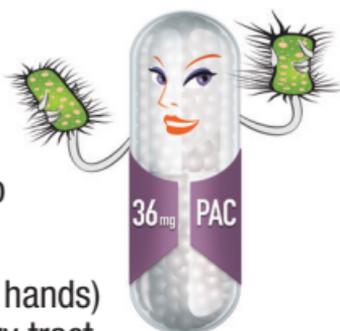
Ongoing protection with ellura™

ellura is the only proven supplement that starts working quickly – and keeps working – to protect children from harmful bacteria that can lead to painful UTIs.

PAC (proanthocyanidins) is the powerful ingredient found in ellura. PAC is extracted from deep within the pure juice concentrate of cranberries and at high levels found only in ellura, helps to flush out bacteria when children urinate.

Why ellura?

- **36 mg PAC**
 - that's the proven amount needed to help avoid UTIs
 - PAC attaches to bacteria (like bags over hands) so it doesn't attach to your child's urinary tract
 - only ellura has 36 mg PAC in every capsule (*we use the industry-preferred DMAC measuring method to ensure efficacy*)
- **Ongoing protection**
 - PAC is a natural ingredient so it's safe to take every day for children at risk for UTIs
- **Proven to work**
 - In a large study of infants and children, ellura was equivalent to a commonly used antibiotic (Trimethoprim) in maintaining an infection-free urinary tract.**



Taking ellura

Children >50 lbs one capsule at the same time each day

Children <50 lbs can take half the contents of one capsule at the same time each day

ellura can be mixed with a flavored beverage if a child is unable to swallow the capsule or its contents.

Once daily ellura offers your child ongoing protection against UTIs and helps to maintain a clean urinary tract



myellura.com to order | 1.877.421.7160

*These statements have not been evaluated by the FDA. This product is not intended to diagnose, treat, cure or prevent any disease.

¹ Williams G, Fletcher J, et al. Vesicoureteral Reflux. JASN. May 2008. 19.5:847-862.

**Uberos J, Nogueras-Ocana M, et al. ellura vs. trimethoprim in the prophylaxis of recurrent UTIs among with urinary reflux: a controlled trial; Univ Clinical Hospital Granada, Spain. 2010 2:4:31-38.