

# ESTERA® CRANBERRY



## POSITIONING STATEMENT

Estera Cranberry is a nutritional supplement formulated to support urinary tract health\*.

## CONCEPT

Urinary tract health is a serious concern affecting millions of people each year. Women are especially prone to urinary tract concerns for reasons that are poorly understood. Cranberry has been found to significantly promote urinary tract health in women.\* As a member of the Estera® family, Estera Cranberry is part of a product line developed for women by women. Estera products help empower women with the tools to proactively create healthier, more abundant lives by providing up-to-date knowledge, and safe, efficacious alternative healthcare products.

## PRIMARY BENEFITS

- Supports urinary tract health\*
- Offers antiadhesion activity within two hours of consumption and for up to ten hours
- The polyphenolic content (chemicals that act as antioxidants) of cranberries may have twice the potency of Concord grape juice.

## WHAT MAKES THIS PRODUCT UNIQUE?

- Pharmedex employs strict quality control testing as well as the 6S Quality Process throughout the development and manufacturing of this product
- Estera Cranberry provides 250 mg of 100% pure cranberry fruit concentrate per capsule
- Clinically effective dosage
- Estera is a product line developed for women by women.

## WHO SHOULD USE THIS PRODUCT?

Estera Cranberry is formulated for anyone concerned with urinary tract health.

## DID YOU KNOW?

- Urinary tract issues accounted for about 8 million doctor visits<sup>1</sup>
- Almost half of all women develop urinary tract health concerns during their lifetime, with many women experiencing recurring issues<sup>1</sup>
- Urinary tract health issues in men are not as common, but can be very serious when they do occur.

## FREQUENTLY ASKED QUESTIONS

### What ingredients does Estera® Cranberry provide?

Estera Cranberry provides 250 mg of 100% pure cranberry fruit concentrate per capsule.

### How are the ingredients in this product standardized?

Estera Cranberry is standardized to active compounds in the fruits called proanthocyanidins (PACs).

### How long do I need to use this product before results are achieved?

Estera Cranberry is for daily use to maintain a healthy urinary tract system\*.

### Is it better to take a cranberry supplement or drink cranberry juice to promote a healthy urinary tract?

There is no significant difference between cranberry juice versus cranberry capsules in relation to urinary tract health. However, compared to cranberry juice, Estera Cranberry is more convenient, contains less sugar, has no bitter aftertaste, and is standardized to PACs.

# ESTERA<sup>®</sup> CRANBERRY

## What are the mechanisms of action of cranberry?

**ANTIADHESION:** In a study in JAMA, cranberry juice was shown to offer protection in vitro by antiadhesion activity within two hours of consumption, for up to ten hours (Howell 2002).<sup>3</sup>

**ANTIOXIDANT:** Wilson et al. reported that cranberries significantly inhibit the in vitro modification of LDL-c (low-density lipoprotein cholesterol) by free radicals using a cupric sulfate and air exposure assay. They explained that the inhibition of LDL oxidation from Concord grape juice at dilutions less than or similar to those of the cranberry extract was found with juice containing a polyphenolic content twice that of the cranberry extract, indicating that cranberries may have twice the potency of Concord grape juice (Wilson 1998).<sup>7</sup>

## KEY SCIENTIFIC STUDIES

1. Foxman B. Epidemiology of urinary tract infections: incidence, morbidity, and economic costs. *Dis Mon.* 2003 Feb;49(2):53-70. Review.
2. Hess MJ, Hess PE, Sullivan MR, Nee M, Yalla SV. Evaluation of cranberry tablets for the prevention of urinary tract infections in spinal cord injured patients with neurogenic bladder. *Spinal Cord.* 2008 Sep;46(9):622-6.
3. Howell AB, Foxman B. Cranberry juice and adhesion of antibiotic-resistant uropathogens. *JAMA.* 2002 Jun 19;287(23):3082-3.
4. Lynch DM. Cranberry for prevention of urinary tract infections. *Am Fam Physician.* 2004 Dec 1;70(11):2175-7. Review.
5. Walker EB, Barney DP, Mickelsen JN, Walton RJ, Mickelsen RA Jr. Cranberry concentrate: UTI prophylaxis. *J Fam Pract.* 1997 Aug;45(2):167-8.
6. Wang CH, Fang CC, Chen NC, Liu SS, Yu PH, Wu TY, Chen WT, Lee CC, Chen SC. Cranberry-containing products for prevention of urinary tract infections in susceptible populations: a systematic review and meta-analysis of randomized controlled trials. *Arch Intern Med.* 2012 Jul 9;172(13):988-96. Review.
7. Wilson T, Porcari JP, Harbin D. Cranberry extract inhibits low density lipoprotein oxidation. *Life Sci.* 1998;62(24):PL381-6.

## Supplement Facts

Serving Size Two Capsule

Servings Per Container 30

Amount Per Serving	%Daily Value
Cranberry fruit powder . . . . .	500 mg . . . . . *
(vaccinium macrocarpon)	

\*Daily Values not established.

## OTHER INGREDIENTS

Gelatin, Microcrystalline Cellulose, Stearic Acid, Silicon Dioxide.

## DIRECTIONS FOR USE

Take 2 capsules once daily as needed. Store in a cool, dry place.

## WARNINGS

Keep out of reach of children. If you are pregnant, nursing, or taking prescription medication, consult a physician before using this product.

