

QUICK REFERENCE GUIDE

AZO[®]

Cranberry



Product Name & Description	AZO [®] Cranberry Urinary Tract Health
Indications	FDA Qualified Health Claim: 500mg of this product daily may reduce the risk of recurrent UTI in healthy women. <small>(FDA approved claim (June 2020) with acknowledgment that there is limited scientific evidence supporting this claim).</small>
Active Ingredient	500mg Pacran [®] , a proprietary blend of clinically studied, whole fruit-cranberry. (<i>Vaccinium macrocarpon</i>) Although proanthocyanidins (PACs), are the most widely known, there are other components such as phenolics, organic acids, fibers, fatty acids, proteins, and sugars from whole cranberry that are important to support a healthy urinary tract. Evidence suggests that whole cranberry products outperform products, like extracts, enriched only for PACs. The FDA qualified health claim applies to whole cranberry like Pacran [®] .
Clinical Trials	Two double-blind, placebo-controlled studies have demonstrated Pacran [®] reduces recurrence of urinary tract infections. ^{1,2}
Mechanism of Action	Based on ex-vivo studies, cranberry interferes with the adhesion of Escherichia coli to the urinary tract. ^{3,4}
Dosage and Administration	500mg in either two caplets, two softgels, or two gummies, daily.
Where to Buy	

1 Sengupta et. al., "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", Current Bioactive Compounds, Volume 7, Number 1, March 2011, pp. 39-46(8)
 2 Vostalova, et al. "Are High Proanthocyanidins Key to Cranberry Efficacy in the Prevention of Recurrent Urinary Tract Infection?." Phytotherapy Research 29.10 (2015): 1559-1567.
 3 Howell, A., "Assessment of bacterial anti-adhesion activity of Pacran[®] in human urine against P-type uropathogenic Escherichia coli. A randomized, placebo-controlled, ex vivo, double-blind, crossover trial" Associate Research Scientist, Rutgers University, 2012
 4 Howell, A. "Bacterial Anti-adhesion Activity of Human Urine Following 27% Cranberry Juice Cocktail vs. Pacran[®] Capsule Consumption," presented at ACS 2009 Annual Meeting - February 24, 2009 Amy Howell, Ph.D., Associate Research Scientist, Rutgers University.

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*THESE STATEMENTS HAVE NOT BEEN EVALUATED BY THE FOOD AND DRUG ADMINISTRATION. THIS PRODUCT IS NOT INTENDED TO DIAGNOSE, TREAT, CURE OR PREVENT ANY DISEASE.