

# NUTRICRAN<sup>®</sup> 90



DECAS BOTANICAL SYNERGIES



**DECAS BOTANICAL SYNERGIES' NUTRICRAN<sup>®</sup> 90** is a spray-dried cranberry concentrate powder standardized to a minimum of 90% cranberry fruit solids and 35% organic acids (9% quinic acid typical). NutriCran<sup>®</sup> 90 is 100% water soluble and contains unique proanthocyanidins or condensed tannins, which have been identified as the active component responsible for inhibiting the adhesion of certain bacteria to cell walls. More than 10 million Americans experience urinary tract infections each year and many turn to cranberry-based products for relief. NutriCran<sup>®</sup> 90 cranberry powder supports urinary tract health and offers a convenient low-calorie alternative to cranberry juice beverages (NutriCran<sup>®</sup> 90 contains less than 20 calories as compared to 175 calories for juice).

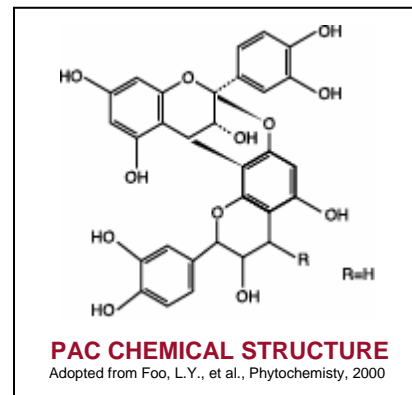
## A BRAND YOU CAN TRUST

NutriCran<sup>®</sup> 90 is a GRAS approved quality standardized product with uniform color, content, and flow. The NutriCran<sup>®</sup> logo is available via a royalty-free licensing agreement. Use of the NutriCran<sup>®</sup> trademark differentiates the product from other supplements or end products, and assures consumers that the product is supported by scientific research, is processed in a GMP manufacturing facility, and has received Kosher certification.

| BENEFICIAL ATTRIBUTES   | MARKET APPLICATIONS  |
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| <ul style="list-style-type: none"><li>Supports urinary tract health</li><li>Bacterial anti-adhesion properties</li><li>Excellent source of organic acids (35% minimum)</li><li>Natural fruit source</li><li>Rich in flavonoids</li><li>A good source of antioxidants</li><li>Low in calories, high in phytonutrients</li><li>Beautiful red color</li><li>100% water soluble</li><li>Available all year, convenient and ready to use</li></ul> | <ul style="list-style-type: none"><li>Natural supplements</li><li>Cranberry-enriched sports and health beverages</li><li>Fortified nutrition bars</li><li>Dental hygiene products</li><li>Healthy snacks and weight management products</li><li>Healthcare applications</li><li>Cosmetics</li><li>Natural colorant and flavoring</li><li>Dry mixes, coatings, glazes, seasoning blends, sauces and other bakery items</li><li>Animal feed (nutritional supplement, natural antibacterial properties)</li></ul> |

## HEALTH BENEFITS OF CRANBERRY

Researchers have identified particular phytochemicals unique to the cranberry that inhibit the attachment of fimbriated bacteria (such as E.coli) to epithelial cells (like those that line the urinary tract and gums). The flavonoids in cranberry, known as proanthocyanidins or PACs, inhibit the attachment of these bacteria. The beneficial properties of cranberry flavonoids and other phytochemicals are delivered in NutriCran<sup>®</sup> 90 cranberry powder.



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## EXPERIENCE THE DECAS DIFFERENCE

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Decas Botanical Synergies (DBS), a division of Decas Cranberry Products, Inc., is a developer, manufacturer, and marketer of proprietary 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' 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. DBS' powders, extracts, and oils offer cost-effective and natural options to enhance the taste, color, function, and nutritional content of products.

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