



How Does It Work?:

The urinary system consists of the kidneys, ureters, urinary bladder, and urethra. The kidneys remove excess liquid and wastes from the blood to form urine, regulating a stable balance of salts and other compounds. The ureters drain formed urine from the kidneys to the bladder, where it is stored and then emptied

through the urethra.

Specialized urinary system cells called uroepithelial cells are vital to the health of the ureters, urinary bladder, and urethra. Uroepithelial cells line the surface of the urinary tract and are able to stretch to accommodate changes in bladder size as it fills and then releases urine. These cells have been shown to benefit from support from the compounds in cranberry.⁺¹⁻³

Exactly how cranberry promotes urinary tract health is not completely understood. It was once believed that the beneficial effects were due to its ability to promote a more acidic pH in the urinary tract.⁺⁴ However, more recent research suggests that compounds in cranberry may actually have a protective effect for healthy uroepithelial cells.⁺⁵⁻⁸ Cranberry also functions as a potent antioxidant offering protection against oxidative damage.⁺⁹

ActiFruit™ with CranMax® Clinical Trials

ActiFruit cranberry supplement was the first cranberry product clinically shown to promote urinary tract health.[†] In comparison studies with cranberry juice, *ActiFruit* was shown to provide equivalent or increased benefits for the urinary tract and bladder with greater convenience and less cost per dose.⁺⁸

In a one year, randomized, double blind, placebo controlled trial which compared *ActiFruit*, cranberry juice and placebo in 150 women, both *ActiFruit* and cranberry juice were effective at promoting urinary tract health (the *ActiFruit* group reported slightly better results).[†] Two participants in the juice group dropped out of the study because of side-effects from the juice (reflux). No participants discontinued treatment in the *ActiFruit* group. Both juice and *ActiFruit* increased urinary tract health by approximately 50%.^{†8} However, *ActiFruit* was over 50% less expensive than the cranberry juice and was better tolerated by participants.

In a six month trial of *ActiFruit cranberry supplement*, 93% of participants reported some or a significant improvement in urinary tract health.[†] No side effects were experienced.⁹

In a separate, six month study of 60 women receiving 500 mg of *ActiFruit with CranMax* daily, 90% of participants experienced significant improvement in urinary and bladder health.[†] Benefits included healthy urinary frequency and comfortable urination.^{†10}

New studies of *ActiFruit* are in progress, including a study which is examining the safety and efficacy of *ActiFruit* for urinary and bladder health in children.[†]

ActiFruit with CranMax Production

Unlike cranberry juice or cranberry extract, *ActiFruit* is made from 100% cranberry fruit solids through a patented process which intensifies the natural benefits of the whole cranberry by slowly releasing the key active compounds over an extended period. Thirty-four pounds of fresh cranberries are used to produce one pound of *ActiFruit*, yielding a ultra-concentrated product with up to 7 times the antioxidant level[†], 25% more fiber, and less than 6% of the sugar found in a serving of cranberry juice cocktail.

Recommendations:

One chew daily.

Precautions:

If pregnant, nursing, or taking prescription drugs, consult your healthcare practitioner prior to use.

References:

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