

NUTRITION HORIZON

Decas Botanical Synergies Links Cranberry to Prostate Health

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Summary:The six month study examined the effects of PACran on male volunteers suffering from LUTS including Benign Prostatic Hyperplasia (BPH) or enlarged prostate and with elevated prostate specific antigen (PSA) levels.

Sep 21 2010 --- Decas Botanical Synergies, LLC. (DBS) has announced another industry first for its PACran cranberry powder by showing its clinical effectiveness for men with prostate health related issues. The clinical study entitled, "The Effectiveness of Dried Cranberries in Men with Lower Urinary Tract Symptoms" (Vidlar, et. al.) was recently published in the British Journal of Nutrition. The six month study examined the effects of PACran on male volunteers suffering from LUTS including Benign Prostatic Hyperplasia (BPH) or enlarged prostate and with elevated prostate specific antigen (PSA) levels. The clinical markers investigated were the International Prostate Symptom Score (IPSS), Quality of Life (QoL), Maximal Urinary Flow Rate, Average Urinary Flow Rate, Prostate Bladder Voiding, Post-void Residual Volume and PSA levels. At the end of the six month period, volunteers in the PACran group showed statistically significant improvements in all of the targeted markers.

BPH is a nearly universal result of the aging process for men. As the Baby Boomer generation continues to advance so does the number of men with BPH-related prostate issues. By the age of 60, 50% of men will have some signs of BPH. By the age of 85, 90% of men will have signs of the condition. About one third of these men will develop symptoms that require treatment which accounts for 1.7 million doctors' visits annually in the U.S. This trend illustrates the ever expanding need for clinically supported dietary supplements for prostate health and is why sales of herbal dietary supplements targeting prostate health are among the top selling supplements annually in the United States.

PACran remains the flagship product for DBS' popular family of cranberry based specialty ingredients. Market applications for PACran include, but are not limited to, nutritional supplements and functional foods and beverages.

"Decas continues to invest heavily in clinical research for its products. This groundbreaking study proves that cranberry isn't solely for women's health anymore. As the only cranberry ingredient in the world clinically shown to support prostate health, PACran will expand the global market for condition-specific cranberry ingredients beyond urinary tract health," said Dan Souza, director of sales and marketing for DBS, "We look forward to working with our customers to introduce new prostate health products for consumers utilizing PACran."

PACran is promoted as the world's first clinically supported and Proanthocyanidin (PAC) standardized cranberry powder. It is made from a proprietary formula of whole PAC-rich cranberries and has been clinically shown to support urinary tract health in women and

prostate health in men. The unique formula of PACran provides superior potency per PAC at a substantially lower cost per dose. PACran is also the only cranberry product in the world with a government sanctioned health claim. The Korean Food and Drug Administration (KFDA) in 2009 reviewed the complete clinical dossier and awarded PACran with a permissible urinary health claim.