

A BERRY FOR EVERY BODY

Research has revealed that naturally-occurring cranberry compounds have a number of favorable effects on human health.¹ Scientists continue to discover new cranberry whole body health benefits – making it a berry for every body.²

ANTI-BACTERIAL BENEFITS

Cranberry compounds have been shown to help stop bacteria from sticking to cells and initiating infections in a variety of organs, including oral cavity, stomach, small intestine and colon.²

HEART HEALTH

There are a growing number of studies that look at whether cranberries help heart health. Some have seen improvements in lipid profiles, but the jury is still out.^{1,2} Recently, a 2016 study found that compounds in cranberry juice may help improve blood flow and blood vessel function — both are good for the heart!⁶

ANTI-INFLAMMATORY EFFECTS

Anti-inflammatory activity of cranberry was discovered in 2009. Studies using animal models have shown that consuming cranberries significantly lowers pro-inflammatory markers — suggesting a potential protective effect for a variety of functions that are impaired by inflammation.^{1,2}

URINARY TRACT HEALTH

A hot topic in cranberry research for decades, cranberry products have been shown to reduce the incidence and recurrence of urinary tract infections (UTIs) in men, women and children.¹⁻⁴

ANTIOXIDANT ACTIVITY

Science has confirmed that cranberry compounds have the ability to protect the body from destructive free radicals.^{1,5} A strong antioxidant activity like this is closely related to cancer and cardiovascular protection.^{2,5}

GLUCOSE METABOLISM

In a 2017 clinical trial, researchers added dried cranberries to a high-fat meal to see if they could have beneficial effects on glucose metabolism in people with type 2 diabetes.⁷ The results showed that the dried cranberries led to a significantly lower glucose response and less inflammation. Look forward to more research to determine if cranberries can impact glucose metabolism and diabetes prevention.

GUT HEALTH

A new area of exploration for cranberries, emerging evidence shows that cranberries may affect the gut microbiota, as well as reduce intestinal inflammation.^{1,8} A small study of 10 subjects found that dried cranberries had a positive impact on the natural bacteria in the gut.⁸ Based on initial findings, the study of cranberry's role in gut health is likely to grow.

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