

Press Release

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Rennes/Holzminden, Germany, June 30, 2021

Symrise Diana Food presents new clinical evidence on whole fruit cranberry extract for urinary health; webinar scheduled for July 7

- Study shows clinical evidence of the efficacy of cranberry extracts high in proanthocyanidins as a natural solution to support urinary health in women
 - Webinar will provide valuable information to supplement manufacturers looking to develop scientifically-backed, natural solutions to address frequent UTIs
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Symrise Diana Food, the leader in natural health solutions, introduces a clinical study demonstrating the efficacy of whole fruit cranberry extract high in proanthocyanidins as a natural support for urinary health. It will disclose detailed information on the study findings to the industry via a webinar scheduled for July 7th at 4pm CET (3pm BST, 10am ET) in partnership with [Vitafoods Insights](#).

The recently completed clinical study evaluated the effectiveness of Urophenol®. This proprietary whole fruit cranberry extract features a high concentration of proanthocyanidins (PACs), versus typical cranberry supplements containing low PACs or non-standardized cranberry ingredients. PACs are chains of polymeric flavonoids which interact strongly with proteins and glycoproteins. They have been shown to suppress the adhesion of E.coli, the bacteria known to cause urinary tract infections.

The randomized, double-blind controlled study found that Urophenol® significantly reduces the number of symptomatic urinary tract infections (UTIs) and symptomatic UTI with pyuria in women with moderate UTI recurrence by 43% when compared to low PAC supplementation. It also demonstrated that the high level of PACs in Urophenol® contributed to its multi-level modes of action, from the gut to the urinary tract.

According to Nathalie Richer, Diana Foods' Global Product Manager Health & Nutrition, "This study confirms that the high concentration of proanthocyanidins found in Urophenol® makes it an excellent choice for UTI health supplementation products. We consider it a game-changer in the cranberry extract market segment."

Richer, together with Teresa Kilgore, Global Head of Health & Nutrition Marketing, will be sharing detailed clinical evidence during the upcoming Vitafoods Insights webinar. Innovation and marketing teams at dietary supplement manufacturing companies who attend will learn about the latest understandings of the mechanism of action of cranberry PACs and hear about key scientific considerations to support formulations targeting urinary health.

To register for the webinar, click [here](#).

About Symrise:

Symrise is a global supplier of fragrances, flavors, food, nutrition and cosmetic ingredients. Its clients include manufacturers of perfumes, cosmetics, food and beverages, pharmaceuticals and producers of nutritional supplements and pet food.

Its sales of € 3.5 billion in the 2020 fiscal year make Symrise a leading global provider. Headquartered in Holzminden, Germany, the Group is represented by more than 100 locations in Europe, Africa, the Middle East, Asia, the United States and Latin America.

Symrise works with its clients to develop new ideas and market-ready concepts for products that form an integral part of everyday life. Economic success and corporate responsibility are inextricably linked as part of this process. Symrise – always inspiring more ...

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