

AZO®

Pacran® Whole Fruit Cranberry Powder

Clinically proven to reduce risk of recurrent UTIs*¹⁻²



AZO® Cranberry uses Pacran® cranberry, shown to reduce urinary E. coli adhesion and is clinically proven in gold standard, peer-reviewed studies to be safe and effective in protecting the urinary tract.*



AZO® Cranberry Caplets

Active Dietary Ingredient:
500mg Pacran® Whole Fruit Cranberry Powder

Other Ingredients: 60mg Vitamin C (as ascorbic acid), 30mg *Bacillus Coagulans*, Microcrystalline Cellulose, Coating (Glycerin, Vegetable Juice [color], Citric Acid, Sodium Ascorbate, Sodium Carbonate, Annatto Extract [Color], Beta Carotene [color], Ascorbic Acid), Stearic Acid, povidone, Hydroxypropyl Methylcellulose, Magnesium Stearate.

Directions for Use: Swallow two (2) caplets a day with water.



AZO® Cranberry Gummies

Active Dietary Ingredient:
500mg Pacran® Whole Fruit Cranberry Powder

Other Ingredients: Glucose Syrup (corn or wheat), Sugar, Water, Pectin, Natural Flavors, Citric Acid, Sodium Citrate, Vegetable Oil (coconut and canola oils), Carnauba Wax.

Directions for Use: Chew two (2) gummies per day.



AZO® Cranberry Softgels

Active Dietary Ingredient:
500mg Pacran® Whole Fruit Cranberry Powder

Other Ingredients: 120mg Vitamin C (as ascorbic acid) Gelatin, Sunflower Oil, Rice Bran Oil, Glycerin, Water, Sunflower Lecithin, Yellow Beeswax, and colors (carob, carmine, and annatto).

Directions for Use: Swallow two (2) softgels a day with water.

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*THESE STATEMENTS HAVE NOT BEEN EVALUATED BY THE FOOD AND DRUG ADMINISTRATION. THE PRODUCT IS NOT INTENDED TO DIAGNOSE, TREAT, CURE OR PREVENT ANY DISEASE.

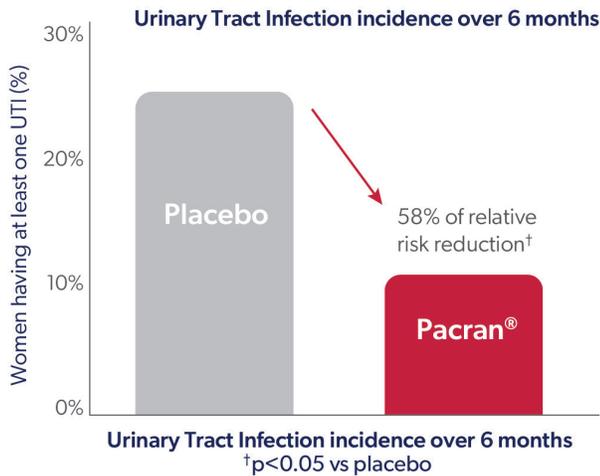
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Recommend a *Clinically Proven Cranberry* for UTIs

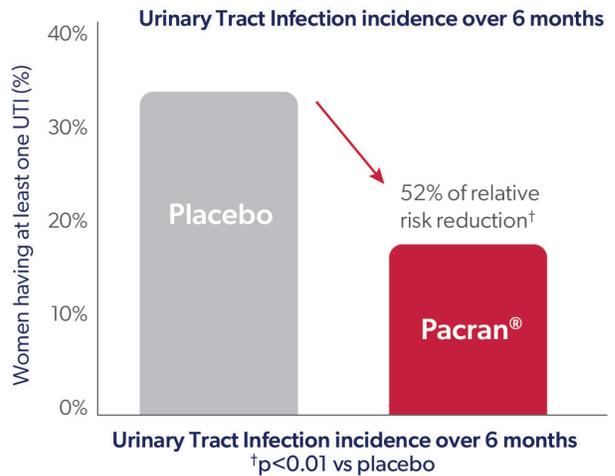
Not all cranberry ingredients are the same

There are many beneficial components in a cranberry: like fibers, flavonoids, phenolics and proanthocyanins (PACs). Pacran® is a proprietary ratio of all parts of the cranberry, using the juice, skins, flesh and seeds. It provides 500mg of a full-spectrum whole fruit cranberry powder at an affordable monthly cost for intervention.

Pacran® Cranberry Reduces UTI Recurrences in 2 RCTs¹⁻²



N: 182 women ≥2 UTI episodes in the last year.
Dose: 500mg Pacran® cranberry or placebo
Duration: 6 months.
 Vostolva, et al. 2015



N: 145 women ≥3 UTI episodes in the last year.
Dose: 500mg Pacran® cranberry or placebo
Duration: 6 months.
 Stonehouse, et al. 2025

Only Pacran® cranberry has **proven Anti-Adhesion Activity (AAA)** against *E.coli*

Contains whole fruit cranberry, proven in 2 **gold standard RCTs** to reduce rUTI in women

#1 Pharmacist Recommended Brand‡

Pacran®

✓
 Reaches significance in nine hours, peaks at 24 hours, lasting over 36 hours.³⁻⁴

✓

✓

Ellura®/Urell

✓

✗

✗

Other Cranberry Products

✗

✗

✗

References: 1. Vostalova J. et al. 2015. Phytotherapy Research, 29(10):1559-1567. 2. Stonehouse W, et al. Am J Clin Nutr. 2025 Jan 23:S0002-9165(25)00022-X 3. Sengupta, K. et al. 2011. Current Bioactive Compounds, 7(1):39-46. 4. Data on file. 2013. Howell A. et al.

‡Based on a 2024 Pharmacy Times Survey (Urinary Health & Cranberry Supplement Categories)