



From a native American cure-all to a modern household remedy

For the Native American Indians, cranberries were a medicine as well as a food. They used the berries to treat wounds and alleviate pain. Today, cranberry health benefits are well known, particularly the fruit's ability to reduce the reoccurrence of urinary tract infections. This characteristic makes them unique among all other fruits.

The anti-adhesion effect

Imagine the two sides of a hook and loop tape like you find on velcro. If a sheet of paper is placed between the two, the hooks on one side cannot touch the loops on the other side. This prevents adhesion and the fastener cannot close. The cranberry's anti-adhesion effect is based on this same principle.

DID YOU KNOW?

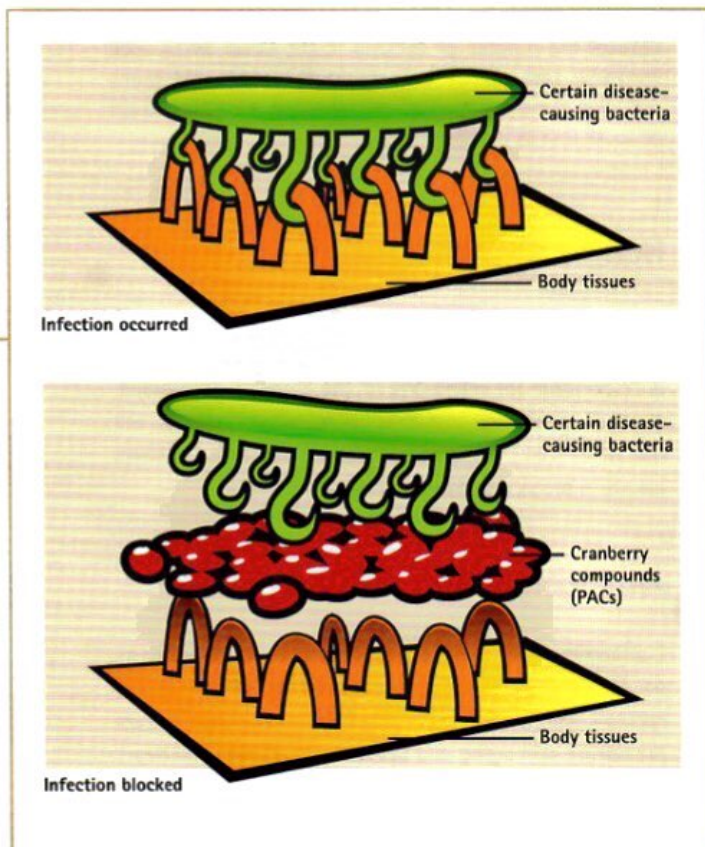
Proanthocyanidins or PACs are colorless, bitter substances which are also found in chocolate or grapes among other foods. The substances found in cranberries, however, contain a uniquely different structure which makes their effect one of a kind.

Source: www.cranberryinstitute.org

The anti-adhesion effect makes cranberries unique

Cranberries contain secondary plant substances which possess the unique ability to prevent bacteria from adhering to mucus membranes. With regard to urinary tract health, the anti-adhesion effect which is attributed to PACs, causes E.coli bacteria to simply be flushed out of the urinary tract before an infection in the bladder or kidney can occur.

Model:



Source: www.cranberryinstitute.org