



A PREMIUM QUALITY EXTRACT OF EUROPEAN CHOKEBERRIES crafted using A PROPRIETARY ULTRAFILTRATION PROCESS for **CARDIOVASCULAR HEALTH** application.



3 REASONS TO CHOOSE ARONIA-CRAFT®



1 WATER EXTRACTION PROCESS

The IPRONA Polyphenol Technology (IPT) is a proprietary extraction technique, compliant with all the highest known quality standards and strongly rooted in our core-belief that health comes through nature. For this reason, we treat our fruits gently and ensure that no solvents such as Methanol or Ethanol are used in the entire production process of our extracts. Ever.



2 VERTICALLY INTEGRATED EUROPEAN SUPPLY CHAIN

At IPRONA we pride ourselves not just on the unparalleled quality of our berries but also our business ethics and environmental impact as suppliers. We embrace the implementation of full traceability and sustainability. Therefore, we establish solid partnerships with cooperatives in order to create vertically integrated European supply chains controlled by IPRONA, thereby ensuring quality and continuity.



3 STANDARDIZATION

Standardization is indispensable to guarantee the high standards necessary for ingredients destined for the use in food supplements. For this reason, IPRONA guarantees a minimum level of anthocyanins, polyphenols and a specific level of fiber. Given that these components have a beneficial effect on human health, this standardization is key to the final product's success.

DESCRIPTION

AroniaCraft® is an advanced botanical extract manufactured using **European Chokeberries (Aronia berries)**.

POSITIONING

Aronia berries, are recognized for their **cardiovascular benefits**, which could be partially attributed to their ability to **modulate gut microbiome richness and composition**. Furthermore, the **anti-inflammatory properties** inherent in these berries may contribute to a **lower overall risk of heart disease** by mitigating chronic inflammation often associated with cardiovascular conditions.

KEY FACTS

European Chokeberry Extract
(*Aronia melanocarpa L.*)

- Standardized Extract to 9% polyphenol and 7% anthocyanin
- 5% fibre
- Intense dark red colour
- Distinctive taste of Aronia
- Water soluble



RESEARCH REFERENCES

Istas, Geoffrey et al. 2019. "Effects of Aronia Berry (Poly)Phenols on Vascular Function and Gut Microbiota: A Double-Blind Randomized Controlled Trial in Adult Men." *American Journal of Clinical Nutrition* 110(2): 316-29.

Kardum, Nevena et al. 2015. "Beneficial Effects of Polyphenol-Rich Chokeberry Juice Consumption on Blood Pressure Level and Lipid Status in Hypertensive Subjects." *Journal of Medicinal Food* 18(11): 1231-38. <http://www.liebertpub.com/doi/10.1089/jmf.2014.0171>.

Le Sayec, Melanie et al. 2022. "The Effects of Aronia Berry Polyphenol Supplementation on Arterial Function and the Gut Microbiome in Middle Aged Men and Women: Results from a Randomized Controlled Trial." *Clinical Nutrition* 41.



FRUIT ORIGIN

Europe



MANUFACTURED IN

Italy



CERTIFICATES

FSSC 22000
Kosher
Halal
ISO 45001:2018
GMP Compliant



APPLICATIONS

Softgels, capsules,
gummies, sachets,
liquid supplements,
effervescent tablets,
tablets.