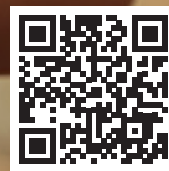


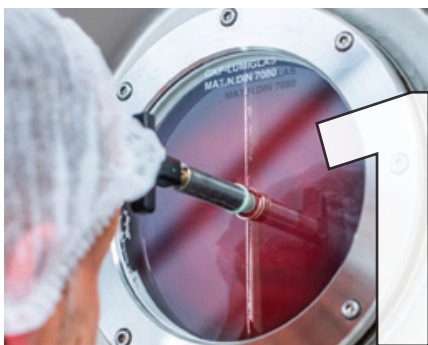
European tart cherry extract

- Recovery
- Sleep Support
- Joint Health

A high quality extract of European tart cherry crafted using a proprietary ultrafiltration process used for recovery.



3 Reasons to choose CherryCraft[®]



iprona Polyphenol Technology

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.



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.

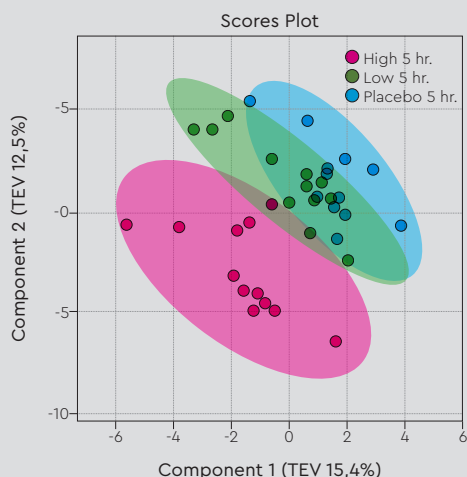


Standardization

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.

New clinical study

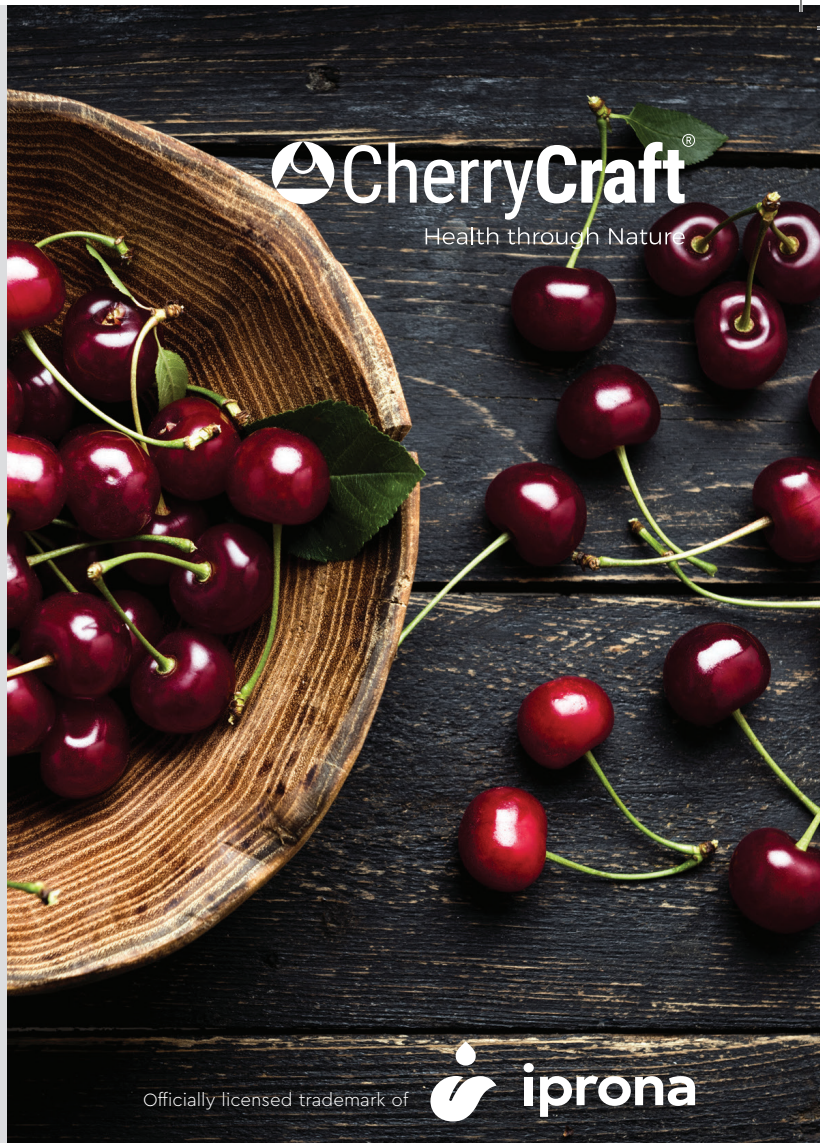
The latest human clinical study on CherryCraft® has confirmed the **bioavailability** of tart cherry polyphenols in the bloodstream after consuming the extract. Additionally, significant alterations in human metabolism were detected, including an increase in **cortisone** levels. These metabolic changes confirm potential health benefits, such as enhanced recovery post-exercise and improved cardiovascular health, due to the extract's remarkable anti-inflammatory properties.



Metabolomic shift 5h after CherryCraft® intake (High, Low, and Placebo doses are represented in pink, green, and blue, respectively)



CherryCraft®
Health through Nature



Officially licensed trademark of **iprona**

Research References: Squires, E.; Walshe, I.H.; Cheung, W.; Bowerbank, S.L.; Dean, J.R.; Wood, J.; McHugh, M.P.; Plattner, S.; Howatson, G. Plasma-Induced Changes in the Metabolome Following Vistula Tart Cherry Consumption. *Nutrients* 2024, 16, 1023.

Description

CherryCraft® is an advanced botanical extract manufactured using European tart cherries of the "Vistula" variety.



Composition

- European tart cherry extract (*Prunus cerasus* L.)
- Standardised ≥11% polyphenols
- ≥3% anthocyanins
- ≥3% fibre
- Intense dark red colour
- Distinctive taste of tart cherry
- Water soluble

Positioning

Tart Cherry is known to promote **anti-inflammatory** responses after intensive exercises. For this reason, this ingredient is popular and widely used in products that support **sport recovery and performance**.

Furthermore, there is scientific evidence that it has antioxidative effects and a positive impact on sleep and cardiovascular health.



Fruit origin

Poland



Manufactured in

Italy



Certificates

FSSC 22000, Kosher, Halal
ISO 45001:2018
GMP Compliant



Applications

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

Please note that the physiological activity of the ingredients described herein are supported by the referenced clinical trial reports. Marketers of finished products containing these ingredients are responsible for determining whether the claims made for such products are lawful and in compliance with the laws of the country in which the products will be marketed.