



A PREMIUM QUALITY EXTRACT OF EUROPEAN TART CHERRY crafted using A PROPRIETARY ULTRAFILTRATION PROCESS used for **RECOVERY**.



## 3 REASONS TO CHOOSE CHERRYCRAFT®



### 1 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.



### 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

**CherryCraft®** is an advanced botanical extract manufactured using **European Tart Cherries**.

## POSITIONING

Tart Cherry is known to **promote healthy 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**.

## COMPOSITION

- European Tart Cherry Extract (*Prunus cerasus L.*)
- Standardized 9% polyphenol + 2% anthocyanin powder
- 2% fibre
- Intense dark red colour
- Distinctive taste of tart cherry
- Water soluble



## RESEARCH REFERENCES

Effects of powdered Montmorency tart cherry supplementation on acute endurance exercise performance in aerobically trained individuals.

Levers K, Dalton R, Galvan E, O'Connor A, Goodenough C, Simbo S, Mertens-Talcott SU, Rasmussen C, Greenwood M, Riechman S, Crouse S, Kreider RB. Journal of the International Society of Sports Nutrition volume 13, Article number: 22 (2016)

Further studies available on request.



### 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.