



**CRANBERRY
INSTITUTE**

4 in 5 women unaware of cranberry's preventative power for Urinary Tract Infections

Prevention better than cure, thanks to the Cranberry power berry

Despite the fact that a staggering 1 in 2 women will suffer from a urinary tract infection (UTI) in their lifetime¹, new research has shown that only 1 in 5 women are aware that cranberries can actually help fight UTIs².

The humble cranberry, often referred to as nature's power berry thanks to its unique health benefits, has joined forces with Kidney Health Australia to promote urinary tract health during this year's Wee Week, July 20-26. The Cranberry Institute is a major partner of Wee Week, a Kidney Health Australia initiative that's dedicated to raising awareness of UTIs, including prevention, symptoms and treatment. This aligns with Kidney Health Australia's mission at large of promoting kidney and urinary tract health to all Australians to prevent related diseases.

According to Anne Wilson, CEO of Kidney Health Australia, "Keeping an eye on your urinary health is important – much can be done to prevent infections from becoming a recurrent problem and the cranberry option adds to the list of preventive measures that have been shown to be effective".

Most commonly caused by the E.coli bacteria from your digestive system, UTIs can be extremely painful and inconvenient, cause significant loss of time from work and can become progressively worse. Common symptoms of UTIs include a burning sensation when passing urine, wanting to urinate more often, cloudy, bloody or unpleasant smelling urine or pain in the lower part of the body.

As recent studies suggest, a daily glass of cranberry juice or two cranberry supplements a day could help prevent UTIs from recurring. Research has shown that chemical properties of the cranberry prevent the bacteria from adhering to the urinary tract.

As they say, prevention is better than cure, and none more so than with cranberries, which have one of the highest antioxidant levels of all fruits.

¹ 'Epidemiology of urinary tract infections: incidence, morbidity, and economic costs', Foxman B, Am J Med 2002 Jul 8;113 Suppl 1A:5S-13S

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Issued on behalf of the Cranberry Institute by Hill & Knowlton

The Cranberry Institute is dedicated to supporting research and increasing awareness about the health benefits of cranberries. For more information, visit www.cranberryinstitute.org or www.cranberries.com.au.

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The Cranberry Institute is a proud supporter of Kidney Health Australia



² 'Cranberry Awareness and Usage Study Australia', Galaxy Research, January 2008