



 **ElderCraft**[®]
Health through Nature

A PREMIUM QUALITY EXTRACT of **EUROPEAN BLACK ELDERBERRY** crafted using **A PROPRIETARY ULTRAFILTRATION PROCESS** and **CLINICALLY PROVEN** to **SUPPORT IMMUNE HEALTH.**



3 REASONS TO CHOOSE ELDERCRAFT[®]



1 HUMAN CLINICAL STUDIES

The berries of the black elder plant (*Sambucus nigra* L.) have been relied upon for centuries to manage cold and flu symptoms. Their efficacy in boosting the immune system to help the human body to be active against both bacteria and viruses is scientifically proven in numerous human clinical studies.



2 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.



3 FULLY CONTROLLED EUROPEAN SUPPLY CHAIN

At IPRONA we pride ourselves not just on the unparalleled quality of our berries, which are critical to guarantee the high standards necessary for ingredients destined for the use in food supplements. We also revel in our business ethics and environmental impact as suppliers. We embrace the implementation of full traceability and sustainability. Therefore, we established a strong and solid partnership with a cooperative of Austrian elderberry farmers and created a vertically integrated European supply chain fully controlled by IPRONA, including storage and pre-processing.



DESCRIPTION

ElderCraft® is an advanced botanical extract manufactured using **Austrian Black Elderberries** of the variety 'Haschberg'.

POSITIONING

ElderCraft® was subject to numerous clinical studies which have proven to **support immune health** through the following possible modes of action:

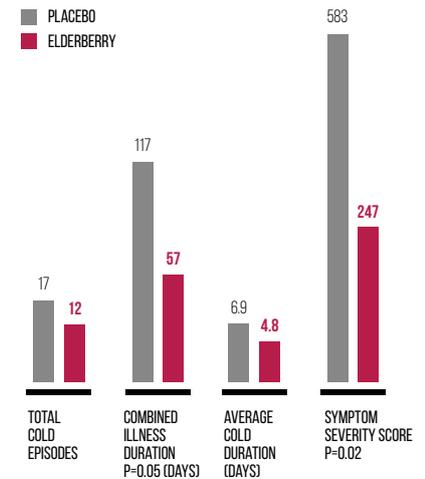
- Anthocyanins bind to viruses and block their receptors.
- Anthocyanins bind to Neurominidase, an important enzyme in virus proliferation.
- Elderberry Polysaccharides stimulate the immune system.

COMPOSITION

- European Black Elderberry Extract (*Sambucus Nigra L.*, 'Haschberg')
- Standardized anthocyanin (up to 15%) + polyphenol (up to 19%)
- Intense dark red colour
- Distinctive taste of elderberry
- Available as liquid or powder



In a gold-standard **human clinical study**, intercontinental air-travelers who were administered **ElderCraft®** experienced significant improvements in upper respiratory tract infections. The study showed a **significant reduction in sickness duration and severity**, together with a **decrease in total number of infections** compared to placebo.



RESEARCH REFERENCES

Elderberry Supplementation Reduces Cold Duration and Symptoms in Air-Travellers: A Randomized, Double-Blind Placebo-Controlled Clinical Trial.
Tiralongo E, Wee SS, Lea RA. *Nutrients*. 8 (4), 182, 2016

Randomized study of the efficacy and safety of oral elderberry extract in the treatment of influenza A and B virus infections.
Zakay-Rones Z, Thom E, Wollan T, Wadstein J. *Journal of International Medical Research*, 32 (2), 132-40 2004

Inhibitory activity of a standardized elderberry liquid extract against clinically-relevant human respiratory bacterial pathogens and influenza A and B viruses.
Krawitz C, Mraheil M A, Stein M, Imirzalioglu C, Domann E, Pleschka S, Hain T. *BMC Complementary and Alternative Medicine* 2011



FRUIT ORIGIN
Austria



FUNCTION CLAIMS*

Helps soothe a scratchy throat
Helps to relieve fever
(in cases of common colds, flus)
Throat and chest supplement
Warming throat supplement



CERTIFICATES

FSSC 22000, Non-GMO,
Kosher, Halal,
ISO 45001:2018,
GMP Compliant,
Organic available.



APPLICATIONS

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



MANUFACTURED IN
Italy

*These statements have been evaluated by Health Canada and the US-Food- and Drug-Administration. These products are not intended to diagnose, treat, cure or prevent any diseases. 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.