



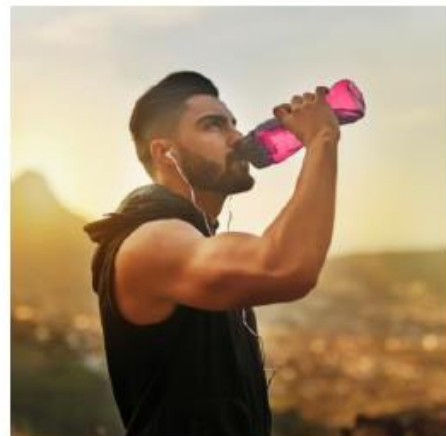
# The Science of Superfruits

## Unlocking the health benefits of berries

Stephan Plattner, PhD  
Scientific Director  
Health and Nutrition, Iprona Lana

 **ElderCraft®**

Immune Health



 **CherryCraft®**

Recovery



 **AroniaCraft®**

Cardiovascular  
Health



 **CurrantCraft®**

Eye Health

## IMPROVING HEALTH NATURALLY

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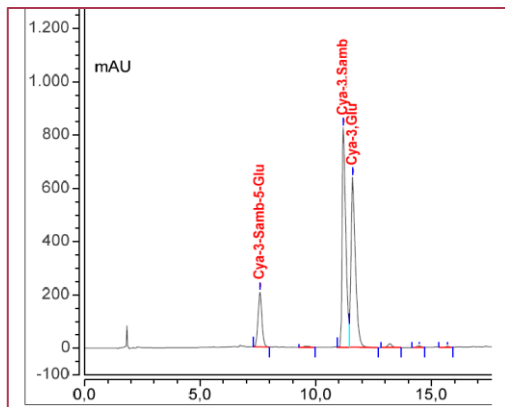
Our product line of  
**FUNCTIONAL EXTRACTS**  
with a standardisation of  
Anthocyanins and Polyphenols



European Black Elderberry Extract

**EXTRACT OF BLACK ELDERBERRY** of guaranteed **AUSTRIAN ORIGIN** crafted using a **PROPRIETARY ULTRAFILTRATION PROCESS** for **IMMUNE HEALTH** and **GUT HEALTH**.

**THE MOST STUDIED ELDERBERRY EXTRACT ON THE MARKET**



- Up to 15% Anthocyanins
  - Cyanidin-3-glucoside
  - Cyanidin-3-sambubioside
  - Cyanidin-3-sambubioside-5-glucoside
- Up to 20% Polyphenols
- Plus High Molecular Weight Fractions. ↑10%



**FRUIT ORIGIN**  
Austria



**MANUFACTURED IN**  
Italy



**CERTIFICATES**

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

# IPRONA POLYPHENOL TECHNOLOGY- IPT

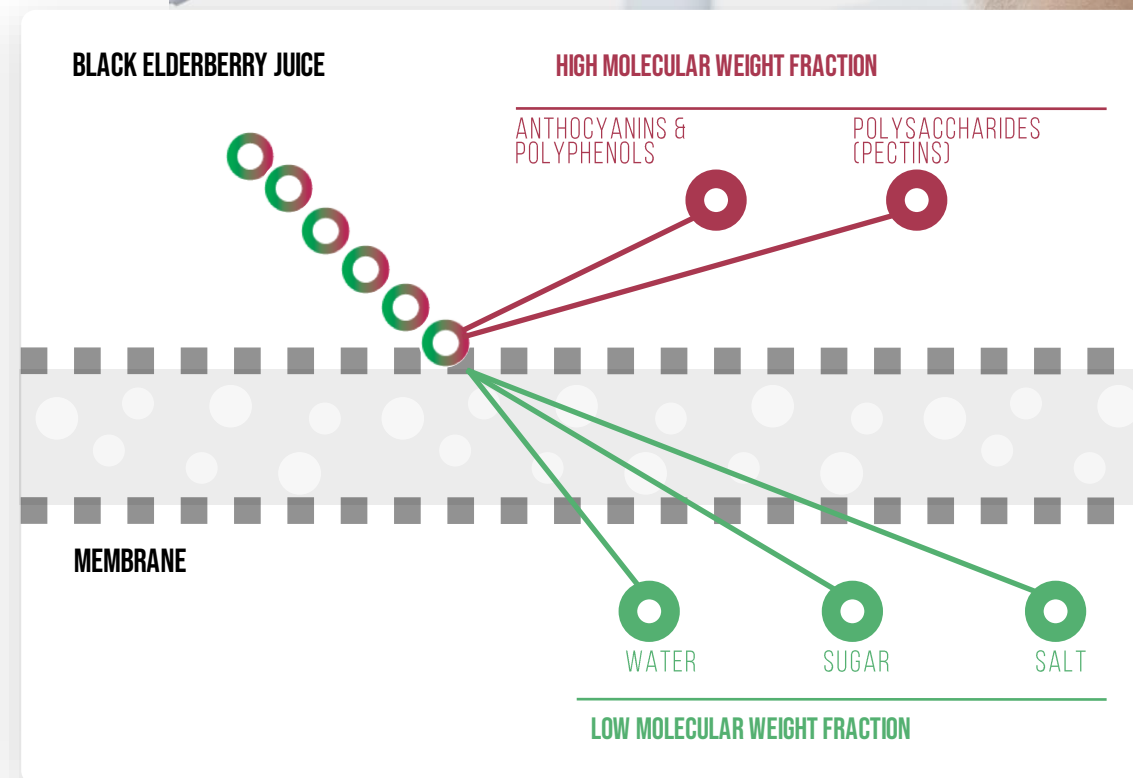
**A PROPRIETARY  
EXTRACTION TECHNIQUE**

**NO SOLVENTS**

such as Methanol or Ethanol are  
used in the entire extraction process

**THE FRUIT MATRIX OF THE BERRY  
IS RETAINED**

resulting in an authentic,  
full spectrum extract





# FLIGHT STUDY (HUMAN CLINICAL)

# HUMAN CLINICAL STUDY

## FLU DURATION AND SYMPTOM IN AIR-TRAVELLERS

- Long-haul flights challenge the immune system
- 20% of long distance travellers experience flu like symptoms at destination
  - Time zone change
  - Lack of sleep
  - High virus load
  - Air condition



Article

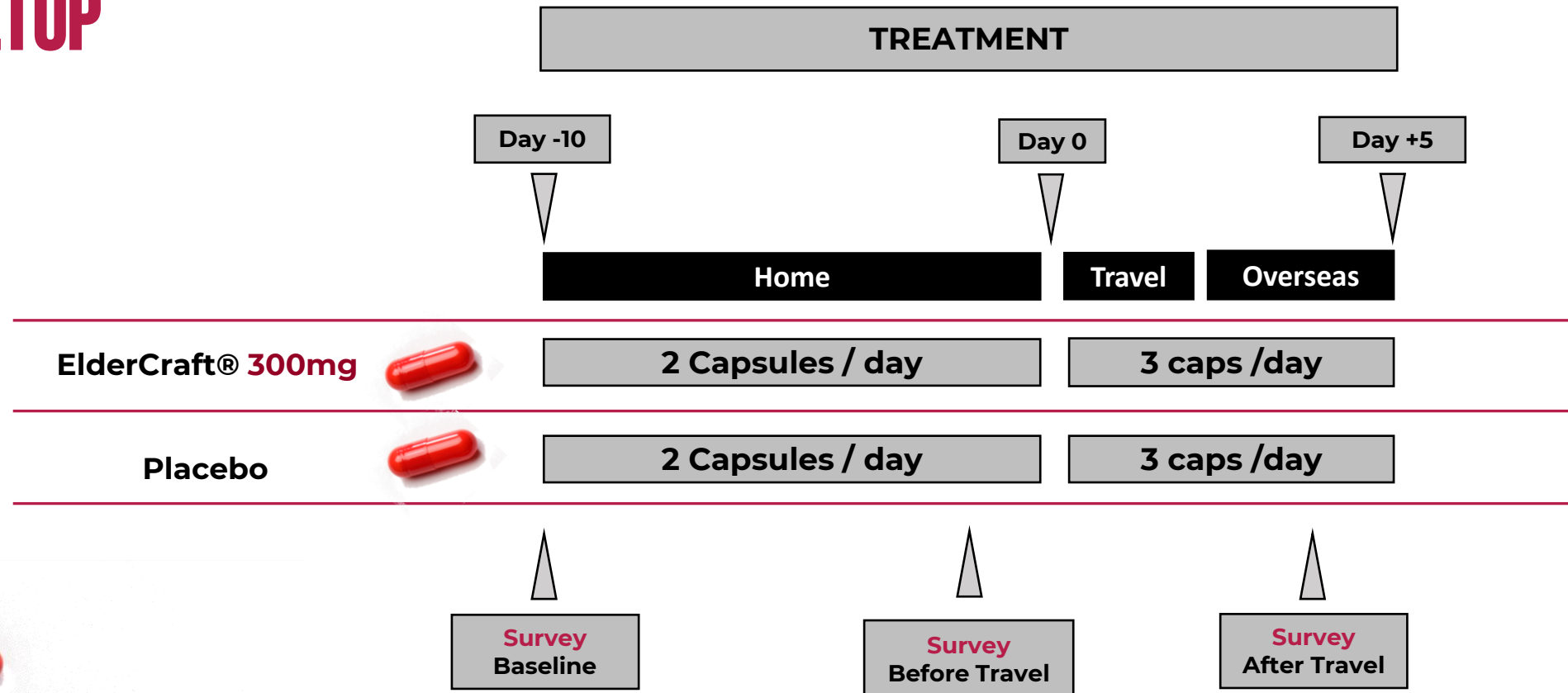
### Elderberry Supplementation Reduces Cold Duration and Symptoms in Air-Travellers: A Randomized, Double-Blind Placebo-Controlled Clinical Trial

Evelin Tiralongo <sup>1,2,\*</sup>, Shirley S. Wee <sup>2,3</sup> and Rodney A. Lea <sup>4</sup>

University of Queensland, Australia

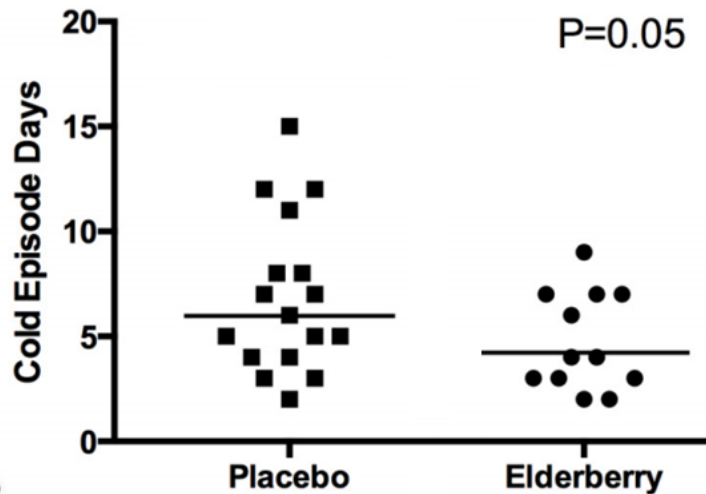


# STUDY SETUP

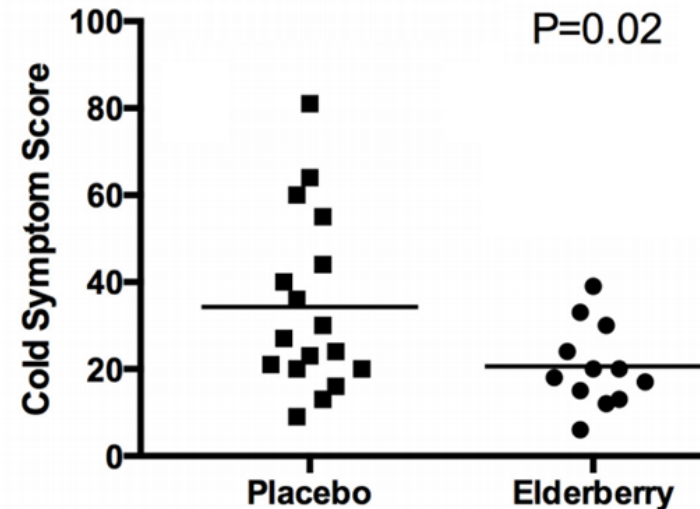


- **320** subjects = long-haul flight passengers
- **ElderCraft® extract and Placebo**
- Measured **Incidence, severity and duration** of cold symptoms

# STUDY RESULTS - ELDERCRAFT REDUCES FLU SEVERITY



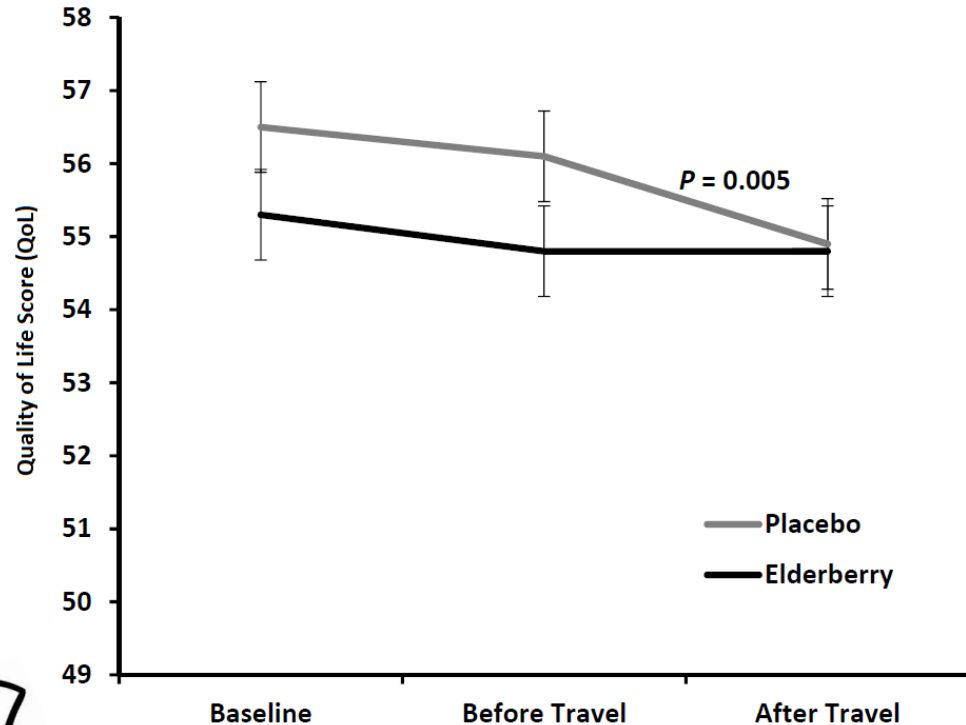
**Significant reduction of  
combined cold episode days**  
(average 6.88 VS 4.75)



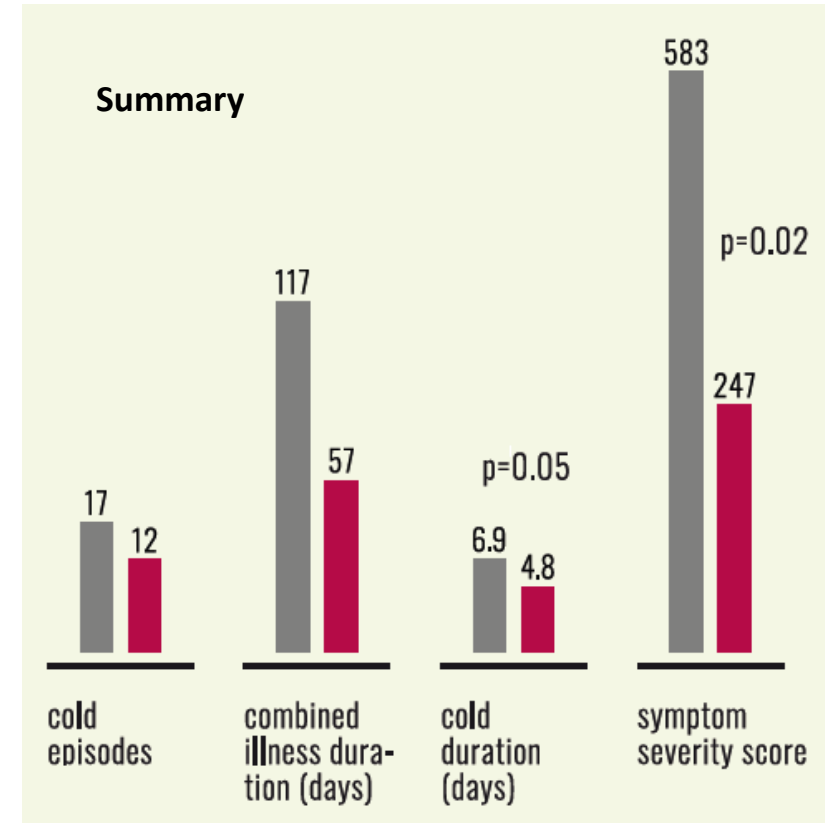
**Significant improvement of  
the  
cold symptom score**  
(34 VS 21)



# STUDY RESULTS – QUALITY OF LIFE



Quality of Life during the travel is not reduced with ElderCraft®



# KEY TAKEAWAYS

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- **Significant reduction of combined cold episode days with ElderCraft®**
- **Significant improvement of symptoms during an influenza infection**
- **Improved markers on Quality of life compared to Placebo**



# ELDERCRAFT® MICROBIOME STUDY

Effects of a prebiotic intervention with polyphenols extracted from European black elderberry

## STUDY SETUP

- Human clinical crossover trial  
30 healthy participants
- 2 x 300 mg extract (ElderCraft®) daily
- 3 weeks baseline - 3 weeks intervention  
3 weeks wash-out phase
- Collection of biological samples throughout the study
- 16S amplicon sequencing of fecal DNA

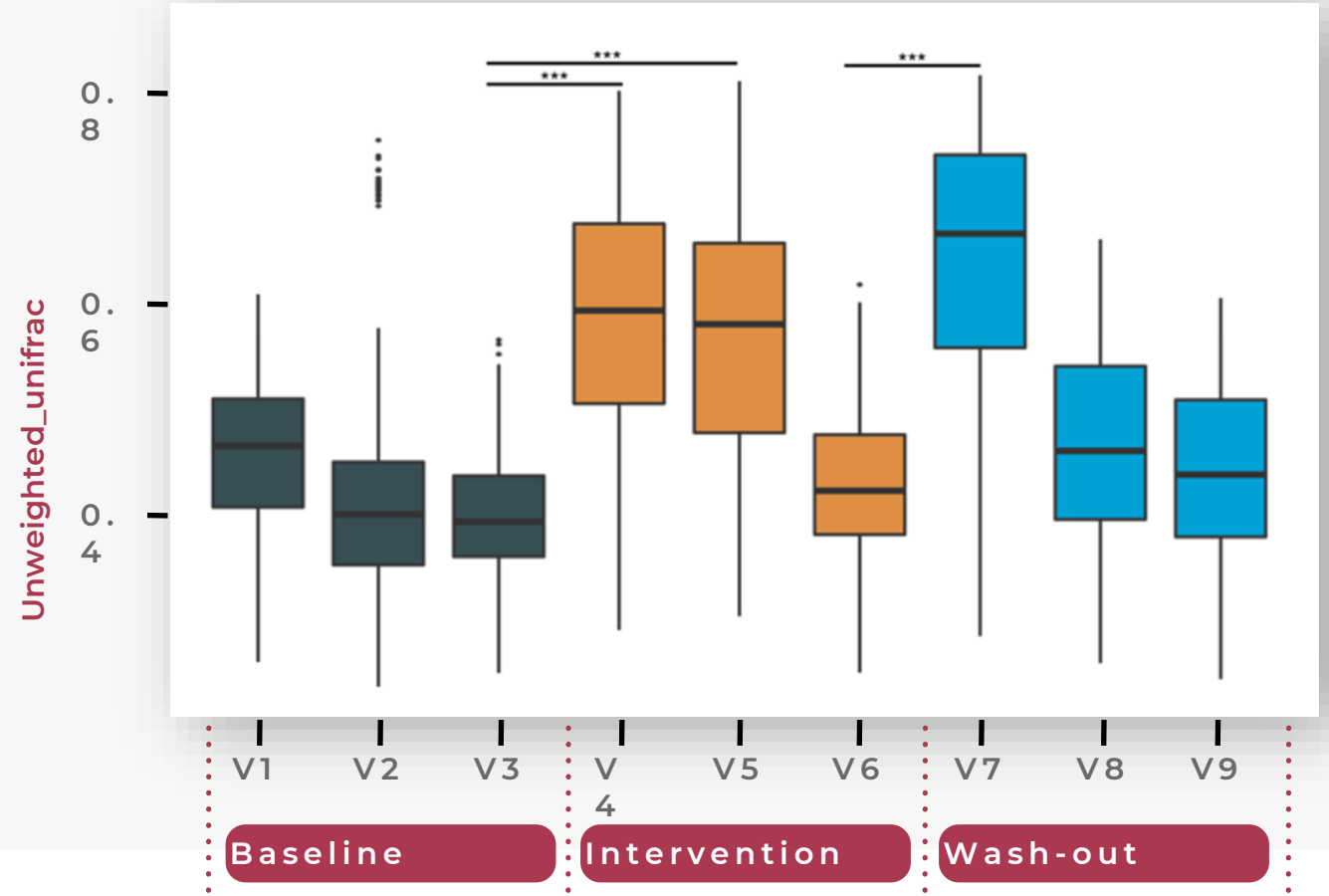
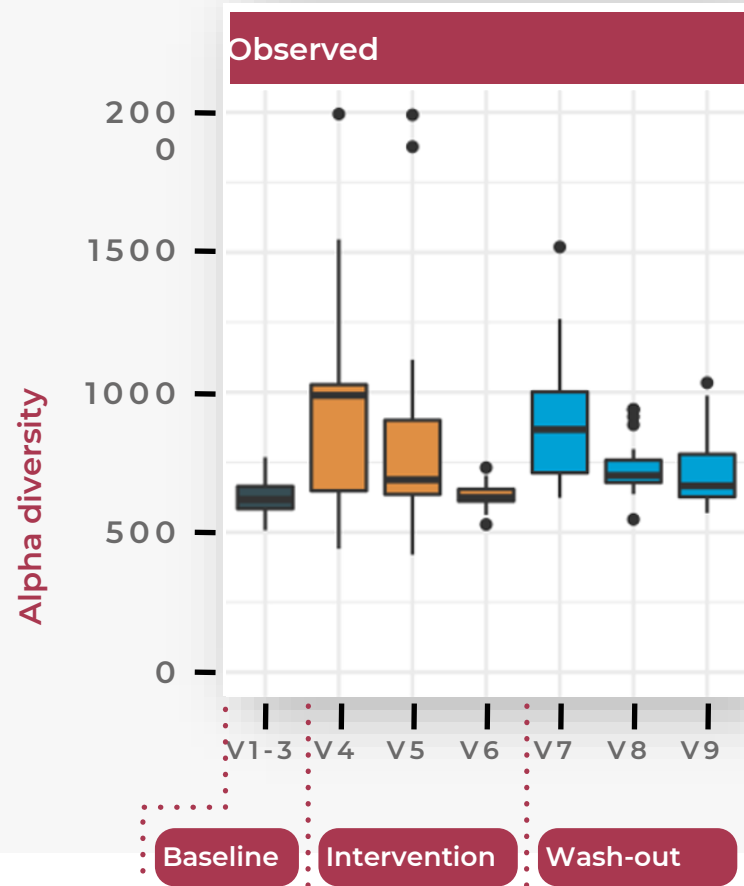


MEDIZINISCHE  
UNIVERSITÄT

INNSBRUCK

# RESULTS – MICROBIOME DIVERSITY

INCREASE OF BACTERIAL DIVERSITY AT THE START AND END OF INTERVENTION



# AKKERMANSIA – LONG TERM INCREASE

g\_Akkermansia

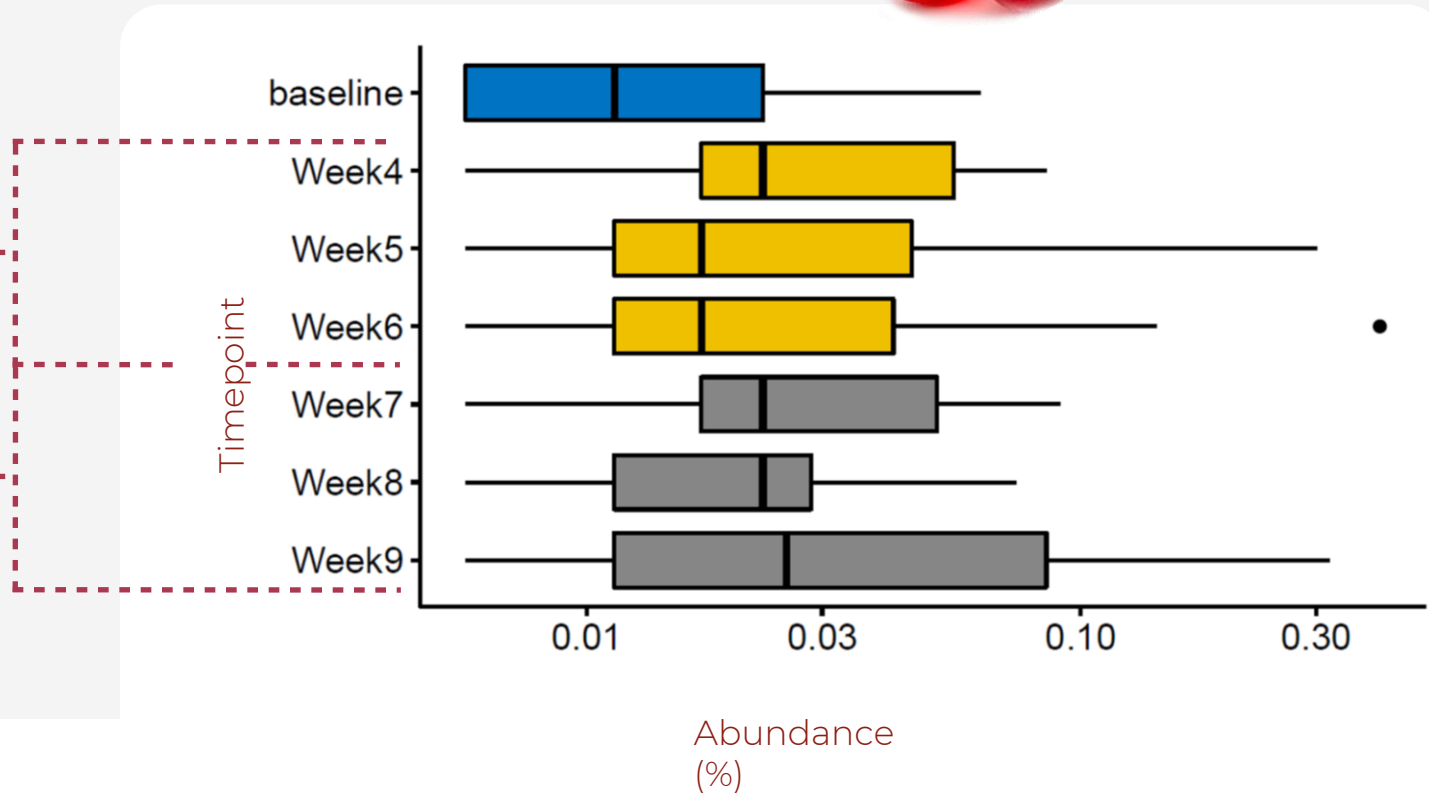


Intervention

- baseline
- intervention
- washout

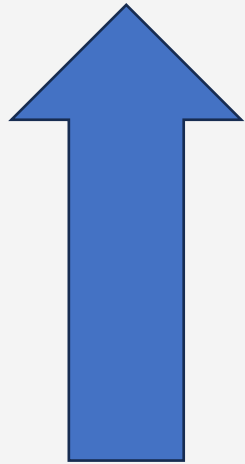
Intervention

Washout



# NEW UNPUBLISHED DATA

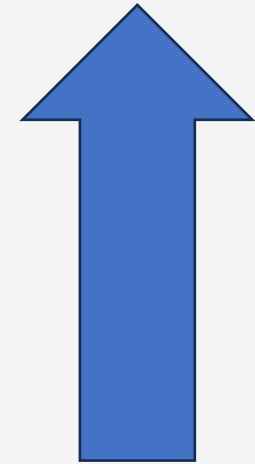
- Shotgun Sequencing



**Lactobacillus**



**Bifidobacterium**



# INHIBITION OF SARS-COV2




*nutraceuticals*



*Article*

## European Black Elderberry Fruit Extract Inhibits Replication of SARS-CoV-2 In Vitro

Christian Setz <sup>1</sup>, Maria Fröba <sup>1</sup>, Maximilian Große <sup>1</sup>, Pia Rauch <sup>1</sup>, Janina Auth <sup>1</sup>, Alexander Steinkasserer <sup>2</sup>,  
Stephan Plattner <sup>3,\*</sup>  and Ulrich Schubert <sup>1,\*</sup>

# ANTI-SARS COV-2 ACTIVITY OF BLACK ELDERBERRY EXTRACT (INVITRO)

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- Inhibitory activity of ElderCraft® tested against SARS-Cov-2 viruses in human lung epithelial cells
- Variants of concern Alfa, Beta, Gamma, Delta, Omicron
- Remdesivir (antiviral drug) as control
- Toxicity on host cells
- Time of addition experiments



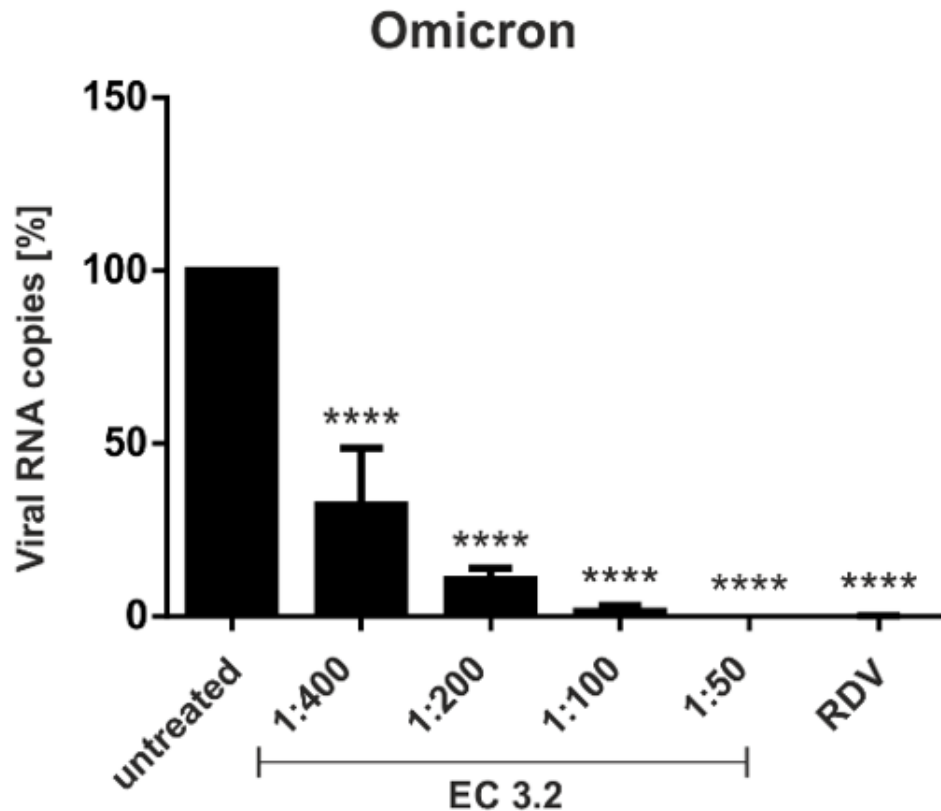
Friedrich-Alexander-Universität  
Erlangen-Nürnberg





# RESULTS: ANTIVIRAL ACTIVITY

1

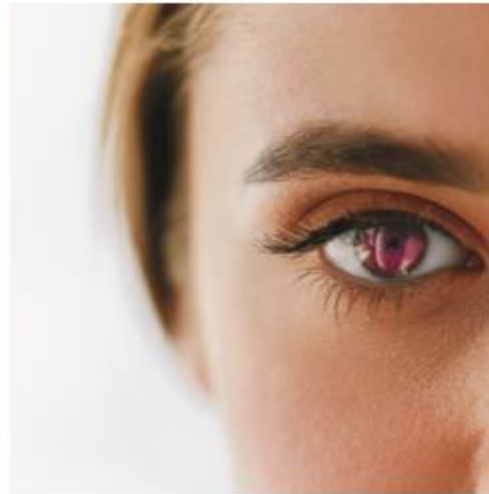


- The extract showed strong activity against SARS-Cov-2 viruses even at low concentrations in vitro
- Strong invitro activity also against variants of concern Alfa, Beta, Gamma, Delta, Omicron
- Activity is seen at the later stage in the infection cycle



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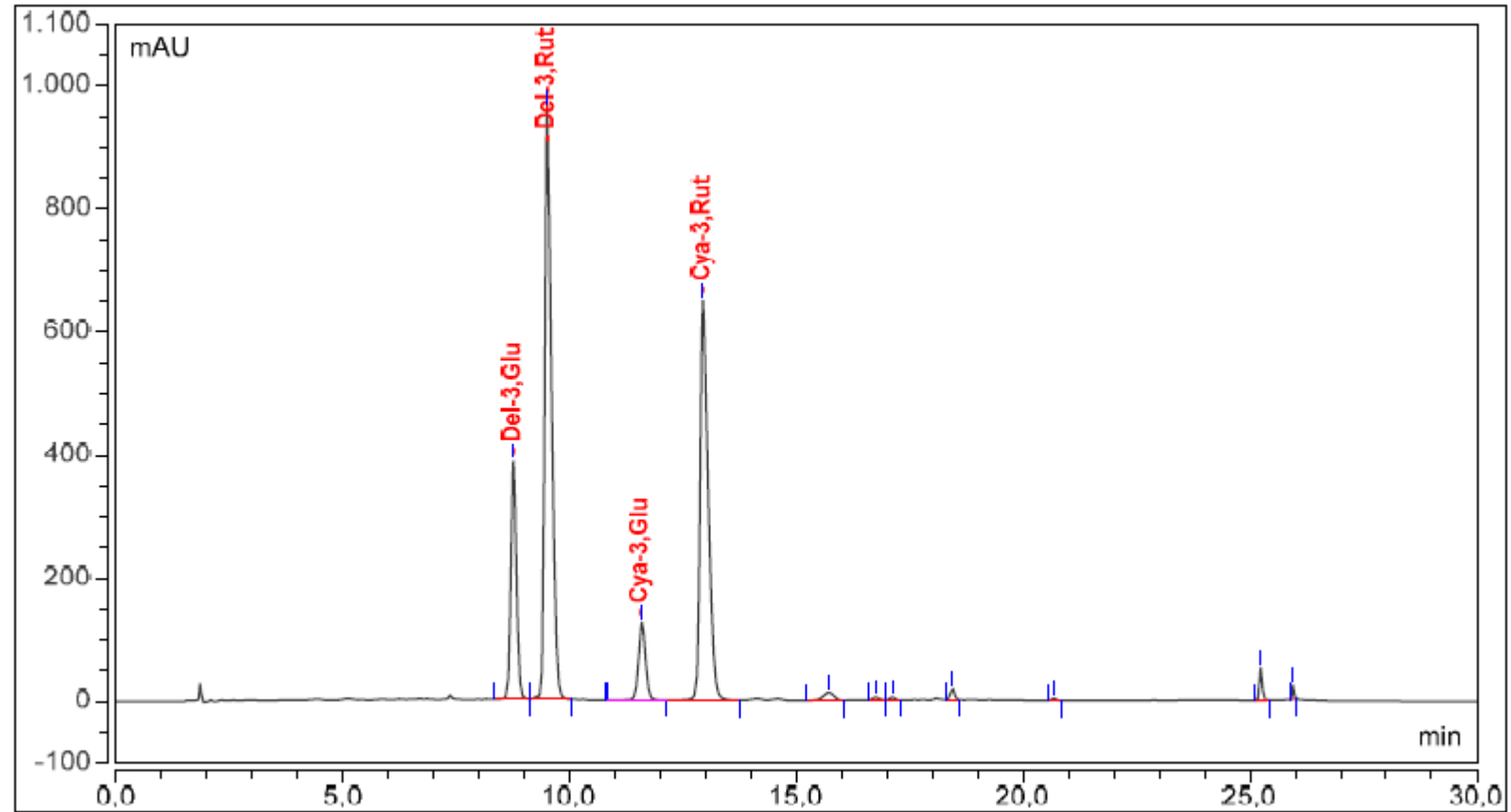
# EUROPEAN BLACK CURRANT EXTRACT



 **CurrantCraft**<sup>®</sup>  
Eye Health

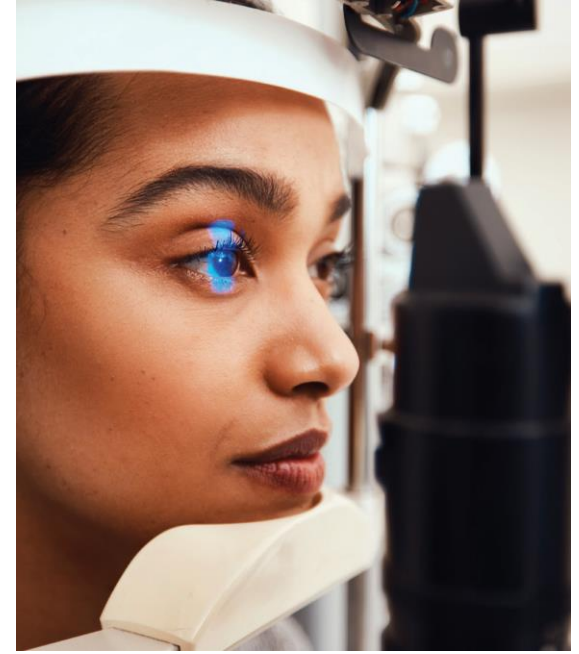
# CURRENTCRAFT®

- Variety 'Blackdown' from France
- IPT (Iprona Polyphenol Tech.)
- Blackcurrant Water extract



Delfinidin-3-glucoside (Del-3-Glu)  
Delfinidin-3-rutinoside (Cya-3-Rut)  
Cyanidin-3-glucoside (Cya-3-Glu)  
Cyanidin-3-rutinoside (Cya-3-Rut)

# BLACK CURRANT – EYE HEALTH – HUMAN CLINICAL STUDY



## THE OBJECTIVE



to examine the effects of **CurrantCraft**<sup>®</sup> European Black Currant Extract supplementation on symptoms of digital eye fatigue

## THE PARTICIPANTS



61 adult females, aged 30-59 who worked or studied 6+ hours per day in front of a screen

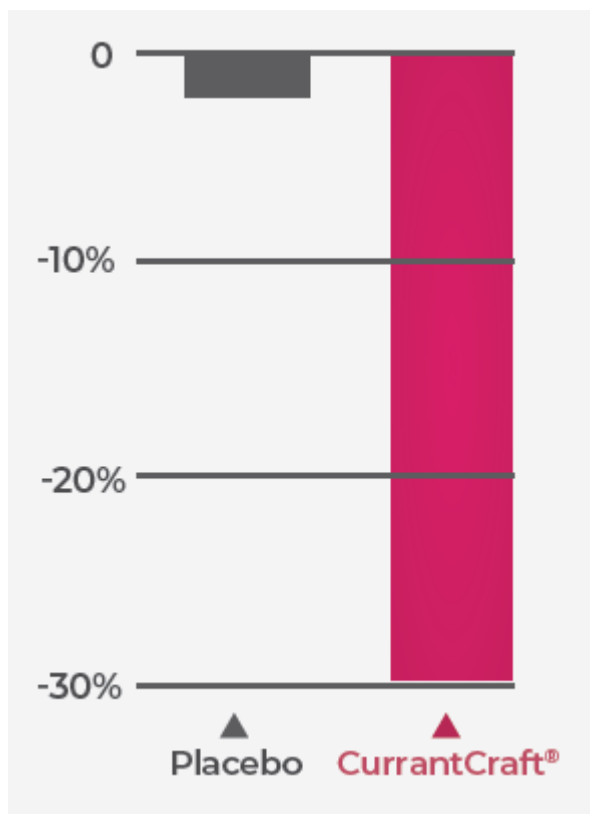
## THE INTERVENTION



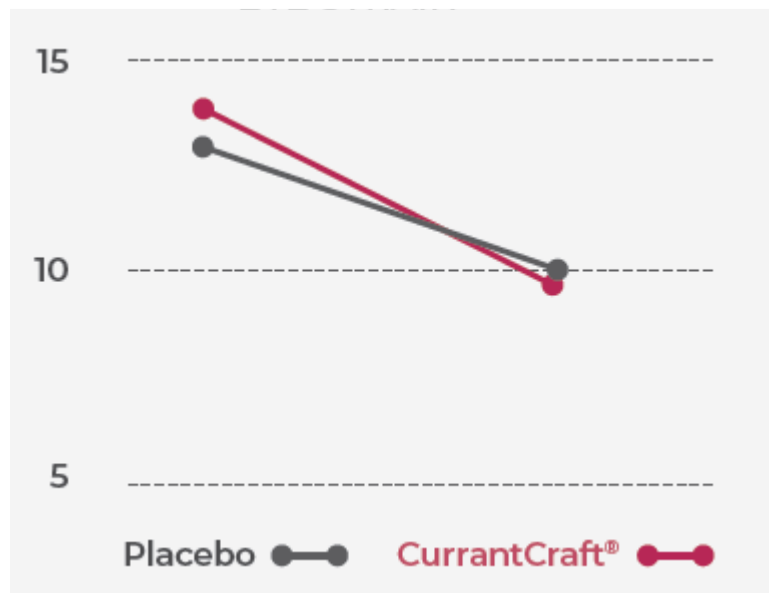
10 **WEEKS** of capsules totaling 455 mg per day of **CurrantCraft**<sup>®</sup> Black Currant Extract, providing 50 mg anthocyanins; or placebo capsules

# RESULTS

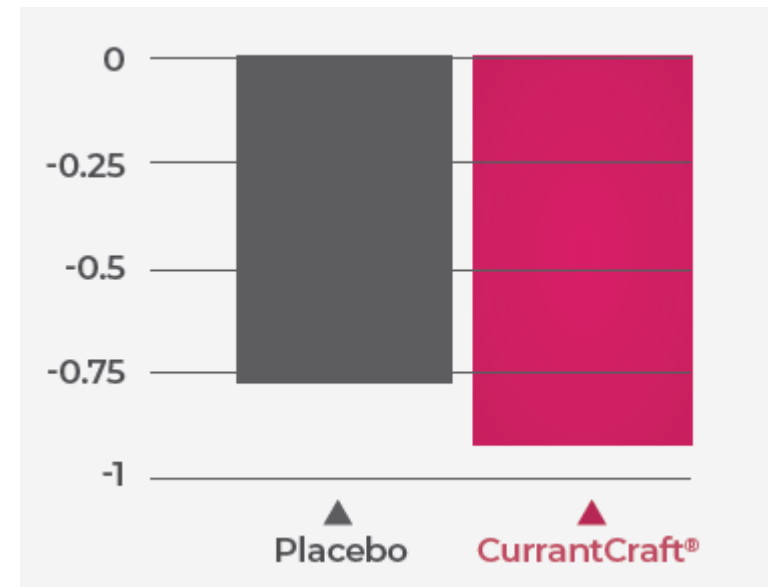
## Blurred Vision



## Eye Strain



## Dry Eyes



# SUMMARY

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- Superfruits like black elderberry and black currants offer significant health benefits.
- Clinical studies demonstrate the effectiveness of ElderCraft® in reducing flu symptoms and improving quality of life.
- ElderCraft® shows promising results in enhancing microbiome diversity and inhibiting SARS-CoV-2 in vitro.
- CurrantCraft® shows significant improvements in Eye Health



**We make**

**THANK YOU**

[www.eldercraft.info](http://www.eldercraft.info)  
[extracts@iprona.com](mailto:extracts@iprona.com)

**QUESTIONS?**



**health**

**Standardised Extracts for the Nutraceutical Industry**

