Please note this documentation is available for various countries all over the world and hence it may contain statements or product classification not applicable to your country. The claims made are in reference to ingredients only, hence they do not refer to finished products and they may not comply with Regulation EC n. 1924/2006. The marketer of any finished product containing any ingredient is responsible for assuring that the destination of the product and the claims made for the finished product are lawful and comply with all applicable laws and regulations of the country or countries in which the product is to be sold.
WHAT IS MIRTOSELECT®?

MIRTOSELECT® is the most studied bilberry extract in the market. The major applications investigated so far for MIRTOSELECT® are in the realms of vascular health and ophthalmology (retinal health), but animal models and pilot clinical studies suggest a broader clinical profile for anthocyanins that encompasses memory improvement, cardiovascular health, metabolic syndrome and overweight.

SPECIFICATIONS

MIRTOSELECT® is characterized by a very specific HPLC profile and is standardized to contain:

≥36% anthocyanins (anthocyanosides) by HPLC (equivalent to 25% anthocyanidins by UV)

RECOMMENDED USE AND DOSE

MIRTOSELECT® is a dark red-violet powder and may be utilized in a variety of supplement formulations.

Recommended dose: 160-320 mg/day

TRADEMARKS

MIRTOSELECT® is a trademark of Indena S.p.A. and its logo and usage guidelines are available from Indena.

WHAT MAKES MIRTOSELECT® UNIQUE?

MIRTOSELECT® is the authentic bilberry extract obtained from Vaccinium myrtillus L. berries:

- authentic bilberry has a very specific “fingerprint” identified through HPLC analysis
- it contains ≥36% anthocyanins, plus the full range of the non-anthocyanin components, critical for its the efficacy

MIRTOSELECT® is the only bilberry extract, void of any known side effect, whose properties have been clinically and pharmacologically demonstrated.

The studies have shown:

- improvement of contrast sensitivity in retinal health
- attenuation of free radical damage associated with accommodation in school children
- to support healthy blood sugar levels
- to improve tear secretion in dry eye
- to support eye health in retinal challenges
- more than 50 positive studies, including at least 25 controlled or double-blind studies, have validated the efficacy in vascular health of Indena’s bilberry extract

MIRTOSELECT® IS MANUFACTURED USING ONLY FROZEN Vaccinium myrtillus L. BERRIES AND HAS BEEN RECOGNIZED AS THE GOLDEN STANDARD FOR BILBERRY EXTRACTS

References

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8. Mazzolani F. et al., Minerva Oftalmol 2017 June;59(2)_38-41

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