THE ORIGINAL BILBERRY EXTRACT

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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 different studies suggest a broader clinical profile for anthocyanins that encompasses memory improvement, cardiovascular health, metabolic health and more.

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\(^1,6\)
- it contains ≥36% anthocyanins, plus the full range of the non-anthocyanin components, critical for its the efficacy\(^1,6\)

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\(^2\)
- attenuation of free radical damage associated with accommodation in school children\(^3\)
- to support healthy blood sugar levels\(^4,5\)
- to improve tear secretion in dry eye\(^7\)
- to support eye health in retinal challenges\(^8\)
- 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

References

6. Motohashi N. Occurrences, Structure, Biosynthesis and Health Benefits based on their evidences of medicinal phytochemicals in vegetables and fruits - Volume 5 - 2016
8. Mazzolani F. et al., Minerva Oftalmol 2017 June;59(2)_38-41