

THE ORIGINAL BILBERRY EXTRACT



indena®
INDUSTRIA
DERIVATI
NATURALI

NUTRACEUTICAL

MIRTOSELECT®

BILBERRY EXTRACT

MIRTOSELECT™

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 different studies suggest a broader clinical profile for anthocyanins that encompasses brain health support with 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;
- ≤ 1% anthocyanidins by HPLC

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.

References

- ¹ Gizzi C. et al., Eur Rev Med Pharmacol Sci. 2016 Jun;20(11):2418-24
- ² Kim E.S., J. Korean Ophthal. Soc. 49 [10], 1629-1633 2008.
- ³ Kajimoto S., J. New Rem. Clin. 2000, 49, 72-79.
- ⁴ Campbell, F. M., et al., Obesity facts 2012, 5 (s1) p198.
- ⁵ Hoggard N. et al., A Journal of Nutritional Science, 2013 vol. 2, e22
- ⁶ Motohashi N. Occurrences, Structure, Biosynthesis and Health Benefits based on their evidences of medicinal phytochemicals in vegetables and fruits - Volume 5 - 2016
- ⁷ Riva A., Eur Rev Med Pharmacol Sci. 2017 21:2518-25
- ⁸ Mazzolani F. et al., Minerva Ophthalmol 2017 June;59(2):38-41
- ⁹ Confidential data on file. Manuscript in preparation (2024).

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 efficacy^{1,6}
- **circular economy, upcycling and zero waste are the new keywords that define it.**
The sustainable supply chain behind **MIRTOSELECT®** starts with rural families and small suppliers who continue a long-standing tradition of wild bilberry picking in the forests of Northern and Eastern Europe: a choice that allows Indena to **fully respect local biodiversity and fight poverty with positive social impacts.**

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
- to **ameliorate the ability to sequence and manage multiple tasks simultaneously**;⁹
- **more than 60 positive studies**, including at least 25 controlled or double-blind studies, have validated the efficacy in vascular health of Indena's bilberry extract.

indena.com

