

THE ORIGINAL BILBERRY EXTRACT



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# MIRTOSELECT®

BILBERRY EXTRACT

 **MIRTOSELECT™**

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## WHAT IS MIRTOSELECT®?

**MIRTOSELECT®** is the most studied standardized bilberry extract, containing more than 36% of anthocyanins, whose formulation has been optimized from the 1970s.

Supported by more than 50 positive studies, **MIRTOSELECT®** is proven to be effective in supporting vascular, brain and eye health.<sup>2-10</sup>

Leveraging those benefits, nowadays **MIRTOSELECT®** is studied for its anthocyanins profile broad effect encompassing emotional, cardiovascular, metabolic health, women's health and more.

## SPECIFICATIONS

**MIRTOSELECT®** is a DNA-verified extract, 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

<sup>1</sup>Morazzoni P. et al., *FitoTerapia*, 67, 3-29, [1996].

<sup>2</sup>Kara M. et al., *Frontier in Nutrition*, 12:1630147 [2025].

<sup>3</sup>Riva A. et al., *Eur Rev for Med and Pharm Sci* 21: 2518-2525

<sup>4</sup>Mazzolani F. et al., *Minerva Oftalmol*, 59(2): 38-41 [2017].

<sup>5</sup>Kajimoto S. et al., *J. New Rem. Clin*, Vol.49 N.1, 72-79 [2000].

<sup>6</sup>Gizzi, C., et al., *Eur Rev Med Pharmacol Sci* 20.11 [2016]: 2418-2424.

<sup>7</sup>Mazzolani F. et al., *Minerva Oftalmol* June;59(2):38-41 [2017].

<sup>8</sup>Giacomelli, L., et al., *Eur Rev Med Pharmacol Sci* 18.24 [2014]: 3948-3953

<sup>9</sup>De Combarieu, E., et al., *Nova Science Publishers, Inc.* [2016] ISBN: 978-1-63485-792-9

<sup>10</sup>Mazzolani F., *Austin J Clin Ophthalmol*, 11(5): 1194 [2024]

## WHAT MAKES MIRTOSELECT® UNIQUE?

**MIRTOSELECT®** has a highly specific fingerprint, identified through HPLC analysis for guaranteeing that it is only obtained from fresh fruits, harvested when ripe, to optimize the extract quality.<sup>8,9</sup>

**MIRTOSELECT®** owes its benefits mainly to anthocyanins' strong antioxidant power,<sup>1</sup> though they are linked to other biological activities as well.

Key areas of research include vascular and eye health, and more recently, brain health.

By improving microcirculation, **MIRTOSELECT®** optimizes oxygen and blood flow to the eye, supporting tear secretion and retinal health, while its antioxidant action helps reduce oxidative stress, a major risk factor for dry-eye discomfort.<sup>3</sup>

A recent human study showed positive effects on brain health, particularly mood balance and stress management.<sup>2</sup>

These benefits are linked to its multi-faceted action on GABAergic and cholinergic signaling, monoamine metabolism, and neuroprotective factors.<sup>2</sup>

Finally, circular economy, upcycling, and zero waste define **MIRTOSELECT®**, the authentic bilberry extract embodying true sustainability: its supply chain begins with rural families and small suppliers harvesting wild bilberries in Northern and Eastern Europe, preserving biodiversity and supporting local communities.

Through an optimized, circular process, Indena minimizes resource use and achieves zero-waste production.

**MIRTOSELECT®** supports healthy aging through antioxidant and neuroprotective mechanisms. In vitro studies demonstrate strong free-radical scavenging activity and protection of cells from oxidative damage, with increased biomarkers of neuronal plasticity: reinforcing the brain's self-protective capacity may preserve its function, together with a positive emotional state as we age.

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