

THE ORIGINAL BILBERRY EXTRACT



 **indena®**
INDUSTRIA
DERIVATI
NATURALI

NUTRACEUTICAL

MIRTOSELECT®

BILBERRY EXTRACT

These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

Please note that the physiological activity of the ingredient described herein is supported by the referenced clinical trial reports. Marketers of finished products containing the ingredient described herein are responsible for determining whether the claims made for such products are lawful and in compliance with the laws of the country in which they will market the products.

 **MIRTOSELECT™**

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.²⁻¹⁰

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

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

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

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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.^{8,9}

MIRTOSELECT® owes its benefits mainly to anthocyanins' strong antioxidant power,¹ 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.³

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

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

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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