

THE ORIGINAL BILBERRY EXTRACT



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# MIRTOSELECT<sup>®</sup>

BILBERRY EXTRACT

 **MIRTOSELECT**<sup>™</sup>

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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 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.

## References

- <sup>1</sup> Gizzi C. et al., Eur Rev Med Pharmacol Sci. 2016 Jun;20(11):2418-24
- <sup>2</sup> Kim E.S., J. Korean Ophthal. Soc. 49 [10],1629-1633 2008.
- <sup>3</sup> Kajimoto S., J. New Rem. Clin. 2000, 49, 72-79.
- <sup>4</sup> Campbell, F. M., et al., Obesity facts 2012, 5 [s1] p198.
- <sup>5</sup> Hoggard N. et al., A Journal of Nutritional Science, 2013 vol. 2, e22
- <sup>6</sup> Motohashi N. Occurrences, Structure, Biosynthesis and Health Benefits based on their evidences of medicinal phytochemicals in vegetables and fruits - Volume 5 - 2016
- <sup>7</sup> Riva A., Eur Rev Med Pharmacol Sci. 2017 21:2516-2522
- <sup>8</sup> Mazzolani F. et al., Minerva Oftalmol 2017 June;59(6):473-478

## 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<sup>1,6</sup>
- it contains ≥36% anthocyanins, plus the full range of the non-anthocyanin components, critical for its efficacy<sup>1,6</sup>

**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**<sup>2</sup>
- attenuation of free radical damage associated with **accommodation** in school children<sup>3</sup>
- to **support healthy blood sugar levels**<sup>4,5</sup>
- to **improve tear secretion in dry eye**<sup>7</sup>
- to **support eye health in retinal challenges**<sup>8</sup>
- **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**

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