

THE ORIGINAL BILBERRY EXTRACT



indena[®]
INDUSTRIA
DERIVATI
NATURALI

HEALTH - FOOD

MIRTOSELECT[®]

BILBERRY EXTRACT

MIRTOSELECT[™]

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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.

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 21:2516-2522
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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 children³
- 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

MIRTOSELECT® IS MANUFACTURED USING ONLY FROZEN *Vaccinium myrtillus* L. BERRIES AND HAS BEEN RECOGNIZED AS THE GOLDEN STANDARD FOR BILBERRY EXTRACTS

mirtoselect.info



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