

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 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

- <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 - 2014
- <sup>7</sup> Riva A., *Eur Rev Med Pharmacol Sci*. 2017 21:2518-25
- <sup>8</sup> Mazzolani F. et al., *Minerva Oftalmol* 2017, June, 59(2): 38-41
- <sup>9</sup> 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<sup>1,6</sup>
- it contains ≥36% anthocyanins, plus the full range of the non-anthocyanin components, critical for its the efficacy<sup>1,6</sup>
- **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**;<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>
- to **ameliorate the ability to sequence and manage multiple tasks simultaneously**;<sup>9</sup>
- **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.

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