Bilberry 6000mg: The Color of Quality

The common name ‘bilberry’ comes from the Danish ‘bøllebar’ meaning ‘dark berry’. Bilberry fruit has been used as a traditional herb since the Middle Ages, and is a close relative of the blueberry. Clinical trials in Europe suggest that Bilberry extract should contain substantial levels of the important plant constituents: anthocyanosides. Anthocyanosides (also called anthocyanins) are plant pigments responsible for the blue, purple and red colors of plant tissues, particularly fruits. Anthocyanosides are responsible for the blue color of the ripe Bilberry fruit.

How Bilberry 6000mg Keeps You Healthy

Supports peripheral circulation and vascular integrity, eases the effects of occasional throbbing discomfort

Bilberry fruit has been used traditionally in Europe to support peripheral circulation and vascular integrity, and to ease the effects of occasional throbbing discomfort in the legs.

Maintains healthy eyes

Interest in the use of Bilberry began during World War II when British Royal Air Force pilots noticed improved night vision after eating the fruit. More recently Bilberry has been used in Japan to maintain healthy eyes for people working on computers.

Maintain healthy urinary tract function

Bilberry has been used traditionally to maintain healthy urinary tract function.

Provides antioxidant protection

A diet high in fruit, vegetables, cereals, nuts and pulses is regarded as very important for ensuring good health and well-being. Plant foods contain several hundred different antioxidants, including anthocyanosides. An assessment of different fruits found Bilberry to contain a high level of total antioxidants. The antioxidants (and anthocyanosides) were higher than in blueberries. (Antioxidants help protect cells from the damaging effects of excessive free radicals. Free radicals are highly reactive substances created in the body that may affect cells.)

$\text{These statements have not been evaluated by the Food & Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.}$

Associate Professor Kerry Bone
MediHerb Co-Founder and Director of Research and Development

A Phytotherapist’s Passion

“Philosopher and teacher Rudolf Steiner once said that, for every human illness, somewhere in the world there exists a plant which is the cure. I believe that there is a healing potential locked inside plants which is integral with their evolution, just as it is part of human evolution to learn to tap this wonderful gift of Nature.”

Associate Professor Kerry Bone
MediHerb Co-Founder and Director of Research and Development

**Bilberry 6000mg**

**M1140**

**Supplement Facts**

<table>
<thead>
<tr>
<th>Serving size:</th>
<th>1 tablet</th>
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</thead>
<tbody>
<tr>
<td>Servings per container:</td>
<td>60</td>
</tr>
<tr>
<td>Amount per Serving</td>
<td>%DV</td>
</tr>
<tr>
<td>Calories</td>
<td>1</td>
</tr>
<tr>
<td>Calcium</td>
<td>20 mg</td>
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</table>
| Bilberry fruit fresh 100:1 extract 60 mg | 60 mg | 1%
| from Vaccinium myrtillus fruit fresh | Containing anthocyanosides 15 mg |

* Daily Value (DV) not established.

Other ingredients: Calcium acid phosphate, cellulose, magnesium stearate and sodium starch glycollate.

**Caution:** Not to be used during pregnancy and lactation unless otherwise directed by a qualified health care professional.

**Product No**

**M1140**

**Content**

60 Tablets
Why use top quality Bilberry from a reliable manufacturer?

Consumers need to be confident of the integrity of the herbal manufacturer to ensure that the product:

- contains the stated amount of important constituents (anthocyanosides)
- contains the genuine anthocyanosides
- has not been adulterated and made to look like top quality.

MediHerb research scientists, working with scientists from several universities in Australia, detected the deliberate adulteration of a Bilberry extract. Their results have been published in the September 2006 issue of Journal of Agricultural and Food Chemistry alerting the world not only to this adulteration but also to the sophisticated analytical methods needed to detect it. Using the usual, industry standard (colorimetric) method of analysis, a Bilberry extract obtained from China was found to contain 25% anthocyanosides as claimed by the manufacturer. Further analysis using other techniques (including high performance liquid chromatography (HPLC)) found it only contained 9% of the authentic natural pigments (anthocyanosides). The remainder was identified as the synthetic dark red dye amaranth. Use of such a product would have implications for safety as well as quality because the Food and Drug Administration banned amaranth for use in foods, drugs and cosmetics in 1976 due to suspected tumor-producing effects. And the deception with this Bilberry product continued – the genuine anthocyanosides were probably not even those from Bilberry.

Also in 2006, researchers from Rutgers, the State University of New Jersey, analyzed seven ‘bilberry’ products sourced from local health food stores and supermarkets. Using both the colorimetric and HPLC methods they found two of the products to be of low quality and not even ‘bilberry’, instead they were elderberry extracts. Of the other five products, one product did not contain the level of anthocyanosides indicated on its label.

What Makes Bilberry 6000mg Unique

Bilberry 6000mg from MediHerb is unique in the professional herbal products industry because:

- It states on the label exactly how much each tablet contains of the important plant constituents (anthocyanosides)
- MediHerb tests the quantity of anthocyanosides in Bilberry raw material
- MediHerb’s testing also ensures the anthocyanosides are retained in the product throughout manufacture
- MediHerb helped develop the chemical analyses used to ensure the genuine anthocyanosides are present in Bilberry

Unique Manufacture & Analytical Testing

Quality and safety ensured

- Manufactured in Australia to the high standards of international pharmaceutical Good Manufacturing Practice
- Raw materials and finished product are subjected to tough quality standards, including use of the latest and most relevant chemical analysis methods

References