

# Bilberry 6000mg

M1140

Quality is our Passion  
 Passion Flower (*Passiflora incarnata*)

## Bilberry 6000mg: The Color of Quality

The common name ‘bilberry’ comes from the Danish ‘bollebar’ meaning ‘dark berry’. Bilberry fruit has been used as a traditional herb since the Middle Ages, and is a close relative of the blueberry.<sup>1\*</sup>

Clinical trials in Europe suggest that Bilberry extract should contain substantial levels of the important plant constituents: anthocyanosides.<sup>2</sup> 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.<sup>3\*</sup>

### 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.<sup>4,5\*</sup>

### Maintain healthy urinary tract function

Bilberry has been used traditionally to maintain healthy urinary tract function.<sup>2\*</sup>

### 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.<sup>5-7</sup> (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.)\*

Supplement Facts		
Serving size:	1 tablet	
Servings per container:	60	
Amount per Serving		%DV
Calories	1	
Calcium	20 mg	2%
Bilberry fruit fresh 100:1 extract from <i>Vaccinium myrtillus</i> fruit fresh 6.0 g containing anthocyanosides 15 mg	60 mg	†
† Daily Value (DV) not established.		

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

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

Product No	Content
M1140	60 Tablets

Bilberry 6000mg M1140



### 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

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

## 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.<sup>8\*</sup>

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.<sup>9\*</sup>

## 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

- <sup>1</sup> American Herbal Pharmacopoeia. Bilberry Fruit – *Vaccinium myrtillus* L.: Standards of Analytical, Quality Control and Therapeutics. American Herbal Pharmacopoeia, Santa Cruz, 2001.
- <sup>2</sup> Morazzoni P, Bombardelli E. *Fitoterapia* 1996; **67**(1): 3-29
- <sup>3</sup> Bruneton J. *Pharmacognosy, Phytochemistry, Medicinal Plants*. Lavoisier Publishing, Paris, 1995.
- <sup>4</sup> Canter PH, Ernst E. *Surv Ophthalmol* 2004; **49**(1): 38-50
- <sup>5</sup> Kalt W, Dufour D. *HortTechnol* 1997; **7**(3): 216-221
- <sup>6</sup> Halvorsen BL, Holte K, Myhrstad MC et al. *J Nutr* 2002; **132**(3): 461-471
- <sup>7</sup> Wu X, Beecher GR, Holden JM et al. *J Agric Food Chem* 2006; **54**(11): 4069-4075
- <sup>8</sup> Penman KG, Halstead CW, Matthias A et al. *J Agric Food Chem* 2006; **54**(19): 7378-7382
- <sup>9</sup> Wang MF, Liang CP, Wu QL et al. *ACS Symposium Series. Herbs: Challenges in Chemistry and Biology* 2006; 925: 39-54.



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## Quality is our Passion

MediHerb products are developed by experts and leaders in the field of herbal therapy, using scientific evidence and hundreds of years of traditional knowledge.

Kerry Bone and over 20 health care professionals work within MediHerb while still managing their own clinical practices, plus we consult with an advisory board of health care professionals from around the world.

Our products are made using only the highest quality ingredients which are extensively tested for purity and potency. The MediHerb manufacturing plant operates to a strictly regulated pharmaceutical standard and is regularly audited by the Therapeutic Goods Administration (similar to the FDA), the same body that audits conventional pharmaceutical manufacturing facilities. The comprehensive regulations in Australia mean that you receive a safe and effective product that has been manufactured to pharmaceutical standards.

We know from our experience as health care professionals that the quality of a product you take makes a huge difference to the health outcome you experience. We dedicate ourselves to researching and making the best possible products to deliver health solutions that work.



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