



Item: 11610
Quantity: 60 Capsules

Bilberry™

Nourish Your Eyes*

- ▶ When you scan the horizon of your health, what do you see? Don't forget to pay attention to one of your most essential senses – your eyesight.

A ANTI-AGING HEALTH SYSTEM

- ▶ Bilberry's visual enhancement properties were first studied by French researchers on Royal Air Force pilots during World War II.
- ▶ Natural Administration of bilberry extract resulted in improved nighttime visual acuity, faster adjustment to darkness, and faster restoration of visual acuity after exposure to glare.

in microcirculation resulting from bilberry anthocyanins. Modern laboratory studies on bilberry fruit extracts have confirmed a number of activities including antioxidant effects, an ability to inhibit aggregation of blood platelets (reduce stickiness, hence a tendency to clotting of blood cells), produce a slight relaxation effect on vascular smooth muscles, and a possible role in reducing factors associated with chronic inflammatory diseases."

Source: Stephen Foster Group

P PRODUCT INFORMATION

During World War II, British RAF pilots consumed bilberry jam prior to night flying, swearing it helped improve their night vision and prevented visual fatigue. Twenty years after the pilots swore by it, scientists began studying the popular berry outside the kitchen.

Scientists discovered the active constituents of bilberries are powerful antioxidant agents. Other active ingredients include a high concentration of tannins, responsible for the astringent effects of this plant.

Bilberry flavonoids are unique, lending specific support to both blood vessels and blood cells by maintaining the flexibility of their cell membranes. Capillaries are better able to stretch, thus increasing blood flow, and red blood cells are better able to contort into shapes allowing them to pass through narrow capillaries.*

The eye is especially susceptible to compromised circulation. Both diabetes and hypertension are notorious for causing pathological changes in the retina, which impairs vision. In a 1981 clinical study, researchers demonstrated an improvement in microcirculation resulting from bilberry anthocyanins.

P FEATURES AND BENEFITS

- ▶ Supports the circulatory system*
- ▶ Improves blood flow to the extremities*
- ▶ Strengthens the capillaries that nourish the eyes*

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

Bilberry™

? FREQUENTLY ASKED QUESTIONS

Q: Will this product thin my blood?

A: This may have a very slight blood-thinning action.

Q: Would eating the actual bilberry be better than taking this supplement?

A: The extract is a very concentrated form of the active constituents of the Bilberry fruit. It would take a large quantity of fruit to get the same benefit as the Bilberry product.

Q: Tannins are something that I usually associate with wine. How are they helpful in association with the bilberry plant?

A: Tannins are constituents of the Bilberry fruit. They are natural antioxidants. Tannins are constituents of the Bilberry fruit. They are natural antioxidants and cleansing agents.

S SCIENCE

Vaccinium myrtillus (bilberry) is a member of the Ericaceae family, and is *Vaccinium myrtillus* (bilberry) is a member of the Ericaceae family, and is *Vaccinium myrtillus* also known as European blueberry, huckleberry, whortleberry or blueberry. The fruit of the bilberry plant is blue-black or purple and differs from the American blueberry in that the meat of the fruit is purple, rather than cream or white. Bilberry has been used as food for centuries due to its high nutritive value, and today represents a precious wild delicacy. Its history of medicinal use dates back to the Middle Ages, but it did not become widely known to herbalists until the 16th century when its use was documented for treating bladder stones, biliary disorders, scurvy, coughs and lung tuberculosis. More recently, bilberry fruit extracts have been used for the treatment of diarrhea, dysentery, and mouth and throat inflammations. Bilberry leaf decoctions have been used to lower blood sugar in diabetes. Currently, bilberry research is focused on the treatment of ocular disorders, vascular disorders and diabetes mellitus.

Several active compounds have been isolated from the berries and leaves of the bilberry plant, including anthocyanoside flavonoids (anthocyanins), vitamins, sugars, and pectins, which are found in the berries, and quercetin, catechins, tannins, iridoids and acids, which are found in the leaves. The anthocyanosides are considered the most important of the active components.

R REFERENCES

Murray M. Bilberry (*Vaccinium myrtillus*). *American Journal of Natural Medicine*, January/February 1997, Vol. 4, No. 1, pp. 18-22.

Monograph. *Vaccinium myrtillus* (bilberry). *Altern Med Rev*. 2001 Oct;6(5):500-4.

Kahkonen MP, Hopia AI, Heinonen M. Berry phenolics and their antioxidant activity. *J Agric Food Chem*. 2001 Aug;49(8):4076-82.Q

Supplement Facts

Serving Size: 1 Capsule
Servings Per Container: 60

Amount Per Serving	% Daily Value
Bilberry Extract and Powder	245mg †

† Daily Value not established.

Other Ingredients: Gelatin, Barley Flour.



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