

Bilberry Forte

Herbal Support for Healthy Eyes

Bilberry is used to:

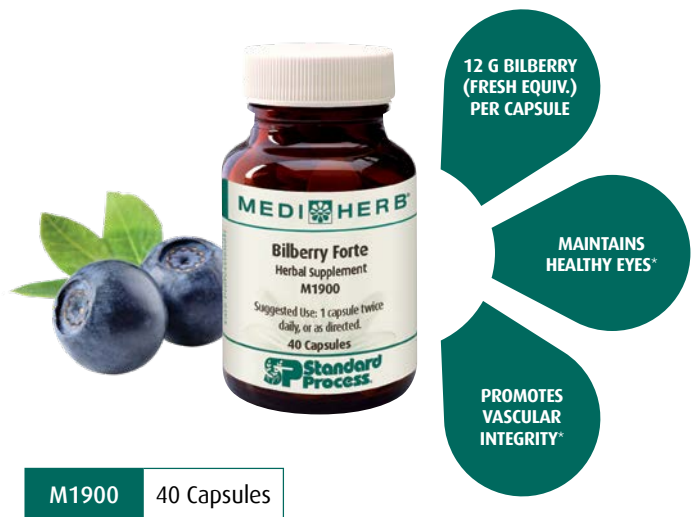
- ✓ Maintain healthy eyes
- ✓ Provide antioxidant activity
- ✓ Promote vascular integrity
- ✓ Help maintain health of capillaries
- ✓ Support healthy connective tissue*

MediHerb® Bilberry Forte contains a highly concentrated extract of Bilberry fruit. Each capsule is derived from 12 g of fresh Bilberries, and contains a considerable amount of important plant constituents known as anthocyanosides (or ‘anthocyanins’).

Anthocyanosides, which are abundant in Bilberry, are a type of plant pigment that give berries their characteristic blue-black color. More importantly, they provide antioxidant activity, which is thought to be responsible for the many reported health benefits of Bilberry,^{1,2} especially when it comes to maintenance of healthy eyes. In Europe and in East Asia, anthocyanosides are widely used as a supplement to support eye health.³

The Importance of Healthy Eye Function

Of the five senses we have, eyesight is the one we hold dearest above all other senses.⁴ We greatly rely on our eyes to observe and interpret the world around us, perform tasks, and communicate.⁵ Taking care of our eyes and supporting their functions is therefore an important health goal.



Suggested Use:

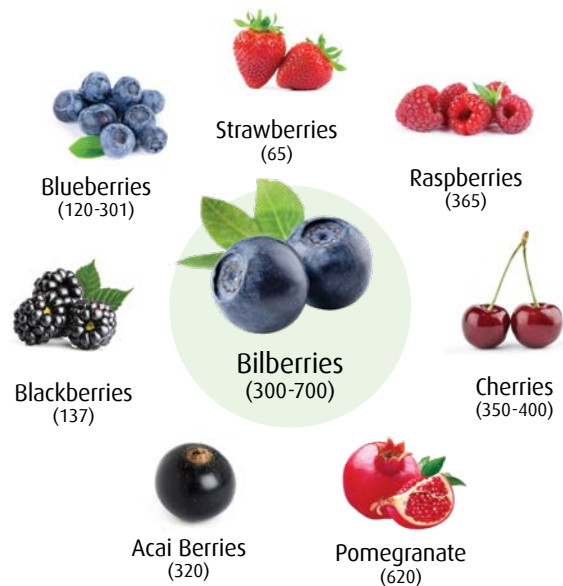
1 capsule twice daily, or as directed.

Supplement Facts			
Serving size:	1 Capsule		
Servings per container:	40		
	Amount per Serving	%DV	
Calcium	20 mg	2%	
Bilberry fresh fruit 100:1 extract from <i>Vaccinium myrtillus</i> fruit fresh 12 g Containing anthocyanosides 39.9 mg	120 mg	†	
† Daily Value (DV) not established.			

Other Ingredients: Microcrystalline cellulose, dibasic calcium phosphate dihydrate, hypromellose, magnesium stearate, silicon dioxide and sodium starch glycolate.

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

Figure 1: Berry Sources & their Anthocyanoside content (mg/100g)⁶



Traditional Use of Bilberry

Bilberries have always been valued for their delicious taste and nutritional value. However, it was not until the 16th century that they became widely known to herbalists⁷ who used Bilberry potions to ease digestive, gastrointestinal, and urinary complaints.^{8,9} The berries were also traditionally used to support the normal function of the eyes and blood vessel health.¹⁰

How Bilberry Forte Supports Your Health



Apart from being a delicious and nutritious fruit, Bilberries have a longstanding reputation for their various health benefits, especially eye health.



During World War II, pilots of the British Royal Airforce consumed Bilberry preserves as a means to support normal **healthy vision**, especially at night.^{9,11} Later, it was shown that the effects of Bilberries on visual functions are predominantly attributed to their key constituents, the anthocyanosides.^{3,8,11,12}



Anthocyanosides maintain healthy eyes in a number of ways: they provide **antioxidant** activity that **benefits vascular cells** and **supports healthy connective tissue** (e.g., collagen). This, in turn, **promotes vascular integrity** and **healthy capillaries**, such as those found in the eyes.^{7,8,11}

References

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- ³ Nomi Y, Iwasaki-Kurashige K, Matsumoto H. Therapeutic Effects of Anthocyanins for Vision and Eye Health. *Molecules*. 2019 Sep 11;24(18):3311.
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- ⁷ Thorne Research. *Vaccinium myrtillus* (Bilberry) Monograph. *Alternative Medicine Review*, 2001;6(5):500-504.
- ⁸ Pizzorno MT, Murray JE. *Textbook of Natural Medicine*. 5th ed. Volume 1. St. Louis: Elsevier; 2020, pp.897-901.
- ⁹ Bone K, Mills S. *Principles and Practice of Phytotherapy*. 2nd ed., Sydney: Churchill Livingstone; 2013, pp.419-426.
- ¹⁰ World Health Organization. *WHO monographs on selected medicinal plants*. World Health Organization, Volume 4, Geneva, 2009, pp.210-225.
- ¹¹ Braun L, Cohen M. *Herbs & Natural Supplements - An evidence-based guide*. 4th ed. Volume 2. Sydney: Churchill Livingstone; 2015.
- ¹² Natural Medicines. *Bilberry. Professional Monograph*. Therapeutic Research Centre. 2018.



MediHerb Quality Choice

Results-driven formulations

MediHerb develops formulas focused on perfecting the balance of the highest quality ingredients to produce the highest quality herbal supplements. Our commitment to quality governs all aspects from sourcing ingredients to bottling to ensure the high standard of our herbal extracts.

Strict product testing

MediHerb has developed a strict quality assurance program that goes beyond industry standards. This is upheld with precision and dedication so you can be confident MediHerb products are free from adulterants and contamination, while containing the right levels of active phytochemicals that result in a quality end product.



Please consult the product packaging label for the most accurate product information.

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*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.