BGG
Your natural partner



MYRTIPRO® BILBERRY EXTRACT

TO SUPPORT HEALTHY VISUAL FUNCTION

MyrtiPRO®

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BGG's Myrtipro® Bilberry (*Vaccinium myrtillus* L.) is extracted exclusively from berries from Northern Sweden and Finland. While bilberries can be harvested in multiple countries in Northern Europe, we decided to limit our sourcing from the purest environment that yields the most concentrated fruits. These berries are carefully hand-picked when ripe in mid-August, cleaned automatically to remove leaves, stems and unripe berries, then frozen just after harvest to avoid any degradation of the anthocyanins into anthocyanidins.

BGG's MyrtiPro® is characterized by a very specific HPLC profile and is standardized to contain: ≥ 36% anthocyanins (anthocyanosides) by HPLC (equivalent to 25% anthocyanidins by UV) and by free anthocyanidins content by HPLC of ≤ 1%.

RECOMMENDED USE AND DOSE

Recommended dose: 160-320 mg/day
taken as a dietary supplement

CLINICALLY TESTED

MyrtiPro® has been shown to counteract light-induced retinal photoreceptor cell damage[1] and has been clinically investigated by BGG and its customers in multiple controlled clinical studies, mainly in the realm of ophthalmology (e.g. reduction of eye fatigue, protection from UV light and improvement in farsightedness). [2-4]

1. Ogawa K, Kuse Y, Tsuruma K, Kobayashi S, Shimazawa M, Hara H. Protective effects of bilberry and lingonberry extracts against blue light-emitting diode light-induced retinal photoreceptor cell damage in vitro. BMC Complement Altern Med. 2014 Apr 2;14:120. doi: 10.1186/1472-6882-14-120. PMID: 24690313; PMCID: PMC3992157.
2. Keisuke S., Takashi K., Ko M., Masami S., Li Y. Verification of Improve Visual Effect Function by Intake of Bilberry Extract Powder Supplement. Pharmacometrics 92(5/6): 113-123, 2017.
3. Sekikawa T, Kizawa Y, Takeoka A, Sakiyama T, Li Y, Yamada T. The effect of consuming an anthocyanin-containing supplement derived from Bilberry (Vaccinium myrtillus) on eye function: A Randomized, Double-Blind, Placebo-Controlled Parallel Study FFHD 2021; 11(3): 116-146
4. Kizawa Y, Sekikawa T, Kageyama M, Tomobe H, Kobashi R, Yamada T. Effects of anthocyanin, astaxanthin, and lutein on eye functions: a randomized, double-blind, placebo-controlled study, Journal of Clinical Biochemistry and Nutrition, Article ID 20-149, [Advance publication] Released February 05, 2021.

Please note: this document is available for various countries all over the world and hence it may contain statements or product classification not applicable to your country. The claims made are in reference to ingredients only, hence they do not refer to finished products. Marketers of finished products containing the ingredient described herein are responsible for determining whether the claims made for such products are lawful and in compliance with the laws of the country in which they will market the products.

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