

# bil-max™ bilberry concentrate

## a solution to support vascular and eye health

### description

Bil-max™ is a concentrated, patented<sup>1</sup> bilberry fruit product. Bil-max™ concentrate is made using no solvents, no added sweeteners, and no flavorings or added colors.

Bilberries contain a wide variety of at least 16 different anthocyanins, particularly the anthocyanins delphinidin-3-glucoside (de-3-glc), delphinidin-3-galactoside (de-3-gal), cyanidin-3-glucoside (c-3-glc) and cyanidin-3-galactoside (c-3-gal)<sup>2,3</sup>. Bilberries are a richer source of these than almost any other fruit<sup>2,3</sup>.

### benefits

Research has shown that anthocyanins from bilberries support vascular health and eye health.<sup>2,4</sup> *In vitro* studies have shown that bilberries have a strong antioxidant function in cells, reducing intracellular reactive oxygen species (ROS) levels and oxidative DNA damage<sup>3,4</sup>.

Bil-max™ concentrate is standardized to contain a high anthocyanin content. Several bilberry extracts that are on the market are reported to vary significantly in their anthocyanin content, and often contain less than 1%<sup>3!</sup>

Bil-max™ concentrate is the only bilberry concentrate made using the patented Bio-Shield™ technology<sup>1</sup>. Bio-Shield™ is designed to protect the anthocyanins and polyphenols from destruction by gastric acid in the stomach.

1. Patent numbers for Bio-Shield™ : 6,231,866 and 6,440,467
2. Fang J. Classification of fruits based on anthocyanin types and relevance to their health effects. *Nutrition*, 2015, 31:1301-1306
3. Juadjur A, Mohn C, Schantz M, et al. Fractionation of an anthocyanin-rich bilberry extract and *in vitro* antioxidative activity testing. *Food Chemistry*, 2015, 167:418-424
4. Therapeutic Research Center. Natural Medicines™. Food, Herbs, and Supplements Database-Bilberry Professional Monograph. <https://naturalmedicines.therapeuticresearch.com>. Accessed 20 March 2019



### product form and applications

Bil-max™ concentrate is supplied as a concentrated powder and can be used in a variety of end applications—functional foods and beverages, bars, powdered drink mixes, chews and more. Bil-max™ concentrate can also be put into a tablet.

### product safety

Bil-max™ concentrate is a natural concentrate with a good safety profile.

