

MEDI  HERB®

# Bilberry Forte

Herbal Support for Ocular Health

12 g Bilberry  
(fresh equiv.)  
per capsule

Standardized  
Anthocyanin  
Levels



New **name**.  
Now in **capsules**.  
**Double-strength** formula.

# MediHerb® Bilberry Forte

**New MediHerb® Bilberry Forte (formerly Bilberry tablets), now contains double the dose of Bilberry, providing 12,000 mg of Bilberry per capsule.**

This makes it easier to achieve higher dosing with patients that require increased support.

Each capsule of Bilberry Forte is standardized to contain 43.2 mg of anthocyanins (the key active component of Bilberry of benefit to our health).



## Each capsule contains:

<i>Vaccinium myrtillus</i> fruit fresh 12 g	120 mg
DHE 12 g (36% anthocyanins equivalent to 43.2 mg)	

## Indications

- ✓ Used in Herbal Medicine to help slow the progression of disorders of the eye, such as diabetic and hypertensive retinopathy, and macular degeneration.
- ✓ To help relieve symptoms related to non-complicated chronic venous insufficiency (CVI), such as sensation of swelling, heaviness and tingling of the legs.
- ✓ Provides a source of antioxidants.

## Additional Therapies

- Ginkgo Forte
- Turmeric Forte
- Vitanox

## Dosage and Administration

**Adults:** Take 1 capsule, twice daily or as directed by your health care practitioner.

## Allergen Information

No added: Gluten, soya bean, milk, lactose, peanuts, tree nuts, fish, crustacea, egg, sesame seeds, artificial sweeteners, colours or flavours. Suitable for vegans.

## Non-Medicinal Ingredients

Microcrystalline cellulose, dicalcium phosphate dihydrate, hypromellose, magnesium stearate, silicon dioxide and sodium starch glycolate.

## Warnings, Contraindications and Cautions

Consult a health care practitioner if symptoms worsen.

# Pioneering Global Quality – Our Bilberry Discovery



**In 2003, MediHerb® received samples of *Vaccinium myrtillus* or Bilberry fruit extracts, which differed in behaviour to that which are normally received.**

The standard method of determining the anthocyanin content at this time was a spectrophotometric assay. Using this method, anthocyanin levels of two extracts were found to be 25% as claimed by the manufacturers.

When high-performance liquid chromatography (HPLC) was used, however, one extract was found to contain 9% anthocyanins. They were probably not derived from *V. myrtillus*, but from another species, as well as an adulterant chemical.

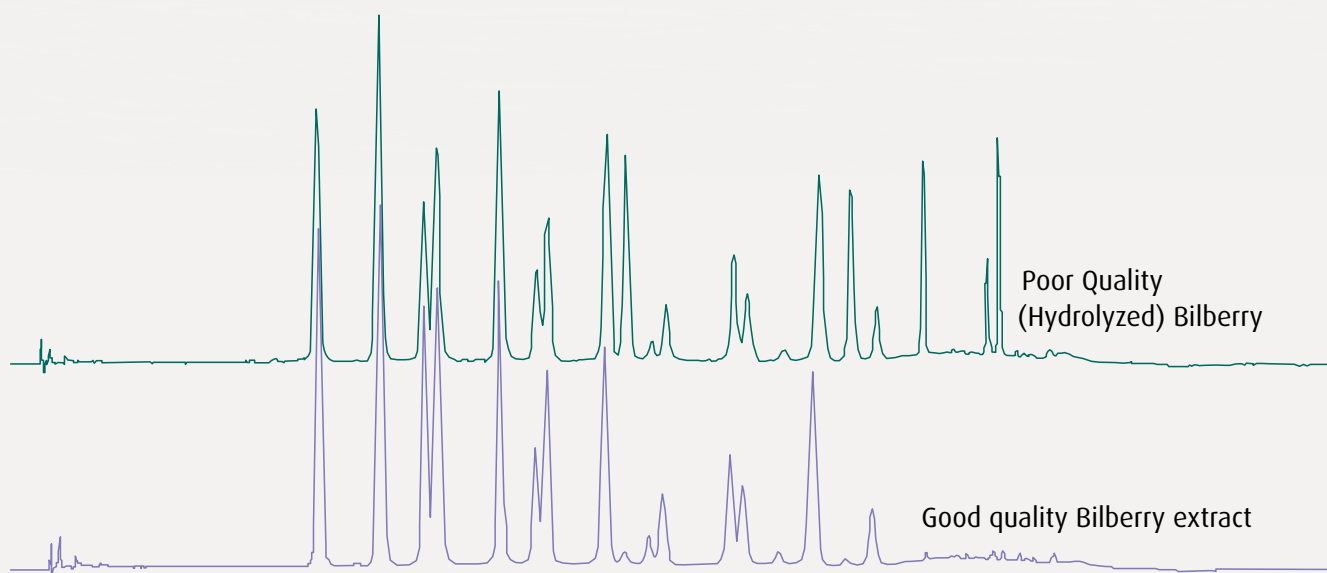
This adulterant was subsequently identified, using HPLC, mass spectroscopy, and nuclear magnetic resonance, as amaranth (3-hydroxy-4-[(4-sulfo-1-naphthalenyl)azo]-2,7-naphthalenedisulfonic acid trisodium salts), a synthetic dark red dye.

It was evident that when deliberate adulteration occurs in an extract, a spectrophotometric assay is inadequate to accurately determine the levels of compounds such as anthocyanins.

This has led to a change in the standard method of analysis for Bilberry extracts to a more sophisticated method of analysis (HPLC with photodiode array detection) to counter this form of adulteration.

The results of this discovery by the MediHerb® team were published (Journal of Agricultural Chemistry and Food Science 2006: 54: 7378-7382) and led regulators around the world to review accepted test methods for Bilberry. The British Pharmacopoeia also changed the method of analysis for Bilberry as a result of this discovery.

## HPLC profile of Bilberry



# Complementary Products

for better patient outcomes:

MediHerb® Bilberry Forte can be prescribed as additional support with other MediHerb® products. Each patient's individual needs should be evaluated before making recommendations.



## Ginkgo Forte

To help enhance cognitive function and memory in adults.

Supports peripheral circulation.



## Turmeric Forte

Provides antioxidants for the maintenance of good health.



## Vitanox

Source of antioxidants.



# 12,000 mg Bilberry per Capsule

Standardized to 43.2 mg Anthocyanins

**New MediHerb® Bilberry Forte (formerly Bilberry tablets), now contains double the dose of Bilberry, providing 12,000 mg of Bilberry per capsule. Bilberry Forte is standardized to contain 43.2 mg of anthocyanins per capsule.**

Each capsule is derived from 12 g fresh Bilberries and 43.2 mg of its key active constituents, the anthocyanins. This matches the standardization of Bilberry extracts used in scientific studies which typically contain 25 % anthocyanidins or 36 % anthocyanins (depending on quantification method).<sup>1,2,3</sup>

Of all its active components, Bilberry anthocyanins are of particular interest to human health,<sup>3</sup> especially ocular health. Using a standardized Bilberry extract enables practitioners to be confident in the professional prescribing of these herbal preparations for patients needing optimal support.



## Improved Formulation

Now double the strength



## Standardized Anthocyanin Levels

43.2 mg per capsule, the key active component of Bilberry



## Backed by High Quality Testing

MediHerb tests the quantity of anthocyanins in Bilberry raw material to ensure optimal strength, quality and stability



Bilberry (*Vaccinium myrtillus*)

<sup>1</sup> Artaria C et al. Different brands of bilberry extract: A comparison of selected components. *Nutrafoods*. 2007;6(4):13-18.

<sup>2</sup> American Botanical Council. Bilberry – *Vaccinium myrtillus*. No date. Issue 81, pp.1-2. Available from: <https://www.herbalgram.org/resources/herbalgram/issues/81/table-of-contents/article3364/>

<sup>3</sup> Natural Medicines. Bilberry. Professional Monograph. Therapeutic Research Centre. 2018. Available from: <https://naturalmedicines.therapeuticresearch.com/>



# The Quality Choice for Practitioners



## Over 30 years of experience in natural health care

For over 30 years, MediHerb has provided health care professionals with high-quality herbal products. Primary research, clinical experience and respect for traditional evidence defines the MediHerb approach to innovation – tried, tested, trusted and true.



## Manufactured to pharmaceutical GMP standards

All MediHerb products are manufactured under pharmaceutical GMP and subject to our rigorous and specialized testing to ensure they contain what is on the label for suitable clinical results batch after batch. We've invested in our own state-of-the-art laboratories featuring the latest technological equipment for precision, accuracy and quality control. Our testing occurs at various stages of production and follows strict criteria, so you can be sure every MediHerb product is of the highest quality and consistent potency.



## Results-driven formulations

Standardized ingredients and quantified activity levels are tested where relevant and allow us to ensure MediHerb formulas retain potency and deliver suitable doses throughout their shelf life. Our labels state exactly how much each product contains of the important plant constituents, so you know exactly what you are prescribing to your patients and can rest assured that our formulations are produced at suitable doses.

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