

bil-max™ bilberry concentrate

a solution to support vascular and eye health

description

Bil-max™ is a concentrated, patented¹ 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)^{2,3}. Bilberries are a richer source of these than almost any other fruit^{2,3}.

benefits

Research has shown that anthocyanins from bilberries support vascular health and eye health.^{2,4} *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^{3,4}.

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%³!

Bil-max™ concentrate is the only bilberry concentrate made using the patented Bio-Shield™ technology¹. 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.



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