



## BILBERRY

Native to northern Europe, Asia and North America (where it is known as Blueberry), Bilberry (*Vaccinium myrtillus*) is a perennial shrub growing to about 16 inches in height and bearing purple-black berries. Bilberries have been eaten as fruit since prehistoric times and they have been used for generations to make jam.

The use of Bilberry for the improvement of eyesight dates back to World War II when British pilots reported improved night vision after eating Bilberry jam. Modern research inspired by these reports confirmed their claims. Historically, Bilberry has also been used to treat dropsy (fluid retention), gravel (kidney stones), vomiting, diarrhoea and scurvy.



### The Benefits of Bilberry

**Eye strain** - Bilberry has been shown to reduce the effects of prolonged reading and poor light.

**Near sight** - benefits from taking Bilberry have been recorded in nearsighted people.

**Night blindness** - research has supported the view of RAF pilots that Bilberry improves night vision.

**Poor circulation** - circulation in general, varicose veins and poor blood circulation to connective tissues are helped by Bilberry's ability to strengthen blood vessels, reduce their permeability (leakiness) and reduce the general viscosity (stickiness) of the blood. Bilberry has been implicated in reducing fatty deposits in artery walls (atherosclerosis).

**Bruising** - fragile capillaries, common in the elderly, can lead to easy bruising. These capillaries are strengthened by Bilberry.

**Diarrhoea and other intestinal disorders** - in addition to its traditional use for sufferers of diarrhoea, Bilberry has been found to inhibit the growth of or kill fungus, yeast and bacteria.



### Properties

**Anthocyanosides** are the active components in Bilberries and they are potent antioxidants. They also stabilise the collagen in connective tissue helping strengthen capillaries and small veins whilst decreasing their permeability (leakiness).

When low levels of light enter the eye, the pigment rhodopsin is bleached and nervous activity is stimulated telling the brain what we see. Good night vision requires a constant supply of unbleached rhodopsin and the Bilberry anthocyanosides speed up its production. The eyes are also supported by the strengthening of their capillary network, restoring the supply of oxygen and nutrients.



### Contra-indications / Precautions

Should be avoided by anyone taking anticoagulants such as warfarin. Bilberry may affect glucose metabolism and diabetics should seek advice before taking this product. Although there are no current contra-indications in pregnancy or lactation, caution is recommended.



### Why Choose Natures Aid Bilberry?

Each Natures Aid Bilberry tablet contains 50mg of extract (equivalent to 5000mg of the dried berry) standardised to provide 25% anthocyanosides.

SUITABLE FOR VEGETARIANS AND VEGANS



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