

# Bilberry Extract

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## Plant Story

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*Vaccinium myrtillus*, commonly known as bilberry, whortleberry or European blueberry. It is widely distributed in Europe, West America and Asia. The sweet fruit of *V. myrtillus* contains one of the highest anthocyanin levels of any fruit, and is popularly eaten both fresh and dried. It is made into jams, juices, cakes, and pies. The plant has been used in Europe to dye wool and to color wine. During the Second World War, bilberry jam was eaten by RAF pilots to improve their night vision. Both the leaves and the fruits are used medicinally. The fruits have been used as an astringent to treat gastrointestinal problems, and to protect blood vessels from oxidative stress. Extracts of bilberry are used by Western Herbal Medicine to treat eye problems. Topically, extracts are used to treat inflammation of mucous membrane in the throat and mouth, and in toners and skin care products.

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Bilberry fruit contains high level of anthocyanins, which are active compounds for strong anti-oxidant and anti-inflammatory activities. Its anthocyanins showed distinct immunomodulatory effect as well by inhibiting IFN- $\gamma$  induced inflammation pathway. Moreover, water soluble bilberry extract displayed protective effect against UV-induced damage in human keratinocyte cell line, HaCaT cells and free radical scavenging activities by reducing oxidative stress.

## Product Information

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- ⦿ Product Name: Bilberry Extract-GNS, Bilberry Extract(GPD)-RSPO
- ⦿ INCI Name: Vaccinium Myrtillus Fruit Extract
- ⦿ Dosage: 1 – 3%
- ⦿ Formulation: Add to the formulation when the temperature is lower than 55°C.  
Recommended to add after the cooling process.
- ⦿ Storage: Avoid direct light or UV.  
Keep it in a dry area at room temperature.

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