



Bilberry Fruit (Concentrated) Stock #74-8 (60 capsules)

During World War II, British Royal Air Force pilots discovered when they ate bilberry jam before flying a mission, they experienced improved night vision and visual acuity. Today, more than 50 studies have been done on the many benefits of bilberry.

Bilberry has been found to help eye strain and fatigued eyes which are scratchy and blurry. Heavy readers, computer workers, night drivers, or even those who have trouble adapting to dim or bright lights can benefit from the use of bilberry. Bilberry has even been found to be effective in reducing one's sensitivity to light, also called day blindness. French researchers have confirmed bilberry has a positive effect on vision and visual acuity during extended exposure to light. Their study also confirmed bilberry helped eyesight in low light.

Bilberry is one of the most preferred non-prescription "drugs" in Europe. Many claim a single dose of bilberry can improve night vision within a few hours. The main component in European over-the-counter remedies for eye problems is bilberry anthocyanosides.

Bilberry contains purple-colored flavonoids called anthocyanidins, which are powerful antioxidants. These substances help prevent collagen damage and reduce capillary fragility. They act as free radical scavengers and circulatory stimulants, especially to peripheral blood vessels and the brain. Anthocyanidins also provide anti-inflammatory and analgesic (pain-relieving) properties.

Current scientific theory holds that good vision and the ability to adjust to dim lighting are directly related to the level of rhodopsin (visual purple) in the retinal rod of the eyes. A report published in the French journal, *Le Medicine de Reserve*, suggests levels of rhodopsin are reduced as a result of eye strain or adjusting to the dark. Aging also contributes to a depletion of the supply of rhodopsin, thus leading to poor vision. However, anthocyanosides found in bilberry actually increase rhodopsin production.

A prominent doctor with the Ophthalmology Department of the University of Cairo documented that the use of bilberry could stop the progression of nearsightedness and even improve severe nearsightedness. A report published in the *Bulletin of the Ophthalmological Society of Egypt* cited anthocyanosides improved vision and night blindness in 100% of the severely nearsighted participants, in only 10 days.

The book, *Guaranteed Potency Herbs: Next Generation Herbal Medicine*, states that bilberry helps improve retinal functioning and bilberry anthocyanosides have a beneficial effect on the functioning of important enzymes in retinal cellular metabolism.

The *Journal of Crude Drug Research* reported that bilberry has been shown to help prevent certain eye disorders associated with both diabetic-induced glaucoma and hypertension. Bilberry helps strengthen connective tissues and inhibits the free radical damage caused by glaucoma.

With heavy aspirin consumption being linked to macular degeneration, as reported in *The New England Journal of Medicine*, bilberry is gaining popularity as a comparable, yet safer blood thinner. In fact, bilberry is one of the few substances known to help fight macular degeneration.

While correct dosage depends on the individual and the severeness of their condition, most eye problems can be helped with 50-100mg per day. If the problem is temporary, such as mild eyestrain, one day of use should bring relief. However, higher dosages have not been known to cause any negative side effects. Of course, as beneficial as bilberry is, studies suggest there are other nutrients which are also necessary for preventing visual disorders and keeping eyes healthy.

Many other uses of bilberry have been documented, including help with bruising, circulatory problems resulting from diabetes, gout, periodontal disease, Raynaud's disease, rheumatoid arthritis, and varicose veins. Bilberry has also been used to help bleeding gums and diarrhea. Bilberry soothes inflammation of the mucous membranes in the mouth and throat, relaxes muscle spasms, reduces platelet aggregation, and acts as a sedative for the central nervous system.

A European study published in *Medicine Clermont* showed bilberry is more effective than other flavonoids—which as a group are known as vitamin P—for improving capillary fragility and bruising. Its ability for preventing blood vessel

breakage enables bilberry to be used for treating other blood disorders. Even hypertension and ulcers have shown improvement with the use of bilberry.

Several studies have shown bilberry has a positive effect on diabetes by lowering blood sugar levels, thereby helping circulation. In turn, connective tissues are preserved by a healthy blood flow and capillaries operate more efficiently.

Bilberry helps reduce the pain and inflammation associated with rheumatoid arthritis and other chronic degenerative diseases. Bilberry also strengthens connective tissues and protects these tissues from damage caused by free radicals.

Researchers have even found bilberry contains remarkable anti-aging characteristics.