

# Bilberry Vision™ & Bilberry Eye Complex™



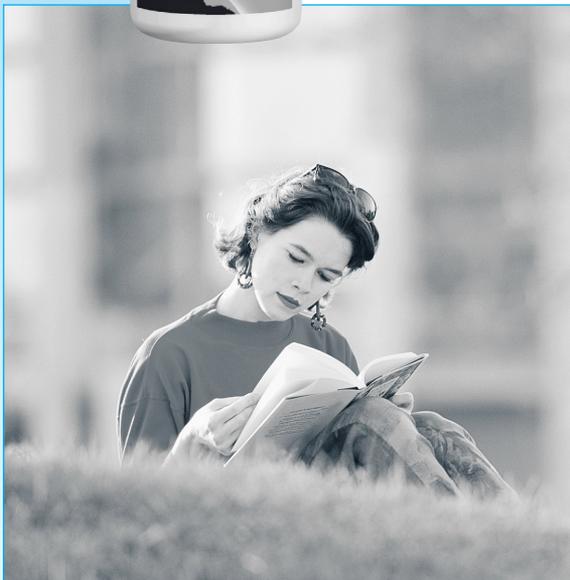
## Botanical Support For Visual Acuity

Age, poor lighting and eye strain can cause unfortunate changes in our eyes. Lifelong exposure to light may decrease the photoreceptors (light-sensitive nerve cells) in the eye. Sunlight can produce free radicals that break down, or *oxidize*, the lipids making up the outer segments of photoreceptors. This oxidation

eventually damages the retina where visual perception is most acute—and can result in vision loss.

But this process is not inevitable. Studies have shown that bilberry can help maintain normal eye function.

Planetary Formulas premier bilberry compounds provide rich amounts of anthocyanosides, known to support the eyes and deliver potent antioxidant protection.



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FORMULAS®

More Than Herbs – *Herbalism!*



## The Bilberry Alternative

Bilberry (*Vaccinium myrtillus*) is a dark blue, edible fruit, similar to the common blueberry. During World War II, bilberry was used by British bomber pilots, who believed it helped their night vision. Bilberry has been a staple of European herbalism for hundreds of years, and has become one of the most widely used herbs in the United States for supporting vision.

Bilberry is naturally rich in anthocyanosides—a special class of flavonoid that gives the berries their blue pigment.

Anthocyanosides are powerful antioxidants with an affinity for connective tissue.

Bilberry supports the capillary integrity of the retina, plus the normal production of *rhodopsin*, a substance in the rods of the retina that is necessary for night vision.

Studies suggest bilberry also may help the eyes adapt to variations in light intensity and may increase circulation to the eye's intricate network of tiny blood vessels.

## BILBERRY VISION

BILBERRY VISION is a powerful bilberry extract, concentrated and standardized to yield 37% anthocyanosides—the same amount used in most modern research and *nearly 100 times as potent as regular bilberry*. Each tablet delivers 100 mg of this extract, prepared from bilberries harvested in the mountains of Sweden.



Developed exclusively for Planetary Formulas by world renowned herbalist, acupuncturist, and author Michael Tierra, L.Ac., O.M.D., who has more than 30 years of clinical experience.

## BILBERRY EYE COMPLEX

BILBERRY EYE COMPLEX is a comprehensive formula that unites concentrated, standardized bilberry extract with the Chinese compound, Ming Mu Di Huang Wan, which literally translates to mean Bright Eye Rehmannia Formula. This is the classic Chinese herbal compound used to support normal vision.

## Clinically Derived Formulas

BILBERRY VISION and BILBERRY EYE COMPLEX were formulated by acupuncturist, herbalist and author Michael Tierra, L.Ac., O.M.D., and are used on a daily basis in his clinical practice. These Planetary Formulas products blend classic Western and Chinese herbal formulations with modern pharmacological research. The result—premier bilberry compounds, unsurpassed for dependability and consumer satisfaction.

## References

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*Adhering to the quality control requirements and codes of ethics of:  
American Herbal Products Association  
National Nutritional Foods Association*

\*The above information has not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.