



Eye Health

Bilberry contains anthocyanosides, a group of reddish-purple pigments rich in colourful flavonoids called anthocyanins and quercetin, which are powerful antioxidants found to significantly improve night vision and aid the function of the retina.



Why supplement with Bilberry?

Bilberry is rich in antioxidants known to protect the body from free radical damage. The antioxidant activity of the herb may offer some protection to those eye conditions that are related to free radical damage. Bilberry also has the ability to normalise capillary permeability and may be protective against eye conditions of circulatory origin and poor night vision.

Bilberry has been notably used in Europe for improvement in night vision. Bilberry significantly increases the production of rhodopsin in the retina, which is required for night vision and was administered to Royal Air Force pilots during WWII. Bilberry extract resulted in improved night time vision acuity and faster adjustment to darkness.

Who can benefit from a Bilberry supplement?

Anyone who:

- Wants to support normal eyesight and night vision (dark adaptation)
- Wants to help maintain visual acuity
- Wants to obtain antioxidant protection for the retina
- Wants to maintain eye health

The NUTRIWAY Advantage

Nutrilite, the manufacturer of NUTRIWAY supplements, is the leading global brand of vitamins, minerals and dietary supplements¹, producing high-quality products using plant concentrates for the past 70 years. We are the only global vitamin and mineral brand to grow, harvest and process plants on our own certified organic farms. We control the entire process from seed to supplement, to bring you the best of nature, and the best of science.



1. Based on sales in 2004. In tablet and capsule form. Euromonitor International.

Why NUTRIWAY Bilberry and Lutein Blend?

The NUTRIWAY Bilberry and Lutein blend provides a specially formulated combination of herbal concentrates containing Bilberry, Lutein and DHA all three active ingredients, which play an important role in eye health.

Bilberry helps to support healthy eye function and to improve various aspects of sight. For example it is especially effective at accelerating the ability to adapt to dark lighting and to improve visual acuity and sight in dim light, even in people with unimpaired sight.

Lutein helps to provide potent antioxidant action to scavenge free radicals, which may be generated by lifestyle factors such as excess dietary fats, cigarette smoke, alcohol consumption, pollutants and stress.

DHA an essential fatty acid, is found in high concentrations in the eye and is necessary for the development of healthy eye tissue. It can only be obtained from the diet because it cannot be manufactured in the body.

- Contains Bilberry a variety of Blueberry mainly used for its therapeutic benefits to support various aspects of normal eyesight and night vision, especially effective at accelerating the ability to adapt to dark lighting and to improve visual acuity
- Contains Lutein a carotenoid with antioxidant properties, naturally found in green leafy vegetables to provide antioxidant protection for the retina and to help provide potent antioxidant action to scavenge free radicals and oxidative stress in the body, generated by a lifestyle of excess dietary fats, cigarette smoke, alcohol consumption, pollutant and stress. Research shows that Lutein promotes healthy eyes by protecting the retina from damaging effects of exposure to sunlight
- DHA, is an Omega 3 fatty acid, essential for the body and is found in high concentration in the eye. DHA promotes healthy eye tissues and is necessary for the development of the retina

NUTRIWAY® BILBERRY AND LUTEIN BLEND



- Contains 25 mg of Citrus Limon (Lemon) as the PHYTOFACTORS® Plant Compounds to provide antioxidants and phytonutrients, which are naturally present in plants and fruits. Phytonutrients help you to achieve dietary balance and optimal nutrition and enhances the effects of vitamin C
- NO artificial colour, flavour or preservatives added
Especially suitable for those who want to avoid artificial additives
- NO added dairy, sugars, yeast and lactose
- Product reviewed, tested and approved by consumerlab.com
- Clinical research with Florida International University, USA to evaluate how increasing dietary lutein with the NUTRIWAY Bilberry and Lutein Blend can increase serum and macular lutein levels

Dosage: Adult – Take one capsule twice a day, preferably with meals.

- 62 capsules per bottle

Advisory: Cannot be taken during pregnancy and lactation. Keep bottle tightly closed. Store in a cool, dry place below 25 °C.

Active Ingredients

	Per Capsule
Vaccinium myrtillus (Bilberry) fresh fruit extract	37.8 mg
Equivalent to Vaccinium myrtillus fresh fruit	3.78 g
Tagetes erecta (Marigold) dried flower	59 mg
Standardised to contain Xanthophyll (Lutein)	0.6 mg
Malpighia Punicifolia (Acerola) fresh fruit extract	23.7 mg
Equivalent to Malpighia punicifolia fresh fruit	150 mg
Equivalent to Ascorbic acid (Vitamin C)	4 mg
Citrus limon (Lemon) dry fruit extract	25 mg
Equivalent to Citrus limon dry fruit	50 mg
Fish Oil (Tuna)	209 mg
Equivalent to Docosahexaenoic Acid	45 mg

Complementary supplements: NUTRIWAY Double X – Contains high potency vitamins and minerals, in particular vitamin B complex, which is essential for nerve cells, muscle cell and tissue support for the eye.

NUTRIWAY Multi Carotene – Contains Betacarotene, which converts to vitamin A (Retinol) in the body. Vitamin A is an important nutrient to maintain eye health and is required for converting light into nerve signals in the part of the retina. Lack of vitamin A causes eye disease and can lead to blindness. Vitamin A also acts as an antioxidant.

Why are phytonutrients important?

Nature created plants, fruits and vegetables to be full of other nutrients beyond vitamins and minerals, called phytonutrients. Research has shown that a diet high in phytonutrients can help decrease degenerative disease.

That's why our supplements are a combination of essential vitamins and minerals and the exclusive Nutrilite PHYTOFACTORS® Plant Compounds, for additional bioflavonoids, antioxidants and other phytonutrients, because of their valuable role in protecting your health.

Frequently Asked Questions

- Q.** Who would benefit most from taking NUTRIWAY Bilberry with Lutein Blend?
- A.** Supporting normal eyesight is important to everyone, especially to people in middle age and older, for whom oxidation to the retina may be a more frequent concern. However anyone who wants to maintain eye health, normal eyesight and visual acuity, by protecting their eyes from free radical damage and wants to improve their night vision, would benefit from taking NUTRIWAY Bilberry and Lutein Blend.
- Q.** What exactly is the retina?
- A.** If you compare the eye to a camera, you can think of the retina as the film. It's where images are sensed and then relayed to the brain. The central part of the retina is called the macula. It's the part that is used to read and to recognize faces. Lutein is especially concentrated in the macula.
- Q.** What is the macula?
- A.** The macula is the tiny central portion of your retina that provides fine detailed (central) vision and allows you to perform everyday activities such as reading, watching TV, driving and even crossing roads. Due to age and with exposure to light the macula can deteriorate over time. Once the macula is damaged, you start to lose your central vision and your vision has a haze over the centre.

90 Day Satisfaction Guarantee

Visit our website www.nutriway.com.au or www.nutriway.co.nz

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Always read the label. Use only as directed. If symptoms persist see your healthcare professional.

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