Anthocyanins 25% — Vaccinium myrtillus (bilberry)

Vaccinium myrtillus · Ericaceae

Standardised extract

1. Product identification

Product name	Anthocyanins 25% — Vaccinium myrtillus (bilberry)
Botanical name	*Vaccinium myrtillus*
Plant family	Ericaceae
Common names	Bilberry, European Blueberry, Blaeberry, Whortleberry, Common-Blueberry, Dwarf Bilberry
Product form	Standardised extract
Product code (SKU base)	WH-A25-VM

2. Composition and identifiers

INCI: Vaccinium Myrtillus Extract

INCI / COMPONENT	FUNCTION	CAS	EC	PROPORTION
Vaccinium Myrtillus Extract	Botanical ingredient	Not assigned	Not assigned	100 %

INCI status: INCI by naming convention (not in CosIng)

Where more than one CAS number is shown, the botanical substance is registered under several CAS numbers (e.g. EINECS and TSCA variants); all refer to the same INCI name.

3. Manufacturing

Process	Extraction and purification to a standardised marker content
Standardisation	Anthocyanins 25% (marker content; method on COA)
Additives	No added colours, fragrance or preservatives unless stated on the label.

4. Typical properties

Physical state	Solid (powder)
Appearance / colour	Characteristic of the plant material; may vary naturally between harvests
Odour	Characteristic
Particle size	80–100 mesh

Typical values describe the product type and are not a specification. Batch-specific results (assay, moisture, microbiology, heavy metals as applicable) are given on the batch Certificate of Analysis, sent with every order.

5. Applications and use

Applications	Functional food, Herbal tea & infusions, Skincare, Supplements
Markets	Cosmetics & personal care, Food & beverage, Nutraceuticals
Suggested use level	Use according to the formulation and applicable food-supplement, cosmetic or other regulations.

The formulator is responsible for confirming suitability, stability and regulatory compliance of the finished product in the intended market. Not intended for direct medicinal use.

6. Packaging, storage and shelf life

Pack sizes	100 g, 500 g, 1 Kg, 5 Kg, Sample — bulk and custom quantities on request
Storage	Store in tightly closed original containers in a cool (below 25 °C), dry, well-ventilated place, away from direct sunlight, moisture, strong odours and incompatible materials.
Shelf life	24 months from the date of manufacture in unopened original packaging stored as recommended.

7. Documentation and quality

Safety Data Sheet	SDS-WH-A25-VM — available for download on the product page
Certificate of Analysis	Batch-specific COA sent with every order; available on request before ordering
Other documents	Allergen, IFRA, origin and other statements on request, subject to availability

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