



PhytImpact's Forthcoming Wild Blueberry R&D Products

Our wild blueberries are among the most northern varieties available on the market (branded as Blunordicity™). Indeed, they possess a 22% higher content in polyphenols than other wild blueberries. This translates into significantly higher antioxidant potential and greater biological activity. We currently offer high-quality freeze-dried raw powder for wild blueberry, cranberry, haskap berry and black chokeberry. We are also developing several innovative products from wild blueberries and other berries through our R&D initiatives.

Fermented wild blueberry preparations

Fermentation of wild blueberries has been shown to enhance polyphenolic content and greatly increase biological activity, such as enhanced anti-inflammatory, anti-obesity and anti-diabetic potential (1-3). PhytImpact is currently developing high-quality and powerful biologically active fermented wild blueberry preparations.

Innovative wild blueberry extracts and combination products

Wild blueberries have demonstrated strong biological activity in several areas such as metabolic diseases, cognition, and vision (2-4). PhytImpact is developing ecological (green) high-quality wild blueberry extracts and combination products to target such selected conditions.

Metabolic diseases. The leaves and berries of the wild blueberry plant have been used in traditional medicine and shown to possess beneficial and complementary activities in the context of diabetes (5,6). PhytImpact is thus developing an innovative product combining extracts of the leaves and fruit of wild blueberries to target metabolic diseases in a synergistic manner.

Cognitive decline. Wild blueberry treatment was clearly shown to improve memory and executive functions, notably in school children, middle-aged people, and the elderly (7-9). Other natural health products (NHPs) such as Ginkgo biloba and N-acetyl-cysteine (NAC) have also demonstrated significant cognitive and neuroprotective benefits (10,11). PhytImpact is tapping into the great therapeutic potential of synergistic combinations of wild blueberries with such recognized NHPs to develop innovative products for cognitive improvement.

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