

A woman with long brown hair, wearing a white long-sleeved shirt and blue jeans, is walking away from the camera through a green field. She has her right hand raised to her head. In the background, there is a line of trees and a bright sunset with the sun low on the horizon. The sky is a mix of orange, yellow, and light blue.

BLUEDOR™

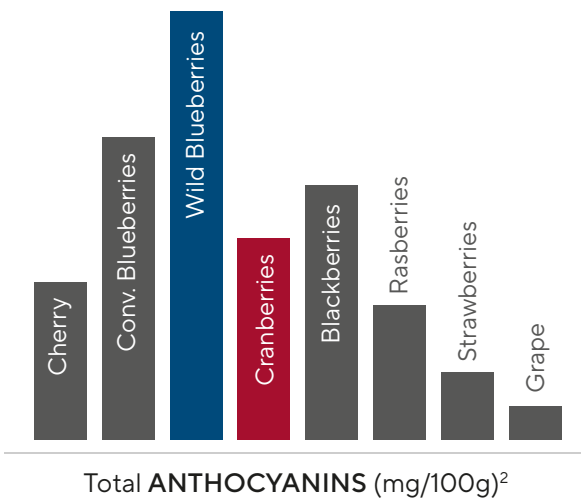
Vitality

Harness the power of
nature's top duo.
Wild blueberry and cranberry powder

FruitdOr™

Blue d'Or™ Vitality is a unique blend of organic wild blueberry and cranberry powders, designed to support revitalization, boost vitality, and enhance overall wellness.

Wild blueberries are naturally high in anthocyanins, which contribute to their vibrant color and are widely studied for their antioxidant properties and potential wellness benefits.



Enhance your formulations with Blue d'Or™ Vitality.



The power of superberries

Wild blueberries and cranberries are both known for their high antioxidant content, which can help combat oxidative stress caused by intense exercise. A study published in the *Journal of Agricultural and Food Chemistry* highlighted that wild blueberries contain high levels of anthocyanins, which have potent antioxidant properties that can aid in muscle recovery by reducing oxidative damage. Similarly, cranberries have been shown to improve antioxidant status in athletes, potentially reducing exercise-induced muscle damage.



Endurance benefits

Research indicates that wild blueberries may enhance endurance performance. A study in *Applied Physiology, Nutrition, and Metabolism* found that supplementation with wild blueberries improved time-to-exhaustion during exercise, suggesting they can help sustain energy levels during intense training. When combined with cranberries, which are also linked to cardiovascular health, this blend supports improved blood flow and oxygen delivery during physical activity.



Versatile and Flavorful Addition

Not only does this berry blend offer functional benefits, but it also adds an exceptional flavor and vibrant color to sports nutrition products. It can easily be incorporated into protein or superfood powders and energy bars, appealing to athletes looking for both taste and nutrition.

We pamper our
berries every step of
the way.



Learn more about our
field-to-finish story



Three reasons to choose Blue d'Or™ Vitality



Synergistic benefits

This powerful combination harnesses the best of two superfruits. Wild blueberries, known for their antioxidant content and cognitive support, pair seamlessly with the immune-boosting and anti-inflammatory properties of cranberries. Together, they provide an antioxidant boost, promoting overall well-being.



Sourced with integrity

At Fruit d'Or, our berries never leave our care. Our wild blueberries and cranberries are cultivated in the Nordic regions of Canada, where they are nurtured under optimal conditions to retain their nutrients. With a vertically integrated process, from field to final product, we ensure that every step is meticulously monitored for authenticity and purity.



Unmatched purity

Blue d'Or™ Vitality is an organic, clean-label product, free from additives, preservatives, and GMOs. We don't use anticaking or free-flow agents and solvents. The drying process for the powder preserves the fruit's nutrients in their natural, unaltered state. Whether you're adding it to smoothies, functional foods, or nutraceutical capsules, you can trust that you're giving your body the best nature has to offer.

Organic or conventional

Berry provenance

Nordic regions of Canada

Flavour

Burst of wild blueberry with a refreshing cranberry tang.

Color

Deep vibrant purple

Certifications



Blue d'Or™ Vitality is versatile and easy to incorporate into your products.

PERFECT FOR:



Smoothies



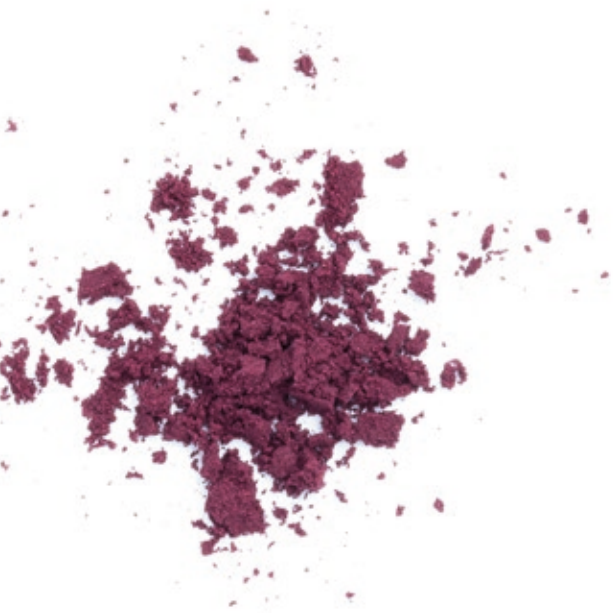
Capsules



Functional
food

Restore vitality with nature's powerful duo.

**Elevate your wellness routine with Blue d'Or™
Vitality; a blend where nature's purity meets
the expertise of Fruit d'Or.**



Research references

1. Wu, X., et al. (2004). "High-Throughput Analysis of Phytochemical Antioxidants in Fruits." *Journal of Agricultural and Food Chemistry*, 52(12), 3700-3707.
2. Kilmartin, P.A., et al. (2015). "Cranberry extract improves antioxidant status and exercise performance." *Nutrients*, 7(4), 2755-2766.
3. Rinaldi, R., et al. (2017). "Wild Blueberry Supplementation Improves Endurance Performance." *Applied Physiology, Nutrition, and Metabolism*, 42(8), 872-878.
4. Gupta, S., et al. (2010). "Impact of berries on the immune system." *Nutrition Reviews*, 68(4), 200-211.
5. Peddha, M. S., et al. (2017). "Role of polyphenols in maintaining gut health." *Phytotherapy Research*, 31(1), 64-75.

Legal Notice: These products are not intended to diagnose, treat, cure or prevent any disease. Please note that the physiological activity described herein is supported by the referenced studies reported. It is the responsibility of the distributors of finished products containing these ingredients to determine whether the claims made for these products are legal and in compliance with the laws of the country in which the products will be marketed.



Purity from the ground up

Consumers are looking for pure, clean ingredients. Fruit d'Or is a proven leader and expert in cultivating and processing the finest cranberries and wild blueberries on the market. With a deeply rooted belief in sustainable and vertically integrated production, every step — from the seeds we sow to the crops we harvest to the finished ingredients we create — is meticulously monitored to ensure we only deliver the very best. Experience Fruit d'Or's proven authenticity, quality, consistency, and effectiveness — right from our fields to your natural health solutions.

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FruitdOr

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