

# Eye Formula

## SUPPORTS HEALTHY EYES AND VISION!◊



### How can I continue to support healthy vision throughout my life?

The overall health of your eyes is important to help retain your healthy vision. Eye Formula provides a unique synergistic blend of micronutrients and natural herbal ingredients that combine traditional wisdom with current scientific knowledge specifically to help sustain overall eye health. Eye Formula combines distinctive flavonoids, carotenoids, and antioxidants known to nourish and help protect the delicate cellular tissue of your eyes, naturally. We have based this formula on the most current research that has shown dramatic value in maintaining healthy eyes and vision by incorporating these exciting nutrients into your diet. Eye Formula is a supportive formula that can help promote healthy vision into and throughout your silver and golden years!◊

#### EYE HEALTH SUPPORT◊

Eye Formula is a high-quality dietary supplement formulated specifically to help support and retain vision and eye health.◊ It combines key vitamins, minerals, herbs, flavonoids, carotenoids, antioxidants, and enzymes that are known, through traditional wisdom and modern science, to be potentially useful in nourishing and protecting the delicate and finely tuned mechanism that provides the priceless gift of sight.

*Although advancements through science and technology pertaining to maintaining and promoting healthy eyes have taken great strides, there is increasing scientific evidence that nutritional factors may also play an important role.*

The nutrients combined in Eye Formula, as well as their historical and scientific importance, are beneficial to eye health.

Eyebright (*Euphrasia officinalis*) herb not only grows wild throughout Bulgaria, Hungary, the Balkans, but is also grown commercially in Europe. Eyebright is rich in iridoid glycosides, flavonoids, and tannins. Its common name, "Eyebright," is derived from its rich traditional use as nutritional support for the eyes in external poultices, teas, tinctures, fluid extracts, and use of the whole herb for dietary supplementation.

#### CONTAINS FLAVONOIDS THAT HELP SUSTAIN CAPILLARIES◊

Bilberry, a close cousin to blueberry, has long been widely used in Europe for eye health. Research on bilberry began based upon the discovery that British pilots noticed and reported their night vision was improved when they ate bilberry jam prior to night flights. It turns out that the brightly colored and potent antioxidant compounds in bilberry fruit and leaves, which are called anthocyanidins, speed the replenishing of rhodopsin – the purple pigment that specialized nerve cells in the retina use for night vision.◊ These flavonoids also support the formation of connective tissues and assist in strengthening the capillaries in the eye, as well as elsewhere in the body.◊ Anthocyanidins are closely related to the oligomeric proanthocyanidins (OPCs) found in grape seeds and pine bark.

Eye Formula contains hesperidin, rutin, and quercetin, which are important flavonoids that help sustain healthy capillaries and blood circulation, as well as being potent antioxidants.◊ Rutin has been associated with maintaining healthy circulation within the eye.◊ Small amounts of the enzymes bromelain and papain are included because they enhance the absorption of flavonoids from one's diet.

## PROTECTS AGAINST FREE RADICAL ATTACK

Many of the delicate structures of the eye, such as the lens and the macula (the region of the retina with the greatest concentration of light-sensing nerves) are sensitive to free radical attack. Vitamin C and glutathione (a linkage of amino acids) are the major antioxidants in the lens of the eye and are components included in Eye Formula.

Vitamin C helps to preserve vitamin E in the body and therefore helps maintain glutathione in the active form that protects the lens from free radical attack.

Vitamin C levels in the eye naturally decrease with age, and supplementing with vitamin C helps ensure that adequate levels are maintained.

Niacinamide (vitamin B-3), as well as the mineral selenium, are also helpful in protecting glutathione levels. Zinc is required for the function of two enzymes in the retina that are critical for vision. Therefore zinc, in addition to selenium, niacinamide, and vitamin C (in the form of magnesium ascorbate), is provided in Eye Formula.

## MACULAR PROTECTION WITH SPECIFIC CAROTENOIDS<sup>o</sup>

Lutein and zeaxanthin, two specific carotenoids recently highlighted in eye research, are particularly important to eye health.<sup>o</sup> Lutein is the only carotenoid found both in the lens of the eye and in the macula, the most sensitive and dense nerve network of the retina. Eye Formula provides significant amounts (4 mg of each daily) of both lutein and zeaxanthin. Many diets are lacking in lutein and zeaxanthin, which are most abundant in spinach, kale, collard greens, romaine lettuce, peas, egg yolks, and leeks.

Both lutein and zeaxanthin have been found to be highly concentrated in the macula of healthy retinas and appear to neutralize free radicals that are generated when ultraviolet light strikes the retina.

Eye Formula also provides 1,250 IU of vitamin A equivalent activity (called retinol equivalents) per serving. The vitamin A in Eye Formula comes from a broad spectrum natural carotenoid complex, which also contains many other non-vitamin A related carotenoids as well.

Within a few months of use, you'll clearly feel and *see* the difference they can make.

### Supplement Facts

Serving Size

1 Tablet

Servings Per Container

60

Amount Per Serving	% Daily Value	Amount Per Serving	% Daily Value
Vitamin A (100% (1250 IU) as Carotenes)	1250 IU 25%	Bilberry Fruit Extract	40 mg *
Vitamin C (Ascorbic Acid)	70 mg 117%	Rutin	40 mg *
Niacin (Nicotinamide)	10 mg 50%	Hesperidin	20 mg *
Zinc (as Zinc Gluconate)	5 mg 33%	Quercetin	20 mg *
Magnesium (as Magnesium Ascorbate)	7 mg 2%	L-Glutathione	1000 mcg *
Selenium (as Sodium Selenite)	50 mcg 71%	Lutein (Xanthophyll)	2 mg *
Eyebright Aerial Parts	170 mg *	Zeaxanthin (from Marigold ( <i>Tagetes erecta</i> L.) Flower Extract)	2 mg *

\*Daily Value not established.

**INGREDIENTS:** Dicalcium Phosphate, Eyebright Aerial Parts, Magnesium Ascorbate, Microcrystalline Cellulose, Hesperidin Complex, Lutein Extract, Rutin, Bilberry Fruit Extract, Zinc Gluconate, Quercetin, Stearic Acid, PhytoZyme<sup>o</sup> proprietary blend (Bromelain, Papain, Aloe Vera, Alfalfa, Parsley, and vegetable and fruit concentrates from Carrots, Broccoli, Spinach, Cauliflower, Asparagus, Celery, Beet, Chili Pepper, Green Bean, Pea, Sweet Potato, Cucumber, Pumpkin, Snow Pea, Tomato, Zucchini, Lima Beans, Mushroom, Banana, Cantaloupe, Cranberry, Guava, Lemon, Mango, Orange, Papaya, Peach, Pineapple and Grapefruit), Marigold (*Tagetes erecta* L.) Flower Extract, Niacin (Nicotinamide), Carotenoid Complex, L-Glutathione, and Sodium Selenite

Formulated in the exclusive PhytoZyme<sup>o</sup> base of plant enzymes for bioavailability and over 30 synergistic fruit, vegetable and herbal concentrates for "extra" phytonutrient cofactors.

Allergy Information: This product is processed in the same facility that processes products containing fish/shellfish, soy and dairy.

**DIRECTIONS:** One tablet two times a day provides additional nutritional support to help maintain and promote healthy vision.<sup>o</sup>

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<sup>o</sup>These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.