

J. RODRIGUEZ
Laguna Beach, California

“My mother was diagnosed with AMD eight months ago. Since taking your supplement, her vision has not worsened.”



EYESCIENCE®

*Reducing Your Risk for
Macular Degeneration*

MACULAR HEALTH FORMULA™

Advanced Ocular Vitamin



EYESCIENCE®

EyeScience® Macular Health Formula can be found in your eye care professional's office, CVS/pharmacy, most Rite Aid stores, or online at www.eyescience.com, GNC.com and CVS.com.



The most complete eye vitamin for macular degeneration.

EYESCIENCE PRESENTS:

An Advanced Ocular Vitamin Formulation to Help Prevent and Protect from Macular Degeneration.

Age-related macular degeneration (AMD) is a serious eye disease that causes deterioration in the retina or back part of the eye. Patients with AMD lose their central vision, the part of the eye that helps you see clearly. AMD is the leading cause of blindness in individuals over the age of 50.¹

Annual visits with your eye care professional can help to identify early warning signs of the disease. The test for AMD is simple and involves your eye care professional putting eye drops in your eyes so they can examine the retina more closely. Your eye care professional can tell you if you are at risk or if you have AMD, and what stage it is in.



EYE SCIENCE®

While it isn't painful, patients with AMD report that the disease is life-changing. AMD decreases independence because patients with AMD need to rely on others for simple tasks. Vision loss from AMD affects most activities of daily living, including reading, driving and recognizing faces.

There are a number of factors associated with an increased risk of age-related macular degeneration, including:

- Family history
- High blood pressure
- High-fat diet
- Obesity
- Cigarette smoking

The National Institute of Health (NIH) estimates that 8 million Americans have a high risk of developing advanced AMD. Of these 8 million, 1.3 million Americans will develop it within five years.

Fortunately, the NIH also estimates that as many as 25% of these Americans could delay the onset of macular degeneration by taking a daily ocular supplement with antioxidants and vitamins.²

REDUCE YOUR RISK

with EyeScience®
Macular Health Formula



With the aging baby boomer population, AMD is predicted to be a health problem of epidemic proportions in the next decade. Researchers are working fervently to better understand the disease, learn preventive measures and develop more effective treatments.

The Age-Related Eye Disease Study (AREDS) is the largest clinical trial on AMD to date. In the results of this study, the National Eye Institute confirmed that “certain combinations of antioxidants, vitamins and zinc significantly reduce the risk of advanced age-related macular degeneration (AMD) and its associated vision loss.”³

NIH researchers were so inspired by the results from the first study that they commissioned another major longitudinal age-related eye disease study (AREDS 2) to measure the added protection from additional nutrients such as omega-3, lutein and zeaxanthin.⁴ This study, while still in the analysis stage, may further support the idea that individual patients have the power to take control of their own health and delay the onset of macular degeneration simply by taking a daily antioxidant and vitamin supplement.

You have a choice when deciding which eye vitamin to take. There are other eye vitamins on the market today, but it is important to look at the ingredients. The EyeScience® Macular Health Formula provides a **more complete formula**, including 14 different nutrients, all based upon decades of ocular research on age-related macular degeneration. All EyeScience products are reviewed and approved by the EyeScience Scientific Team, which comprises a broad base of nationally and internationally recognized scientists and medical professionals.

By starting an eye vitamin regimen with EyeScience® Macular Health Formula, you can be sure that you're giving yourself the best chance at maintaining your eye health for better vision far into the future.

G. ROSS
Columbus, Ohio

“My doctor suggested your website because of a dark spot in my left eye. She said I was at risk for developing advanced wet AMD, and I’m happy she recommended your vitamins.”

MACULAR HEALTH FORMULA™

FAQ
FREQUENTLY ASKED QUESTIONS

EYE VITAMIN COMPARISON CHART

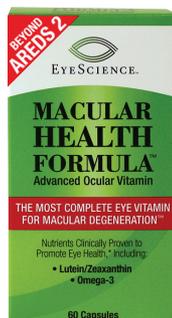
PRODUCT	EyeScience® Macular Health Formula	I-Caps® AREDS Formula	Ocuvite® PreserVision®	PreserVision® AREDS 2
MANUFACTURER	EyeScience Labs	Alcon	Bausch & Lomb	Bausch & Lomb
DAILY DOSAGE	2 capsules/day	4 tablets/day	4 tablets/day	4 softgels/day
VITAMIN C	500 mg	452 mg	452 mg	452 mg
VITAMIN E	400 I.U.	400 I.U.	400 I.U.	400 I.U.
ZINC	40 mg	69.6 mg	69.6 mg	69.6 mg
COPPER	2 mg	1.6 mg	1.6 mg	1.6 mg
SELENIUM	50 mcg	40 mg		
VITAMIN B6	20 mg			
FOLATE	200 mcg			
LUTEIN	10 mg			10 mg
ZEAXANTHIN	2 mg			2 mg
OMEGA-3	300 mg			1,000 mg
BILBERRY 25%	15 mg			
ALPHA-LIPOIC ACID	20 mg			
GRAPE SEED EXTRACT	20 mg			
L-GLUTATHIONE	10 mg			
NOTES	Formulated to go beyond AREDS 2	Includes 28,640 I.U. Vitamin A and Calcium 132 mg	Includes 28,640 I.U. Vitamin A	

DO I REALLY NEED A VITAMIN SUPPLEMENT IF I HAVE A HEALTHY DIET?

Yes. While a healthy diet rich in antioxidants may be beneficial, diet alone is not likely to provide sufficient levels of the vitamins and antioxidants needed to protect you and possibly delay the onset of AMD. The positive findings from the AREDS clinical trials were based upon the usage of vitamin supplements, not dietary intake.

ISN'T MY MULTIVITAMIN SUPPLEMENT GOOD ENOUGH?

No. The levels of antioxidants, vitamins and zinc are not high enough in most multivitamin formulas. The best chance for matching the effectiveness of the clinical trials comes from taking the same dosages that were shown to be effective. The EyeScience® Macular Health Formula was specifically formulated to provide the essential antioxidants and vitamins recommended by decades of ocular research to slow the progression of AMD.



M. WALSH
Houston, Texas

“My grandmother had macular degeneration; my father had macular degeneration. I’m taking your vitamin to protect my vision so hopefully I don’t get it. I’ve told my sisters that they too should be on a vitamin!”

IF I ALREADY TAKE A MULTIVITAMIN, CAN I TAKE THE SUPPLEMENT AS WELL?

EyeScience® Macular Health Formula advanced ocular vitamin is designed to complement a daily multivitamin regimen. Because multivitamin formulas vary, it is good health practice to consult with your doctor regarding the compatibility of all your medication and vitamin supplements.

WHEN DO I NEED TO START TAKING THE SUPPLEMENT?

If you have a family member with AMD or are at risk for the development of AMD, then it is never too early to start on a healthy eye regimen. Ask your eye care professional if you would benefit from an ocular supplement.

Have additional questions? Find more information about macular degeneration and other eye diseases and conditions at www.eyescience.com.

ENDNOTES

- 1 Jager RD, Mieler WF, Miller JW. Age-Related Macular Degeneration. *N Engl J Med* 2008; 358:2606-2617.
- 2 National Institutes of Health, Macular Degeneration Fact Sheet, <http://report.nih.gov/nihfactsheets/ViewFactSheet.aspx?csid=69> (October 2010).
- 3 National Eye Institute, Age-Related Eye Disease Study—Results, <http://www.nei.nih.gov/amdl/index.asp> (October 2010).
- 4 Age-Related Eye Disease Study 2, <http://www.areds2.org/>.

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.