



- Supports long-term eye health
- Defends the eye against environmental stresses
- Provides important nutritional aids to eye health



ITEM# 134

Your eyes are your window to the world. Outside of good health itself, nothing is more precious than the gift of sight. Everyone sees differently, in part due to differences in the acuity of our vision and the general state of our health, but we owe it to ourselves to do everything we can to maintain optimal vision.

As we age, there is a general decline in acuity of vision. One of the most important reasons for the loss of visual acuity over time is the damage caused by environmental factors. The eyes are not sequestered inside the body as the heart or kidneys are. Except when we are asleep, our eyes are constantly exposed to environmental factors such as air pollution, dryness, and oxidative damage from sunlight.

There are things that we can do to retain eye health. Firstly, we can reduce the amount of damaging environmental effects we subject our eyes to each day. For example, we can minimize exposure to harsh sunlight with quality sunglasses, especially while driving, and if we work at a computer terminal for long periods, breaks of just a minute or two of looking at distant objects can reduce eye strain significantly.

Secondly, today's lifestyles and working conditions result in ever-increasing demand for defence from oxidative damage. We can help to retain proper functioning of our eyes by providing nutritional supplementation, especially antioxidants, to counter free-radical damage.

The comprehensive formulation of VISIONEX™ is designed to support long-term eye health, especially when combined with preventive measures against exposure of the eyes to harmful environmental influences.

NATURAL MAINTENANCE

What we actually "see" with the eye are the patterns of light that strike the retina, a light-sensitive layer of cells at the back of the eye. In the centre of the retina is the macula, where the light rays are most highly focused and visual acuity is highest. The macula is especially vulnerable to oxidative damage because it has a high metabolic rate and because the energetic radiation (short wavelength light) focused on it enhances the production of free radicals.

The central portion of the retina contains a yellow pigment called the macular pigment, which helps protect the sensitive receptors in the retina, particularly from the potentially harmful effects of blue light. Our eyes receive support from the antioxidant carotenoids that make up the macular pigment—lutein and zeaxanthin.

LUTEIN

While the roles lutein and zeaxanthin play in the physiology of the eye are not completely known, the links between lutein and eye health are so strong that several national and regional health organizations have recommended the increase of dietary lutein. Lutein is believed to function in two ways: first as a filter of high-energy blue light, and second as an antioxidant that quenches light-induced free radicals and reactive oxygen species.^{1,2}

ZEAXANTHIN

Zeaxanthin, a yellow carotenoid, is a modified form of lutein. In the eye, lutein is predominant in the periphery of the macula while the concentration of

zeaxanthin is greatest in the very centre. This is where conditions most favour the formation of free radicals. Zeaxanthin is thought to be an even more powerful antioxidant than lutein.²

WHY VISIONEX™?

In addition to lutein and zeaxanthin, the VISIONEX formulation contains these three important nutritional aids to eye health: bilberry extract, vitamin C, and zinc.

The bilberry fruit is rich in antioxidant anthocyanosides and has been shown to help retain healthy capillaries, including those in the eye.³

Vitamin C provides additional antioxidant protection, especially to the lens of the eye, where the concentration of vitamin C in the lens is 20 times that found in the blood.⁴

Zinc appears to provide an additive effect to antioxidants in promoting good visual acuity.⁵

References

1. Stahl W. Dev Ophthalmol 2005;38:70-88.
2. Richer S, et al. Optometry 2004;75(4):216-30.
3. Colantuoni A, et al. Arzneimittelforschung 1991;41:905-09. 1991
4. Vanderhagen, et al. J Am Optometry Assoc 1993;64:871-78.
5. National Eye Institute (NEI) Clinical Advisory. 15 October 2001. (www.nlm.nih.gov/databases/alerts/amd.html)

RECOMMENDED USE: PROMOTES HEALTHY EYES AND REDUCES THE RISK OF CATARACTS AND AGE-RELATED MACULAR DEGENERATION. / **UTILISATION RECOMMANDÉE:** FAVORISE LA SANTÉ OCULAIRE ET RÉDUIT LE RISQUE DE CATARACTES ET DE LA DÉGÉNÉRESSENCE MACULAIRE ASSOCIÉE AU VIEILLESSEMENT.

DIRECTIONS: ADULTS, TAKE 2 TABLETS DAILY WITH MEALS. / **MODE D'EMPLOI:** ADULTES, PRENDRE 2 COMPRIMÉS PAR JOUR AVEC LES REPAS.

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| EACH TABLET CONTAINS: | | CHAQUE COMPRIMÉ CONTIENT: |
| MEDICINAL INGREDIENTS: | | INGRÉDIENTS MÉDICINAUX: |
| VITAMIN C (ASCORBATES), POTASSIUM AND ZINC ASCORBATES | 250 mg | VITAMINE C (ASCORBATES DE CALCIUM, MAGNÉSIUM, POTASSIUM ET ZINC) |
| ZINC (CITRATE, ASCORBATE) | 7.4 mg | ZINC (CITRATE, ASCORBATE) |
| BILBERRY FRUIT EXTRACT (VACCINIUM MYRTILLUS) | 25 mg | EXTRAIT D'AIERELLE (VACCINIUM MYRTILLUS) |
| WARGOLD FLOWER EXTRACT | 100 mg | EXTRAIT DE FLEUR DE SOUCI |
| (TAGETES ERECTA, STANDARDIZED TO 5 mg LUTEIN AND 0.17 mg ZEAXANTHIN) | | (TAGETES ERECTA, STANDARDISÉE À 5 mg DE LUTEINE ET 0.17 mg DE ZEAXANTHINE) |
| ZEAXANTHIN | 0.83 mg | ZEAXANTHINE |

NON-MEDICINAL INGREDIENTS: MICROCRYSTALLINE CELLULOSE, CARBOXYMETHYLCYLLULOSE, STARCH, DEXTROSE, SOY LECITHIN, SODIUM CITRATE.

INGRÉDIENTS NON MÉDICINAUX: CELLULOSE MICROCRISTALLINE, CARBOXYMÉTHYLCYLLULOSE, AMIDON, DEXTRINE, DEXTROSE, LÉCITHINE DE SOJA, CITRATE DE SODIUM.

LABORATORY TESTED, MEETS USP SPECIFICATIONS FOR POTENCY, UNIFORMITY AND DISINTEGRATION WHERE APPLICABLE. / TESTÉ EN LABORATOIRE, QUALITÉ GARANTIE, CONFORME AUX NORMES USP DE CONCENTRATION, D'UNIFORMITÉ, ET D'ÉSINTÉGRATION, LA OÙ APPLICABLE.