



# Focus on the Big Picture



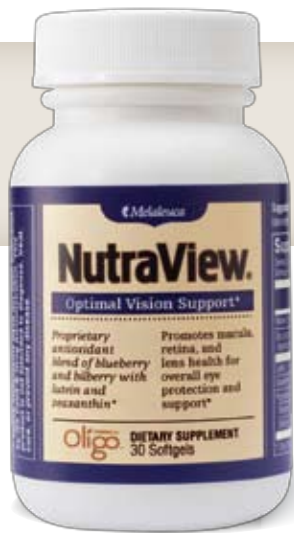
## The Natural Solution for Clearly Superior Vision Support

From the smiling faces of children and grandchildren to the simple joy of the morning paper, 80 percent of what we perceive and know about the world depends on our eyes. That's why *NutraView* contains the research-recommended amounts of lutein, zeaxanthin, vitamin C, and zinc plus a proprietary blend of blueberry and bilberry for superior, natural, overall eye health. Nothing is more precious than your sight, and nothing else offers all the natural protection and support *NutraView* does.\*

NOW WITH ZEAXANTHIN







# Superior Science for Optimal Vision Support

Your eyes, more than any other organs of your body, are constantly exposed to elements that can induce free radical damage. Over time, this damage can lead to permanent impairment of your vision.

Fortunately, researchers have found that powerful nutrients and antioxidants can help protect against free radicals in the eye—nutrients and antioxidants like those found in *NutraView*.\*

## Incorporating the Latest Scientific Advances

Leading the charge in the discovery of natural solutions to eye health is the AREDS 2 project. This Age-Related Eye Disease Study 2 is a six-year, multi-center study sponsored by the National Eye Institute. And while the final study results will not be ready until 2013, the preliminary findings show great promise for formulations used in the study.

*NutraView*'s unique formula incorporates the components and modifications that show incredible promise in AREDS 2, as well as a proprietary blend of antioxidants exclusive to Melaleuca.

\*These statements have not been evaluated by the Food & Drug Administration. This product is not intended to diagnose, treat, cure, or prevent disease.

## A Natural Feast for the Eyes

**Lutein**—A powerful antioxidant found in leafy green vegetables like spinach and kale, lutein plays a critical role in fighting free radical damage to the retina and supporting the health of the macula.<sup>1</sup> \*

**Zeaxanthin**—A powerful antioxidant found in egg yolks and leafy vegetables that is concentrated in the macula. Together with lutein, it acts as an internal pair of sunglasses, helping filter harmful blue light waves and protecting the macula from free radical damage.<sup>1,2</sup> \*

**Vitamin C**—A powerful natural antioxidant that has been shown to have a positive effect on eye health.<sup>3</sup> \*

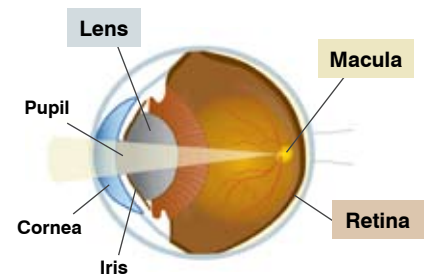
**Bilberry**—long reputed to help improve night vision, bilberries have also been shown to help maintain the strength of tiny blood vessels in the eyes.<sup>4</sup> \*

**Blueberry**—A super-powerful antioxidant,<sup>5</sup> blueberries are known as the “vision fruit” in Japan.\*

**Zinc**—an essential mineral shown to support eye health.<sup>6</sup> Lower levels of zinc in the eye have been tied to cloudy, impaired vision. Evidence suggests that when taken with other essential nutrients, Zinc can help prolong healthy vision. Zinc is powered by Oligo in *NutraView* to help support optimal absorption.\*

## Targeted Nutrition for Overall Eye Health

The ingredients in *NutraView* target the three most sensitive areas of the eye to provide overall eye protection and support.



**Lens:** The lens of the eye helps focus light waves on the retina. A healthy lens is transparent. Antioxidants like lutein and vitamin C help protect the lens from environmental factors that may cloud its surface.\*

**Macula:** The macula is responsible for helping us to see close up, to focus, and to distinguish detail. When healthy, it contains a high amount of lutein and zeaxanthin.\*

**Retina:** The retina is a light sensitive tissue lining the inner surface of the eye. The optics of the eye create an image of the visual world on the retina, which serves much the same function as the film in a camera. The antioxidant blend in *NutraView* helps fight free radical damage to the retina.\*

1. “Effects of lutein and zeaxanthin on aspects of eye health,” *Journal of the Science of Food and Agriculture*, vol. 90, no. 1, January 15, 2010, p. 2–12.
2. “Xanthophylls and eye health of infants and adults,” *Le Journal médical libanais*, vol. 57, no. 4, Oct–Dec, 2009 p. 261–267.
3. “A randomised controlled trial investigating the effect of nutritional supplementation on visual function in normal, and age-related macular disease affected eyes: design and methodology,” *Nutrition Journal*, Oct, 2003, p. 12.

4. “Protective Effects of Bilberry (*Vaccinium myrtillus* L.) Extract against Endotoxin-Induced Uveitis in Mice,” *Journal of Agricultural and Food Chemistry*, March 12, 2010.
5. “The Miracle Berry,” *Prevention*, June 1999, p. 122–127.
6. “Reduced zinc and copper in the retinal pigment epithelium and choroid in age-related macular degeneration,” *American Journal of Ophthalmology*, vol. 147, no. 2, Feb 2009, p. 276–282.