



Nutrition for Optimal WellnessSM

Nutrition for Vision



Nutrition for Optimal WellnessSM

NOW carries an extensive selection of dietary supplements that have been carefully formulated to support healthy eyes and vision. From standardized herbs and antioxidants, to vitamins and combination products, our entire line of vision support supplements has been formulated using the most advanced research. NOW products are tested extensively for safety, potency, and identity.*

- **Research-based eye support supplements and standardized herb extracts**
- **Free-radical fighting antioxidants support eye health**
- **Combination formulas help support a wide range of healthy visual functions***
- **Tested to be safe, potent, and free from potentially harmful contaminants**



References

1. Landrum JT, Bone RA, Kilburn MD. The macular pigment: a possible role in protection from age... Adv Pharmacol . 1997;38:537-556.
2. Brown L, Rimm EB, Seddon JM, et al. A prospective study of carotenoid intake and risks... Am J Clin Nutr. 1999;70:517-521.
3. Hammond BR Jr, Wooten BR, Snodderly DM. Density of the human crystalline lens is related to the macular pigment carotenoids, lutein and zeaxanthin. Optom Vis Sci . 1997;74:499-504.
4. Seddon JM, Ajani UA, Sperduto RD, et al. Dietary carotenoids, vitamins A, C, and E, and advanced age... Eye Disease Case-Control Study Group. JAMA . 1994;272:1413-1420.
5. Goldberg J, Flowerdew G, Smith E, et al. Factors associated with age... An analysis of data from the first National Health and Nutrition Examination Survey. Am J Epidemiol . 1988;128:700-710.
6. Gollnick HR, Hopfenmuller W, Hemmes C, et al. Systemic beta carotene... are an optimal protection... results of the Berlin-Eilath study. Eur J Dermatol. 1996;6:200-205.
7. Muth ER, Laurent JM, Jasper P. The effect of bilberry nutritional supplementation on night visual acuity and contrast sensitivity. Altern Med Rev. 2000;5:164-173.
8. Levy Y, Glovinsky Y. The effect of anthocyanosides on night vision. Eye . 1998;12:967-969.
9. Zadok D, Levy Y, Glovinsky Y, et al. The effect of anthocyanosides on night vision tests. Invest Ophthalmol Vis Sci. 1997;38(suppl):633.
10. Bunin Ala, Filina AA, Erchev VP. A glutathione deficiency... and the approaches to its correction. Vestn Oftalmol . 1992;108:13-5.

#8788

*These statements have not been evaluated by the FDA. These products are not intended to diagnose, treat, cure or prevent any disease.



Nutrition for Optimal Wellness.SM

www.nowfoods.com



Health Professor





Nutrients for Healthy Vision

As one of the body's most powerful sensory organs, the eyes—like every other human system—are at the mercy of many factors. In addition to protecting them against harmful ultraviolet rays, getting regular exams, and using general common sense, the eyes also have nutritional needs.

Sadly, far too many individuals spend their lives under the impression that, over the years, the eyes simply lose their focus. And while it is true that the aging process can hinder how well they function, many vision imbalances are pre-programmed in our DNA. Some develop during adolescence, in accordance with the body's rapidly shifting hormonal activity, while others have their onset much later in life.

One thing that does not change from person to person is the importance of providing the eyes with the nutrients they need. So unless you're among the few who are born into a world of perfect 20/20, let's take a look at some of today's most popular and effective eye-supporting compounds.

Beta-Carotene

Rabbits and carrots and ultra healthy vision – who among us has not heard this analogy by now? Still, there's no denying the fact that beta-carotene is one of the most effective nutrients when it comes to supporting a healthy set of peepers. One of its primary functions is to protect and condition the cornea—the thin, clear outer layer that shields the eye's inner components from debris. Beta-carotene is also a relentless free-radical fighter that helps protect the cells of the eyes from oxidative damage.*

Lutein

This naturally-occurring carotenoid is commonly found in green leafy vegetables, such as spinach and kale, as well as egg yolks. Many systems throughout the body rely on it, with the eyes being one of the most substantial. Since the human body is incapable of manufacturing lutein, it must be obtained from the diet. Lutein has strong antioxidant properties that help protect ocular structures

from free radical damage. It also safeguards light-sensitive components, including the lens, macula, and retina.*

Bilberry

Native to the United States and northern Europe, these tasty berries are rich in flavonoid anthocyanosides—a powerful antioxidant that has been shown to possess remarkable cell-protecting properties. A number of clinical studies have suggested that the active components in Bilberry can support healthy night vision, while strengthening blood vessels, staving off oxidation, and assisting the eyes in adjusting from bright to dark settings.*

NAC (N-Acetyl Cysteine)

This sulfur-containing amino acid plays a number of roles within the body, including several that affect eye health and visual integrity. One of its most impressive involves its ability to increase the body's production of glutathione. In doing so, NAC has been shown to provide exceptional protection against free radicals caused by debris and other environmental factors.*

Remember, the eyes are unique in that they are extremely vulnerable and fully exposed to the world around them. This increases their need for protection against environmental agents that can result in injury or infection. Additionally, the head is one of the last regions of the body to receive antioxidants; most are used by the body before ever making it to the head. NOW® Eye Support offers a full range of antioxidant nutrients to help support healthy vision, including all of those discussed in this article.*



Vision Support from NOW®

Clinical Strength Eye Support – NOW® Clinical Strength Eye Support was formulated to help support ocular health and function by delivering the most vital nutrients necessary to protect against damaging oxidation. This perfectly balanced and comprehensive blend of ocular-nourishing vitamins, minerals, herbs and antioxidants offers superior protection to the delicate tissues of the eyes, including the lens and macula.* Each serving contains 10 mg of free form Lutein, along with 21 other supporting compounds.

Lutein Esters – Lutein is a powerful yellow plant pigment that functions within the body by acting as an internal blue-blocker for the eyes. Extensive research has indicated that lutein may be especially helpful in preventing damage from the blue light wavelength. It has also been shown to be effective in promoting long-term clear vision and overall eye health, providing much needed support to the macula region of the retina, where light impact is concentrated.*

Bilberry Complex with Beta-Carotene

– With its sweet edible berries and creamy center, the popularity of Bilberry has erupted over the past few years, as research continues to uncover new benefits. This member of the blueberry family gets its beneficial effects from anthocyanosides—natural substances that increase circulation to the small blood vessels of the eyes responsible for visual function and protection. In addition to its ocular supporting properties, many users claim that Bilberry helps support healthy general circulation, in addition to immune system response.*

NAC 600 mg – Healthy, functioning eyes are at the mercy of many nutrients. One of the most vital is glutathione. NAC (N-Acetyl Cysteine) is essential in the formation of glutathione, and therefore equally important in maintaining healthy vision. NOW® NAC (with added trace elements of molybdenum and selenium) acts as a precursor to the production of glutathione, and further protects delicate ocular components through its strong antioxidant properties.*



Nutrition for Optimal Wellness.™

*These statements have not been evaluated by the FDA. These products are not intended to diagnose, treat, cure or prevent any disease.