

Groundbreaking Eye Health Supplement Targets Hereditary Vision Problems

■ Ophthalmologist Dr. Paul Krawitz, President and Founder of Vitamin Science Inc., has introduced VisiVite® Balanced Ocular Support - a novel nutritional supplement designed to maintain crystal-clear vision health in people with a family history of eye health issues.

With over 500 genes contributing to inherited eye problems, family vision health has become a top wellness concern. Consider: the U.S. National Eye Institute projects that 3.6 million Americans will have age-related macular health problems by the year 2020 -- and that's just one of the many eye issues that have been linked to hereditary causes. Health-conscious families are taking steps to keep their eyes healthy, such as wearing sunglasses that block damaging UV rays, eating colorful fruits and vegetables, and increasing intake of DHA-rich fish. Vitamin Science, Inc., has just announced yet another way for families to promote their vision health for a lifetime: VisiVite Balanced Ocular Support.

The first nutritional supplement designed to maintain eye health in families with a history of hereditary vision problems, VisiVite Balanced Ocular Support unites research-backed eye health nutrients like OPTISHARP® zeaxanthin and FloraGLO® lutein with microcirculation-boosting ginkgo biloba and inflammation-modulating turmeric. VisiVite Balanced Ocular Support further reinforces natural defenses with a sight-protective antioxidant complex that includes AstaREAL® astaxanthin, alpha lipoic acid, European black



currant extract, grapeseed extract, MirtoSelect® bilberry extract, N-acetyl-L-cysteine, and quercetin. The final product is a precisely-calibrated formulation supplying a far-reaching range of sight-supportive nutrients -- promoting multiple aspects of vision health in eyes that may face greater hereditary risk.

“Family history predicts future eye health risks, especially when it comes to age-related vision issues,” commented Dr. Paul Krawitz, an internationally-acclaimed Ophthalmologist, C.E.O. of Vitamin Science, Inc., and formulator of VisiVite Balanced Ocular Support. “As with so many other aspects of wellness, it’s better to actively maintain your present health than to wait until problems manifest. VisiVite Balanced Ocular Support

is designed to do just that, with the most advanced and comprehensive range of eye health-promoting nutrients ever presented in a single supplement.”

It is believed that the earlier nutritional supplementation for eye health is started, the better the overall eye health outcome may be. Krawitz feels that, in addition to supplying critical sight-supportive nutrition, VisiVite Balanced Ocular Support will help open family dialogues about hereditary eye issues. “Eye problems are among the most widespread genetic issues that families are not talking about,” explains Krawitz. “It is our hope that older generations who may be dealing with eye issues will share their vision history, along with Balanced Ocular Support, with younger members of their family. This type of family communication, combined with regular eye doctor visits and good nutrition, may be the key to significantly slowing the growth of hereditary eye issues.”

VisiVite Balanced Ocular Support is already being recommended by eye doctors across the United States.

VisiVite Balanced Ocular Support is sold at VisiVite.Com, Vision-Nutrition.Com, BestEyeVitamins.Com, Amazon.Com, and participating nutritional supplement stores and doctor offices. Wholesale accounts with a business tax ID number are welcomed.

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. This product is not intended to be a substitute or replacement for any drug, surgery or any other medical treatment. Seek the advice of a competent health care professional for your specific health concerns. Individual results will vary.