

EYE HEALTH IN 20/20

“Vision is influenced by our lifestyle and commonly declines as we age. The goal is to build optimal eye health early and maintain it throughout adult life.”

– DR. KIMBERLY REED, optometrist and Ocular Nutrition Society board member

FACTS ABOUT VISION



MORE THAN **2 MILLION AMERICANS** age 50 and up have AMD (age-related macular degeneration), which can lead to severe vision impairment¹



\$51.4 BILLION is the total economic impact of visual problems in the U.S.³



258 MILLION PEOPLE worldwide are visually impaired and 39 million are blind²

“It is difficult to obtain all of the nutrients that support eye health from food alone. To fill the gaps, consider a supplement specifically formulated for eye health and vision.”

– ELIZABETH SOMER, registered dietitian and author of “The Essential Guide to Vitamins and Minerals”

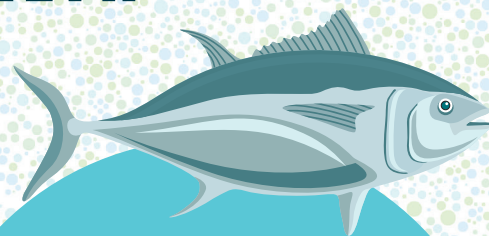


NUTRIENTS THAT ARE IMPORTANT FOR EYE HEALTH



LUTEIN

filters harmful blue wavelengths of light.



OMEGA-3s

offer immune and vascular health benefits to support healthy eyes and visual function throughout life.



ZEAXANTHIN

absorbs damaging blue light and reduces glare to protect healthy cells.



VITAMIN C

is a powerful antioxidant found in watery regions of ocular tissue.



VITAMIN E

protects against free radical damage and contributes to healthy blood flow.

EYE HEALTH MYTHS VS FACTS

MYTH #1

My eyesight and overall eye health will **WORSEN AS I AGE**, no matter what I do.



FACT #1

More than **4 IN 5 U.S. ADULTS** think worsening eye health is inevitable with age, but that doesn't have to be the case.⁴ Proper nutrition from food and nutritional supplements, wearing protective sunglasses, & regular eye exams can support a lifetime of healthy eyes.

MYTH #2

If I **EAT CARROTS REGULARLY**, I'm getting all the nutrients I need to support healthy vision.



FACT #2

89% OF AMERICANS believe carrots to be the best food for eye health, but carrots lack two essential eye health nutrients — lutein and zeaxanthin.⁴ **ONLY 10% OF AMERICANS** consume the recommended amount of these two essential nutrients.⁵

MYTH #3

If nutrition were important for maintaining eye health, my **EYE DOCTOR WOULD TELL ME.**



FACT #3

78% OF U.S. ADULTS have never received nutrition or diet advice from their doctor.⁴ If you have questions about foods you could be eating or supplements you could add to your daily routine to support eye health, ask your eye doctor for advice.

MYTH #4

If my **CHILD'S VISION IS 20/20**, there's no need to worry about his or her eye health right now.



FACT #4

ONLY 14% OF PARENTS are worried about their children developing vision problems in the future⁴, but the truth is, we lay the groundwork for a lifetime of healthy vision in our youth. Even if your child's vision is 20/20 now, proper nutrition is one key to maintaining healthy eyes in the long term.

1. American Academy of Ophthalmology
2. World Health Organization (2012)

3. Prevent Blindness America
4. DSM Nutritional Products Survey (2013, 2014)

5. American Optometric Association
6. NHANES (2012)