

VISION HEALTH UPDATE

VOLUME 4, ISSUE 3 NOVEMBER 2005

NEW SUBSCRIPTION SERVICE OFFERS FREE SHIPPING!

Beginning last month, we began the **Sight for Life** subscription service that will save you time and money!

Customers may now order any VisiVite® supplement and get free shipping and free Co-Defense® multivitamins!

How? It's easy!

Start your subscription with a 3 month supply of your preferred VisiVite® formula. When you do, each time we'll include:

- Free Shipping!
- A free 3-month supply of Co-Defense® Multivitamin Tablets.

Your order will ship

automatically again in 3 months. No need to call our operators, fax or mail your order, or even go online.

Isn't that convenient? Our customers think so!

We began this service last month with regular customers who receive our Email newsletter and nearly one-third of them are opting for this new service. We've made it even easier to get started by putting a subscription order sheet on Page 3 of this newsletter. Simply fax or mail it to us with your credit card information, and you'll be entered on our subscription service right away.

If you want to start your subscription at a future

date, just write that on the order sheet and we'll be glad to accommodate your request. We regret that we cannot accept checks for subscription orders.

Every three months, you'll save nearly \$14.00 and the inconvenience of placing a new order!



VisiVite® i-Defense
Gold Formula

SPECIAL POINTS OF INTEREST:

- *Save time and money with our new VisiVite subscription service*
- *New formula for Coumadin patients who wish to avoid taking Vitamin E*
- *Avastin holds hope for wet AMD*
- *Latest research shows that Dry Eye responds to specific nutritional supplements*

NEW FORMULA FOR PATIENTS TAKING COUMADIN

Although the compounds in VisiVite® Macular Degeneration Formulas have been extensively studied and found to be both safe and effective, some patients contacted us with concerns about taking high doses of Vitamin E if they were also taking

Coumadin.

While many doctors feel comfortable adjusting the Coumadin dose in these patients, other physicians and patients were hesitant.

Vitamin Science has therefore released a new, patent pending formula,

VisiVite® E-Free, with no therapeutic Vitamin E, while adding 20 mg of FloraGLO® brand Lutein, 4.75 mg OPTISHARP® brand Zeaxanthin, and other important antioxidants.

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Co-Defense
Multivitamin Tablets

THE IMPORTANCE OF WATER SOLUBLE VITAMINS

VisiVite Supplement Formulas have high levels of important vitamins and antioxidants to prevent the progression of macular degeneration, and in formulas containing Lutein or Zeaxanthin, may improve vision in some patients.

But they are not complete multivitamins. And many studies have shown that water soluble vitamins, including B Vitamins and Lycopene, are both important to ward off

diseases of aging, including cancer and heart disease.

Compared with Centrum Silver, Co-Defense contains two to three times the water soluble B Vitamins and Lycopene, while removing Vitamins A, C, E, Zinc and Copper, compounds that are already present in VisiVite, thus preventing taking too much of those items.

Best of all, Co-Defense costs less than Centrum Silver.

Co-Defense is available both in moderate tablet size and mini-tablet size for patients who have difficulty swallowing. Each bottle contains a 100-day supply.

A 3-month supply of Co-Defense is included free when you are a subscription customer (see Page 1 article).

VITAMIN SCIENCE PRESENTS AT AAO

NEARLY 30,000
PEOPLE ATTENDED
THE OCTOBER
2005 AMERICAN
ACADEMY OF
OPHTHALMOLOGY
CONFERENCE IN
CHICAGO

Vitamin Science was invited to present at the International AAO (American Academy of Ophthalmology) conference in Chicago, Illinois.

The scientific conference is attended by leading international physicians and lecturers.

Macular Degeneration was one of the dominant issues presented this year, in light of

new and promising medications for wet forms of macular degeneration.

Nutritional supplements remain front and center. The AREDS 2 study was announced. As expected, The National Eye Institute plans to remove beta-carotene, reduce Zinc to 40 mg and add Lutein and Zeaxanthin to the new study formula.

Sound familiar? It should. That's VisiVite i-Defense Green Formula!

AVASTIN MAY HELP WET MACULAR DEGENERATION



Avastin inhibits the
formation of new
blood vessels.

Early study results indicate that a potential new age-related macular degeneration (AMD) therapy may improve vision within one week of injection, researchers announced at the Macula Society meeting of international retinal specialists.

Avastin, the drug made by

Genentech and used in initial studies, works by inhibiting growth of abnormal blood vessels in the back inner part of the eye (retina), a condition that occurs in the "wet" form of AMD. Researchers at the University of Miami's Bascom Palmer Eye Institute said Avastin substantially reduced blood vessel leakage contributing to

vision loss.

Avastin has effects similar to Macugen, which received FDA approval in December 2004. Both drugs target a specific type of protein thought to cause abnormal blood vessel growth.

FREE SHIPPING!

With *Sight For Life* Subscription Service

Fax this page to 1-631-980-4034 or mail it to Vitamin Science, PO Box 1128, Huntington, NY 11743

- ◆ Order a 3-month supply of your preferred VisiVite® macular degeneration formula
- ◆ As an extra bonus, get a FREE 3-month supply of Co-Defense Multivitamin Tablets or Mini-Tablets
- ◆ No need to remember to reorder! Your order arrives automatically every three months.

SHIPPING ADDRESS

Name: _____
 Address: _____
 City, State, Zip: _____
 Telephone: _____
 Email: _____

BILLING ADDRESS Same as shipping address

Name: _____
 Address: _____
 City, State, Zip: _____
 Telephone: _____
 Email: _____

FORMULA	QUANTITY	SHIPPING & HANDLING	TOTAL PRICE
<input type="checkbox"/> VisiVite Original AREDS Formula	3 Bottles (3 month supply)	\$ 0.00	\$ 53.85
<input type="checkbox"/> VisiVite Smokers Formula	3 Bottles (3 month supply)	\$ 0.00	\$ 53.85
<input type="checkbox"/> VisiVite i-Defense Yellow Formula	3 Bottles (3 month supply)	\$ 0.00	\$ 65.85
<input type="checkbox"/> VisiVite i-Defense Red Formula	3 Bottles (3 month supply)	\$ 0.00	\$ 65.85
<input type="checkbox"/> VisiVite i-Defense Gold Formula	3 Bottles (3 month supply)	\$ 0.00	\$ 89.85
<input type="checkbox"/> VisiVite i-Defense Green Formula	3 Bottles (3 month supply)	\$ 0.00	\$ 89.85
<input type="checkbox"/> VisiVite E-Free Formula	3 Bottles (3 month supply)	\$ 0.00	\$ 89.85

SELECT WHICH FREE BOTTLE OF MULTIVITAMINS YOU PREFER. EACH BOTTLE IS A 3-MONTH SUPPLY

- Co-Defense Tablets**—Take one medium oval tablet daily
- Co-Defense Mini-Tablets**—Take two smaller round tablets daily

Subscription orders are only payable by credit card:

- MasterCard American Express
- Visa Discover Card

Credit Card Account #: _____ Expiration: _____ / _____

Signature: _____

By signing this order form, you authorize Vitamin Science Inc. to automatically ship you the items selected above every 3 months and to charge your credit card each time your order ships. If this subscription is cancelled before your second shipment, you will be charged \$14.95, which is the value of the initial order's free Co-Defense and shipping.





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SEE US ON THE WEB!
WWW.VISIVITE.COM

BETTER VISION THROUGH SCIENCE

A Few Words About Our Company

Vitamin Science was founded in 2001 with the goal of improving the quality of life for patients with eye diseases through nutritional supplementation. Our physician lead corporation scours the scientific literature to discover those ingredients that have true clinical efficacy.

We then exclusively utilize premium ingredients from natural sources so that our nutritional formulas are well tolerated and have the greatest benefit. Other supplements that use synthetically derived ingredients may be cheaper, but none are better.

Vitamin Science markets the trademarked formulas, VisiVite®, Co-Defense® and Dry Eye Relief®, which are sold within the United States as well as shipped to many international locations.

Should you have a question about one of our products, we would be happy to respond. You may send an email to help@visivite.com or call our Customer Service telephone number at 1-800-427-7660.

HELP FOR DRY EYE SUFFERERS

Symptoms resulting from Dry Eye Syndrome represent the most common complaint seen by eye care specialists.

Efforts to treat Dry Eye have been limited and expensive.

Vitamin Science has introduced a new and updated patent pending oral nutritional formula which shows great promise for both the relief of Dry Eye symptoms and improvement in Tear Gland Function.

Dry Eye Relief® Tear Stabilization Formula works to treat poor tear function in three important ways:

First, it replenishes the outer

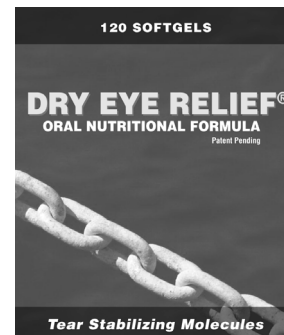
lipid layer and the inner mucus layer to help to create a more plentiful tear film.

Next, it adds natural anti-inflammatory agents such as Omega-3 and Omega-6 Fatty Acids and Circumin, thus reducing Lacrimal Gland inflammation which then results in improved tear formation.

Finally, and most uniquely, Dry Eye Relief Tear Stabilization Formula adds polar phospholipid molecules, which conjoin the three layers of the tear film, resulting in enhanced tear film stability.

Dry Eye Relief Tear Stabilization Formula will be available approximately November 20.

Should you wish to place an advance order for this product, call our toll-free Customer Service telephone number at 1-800-427-7660, Extension 2.



Polar phospholipids stabilize the tear film in new, patent pending Dry Eye Relief Formula