

The enclosed information is designed to help inform you regarding the new VisiVite® i-Defense™ Formulas, which are being nationally launched on June 1, 2004.

COMMON QUESTIONS ABOUT THE NEW VISIVITE® i-DEFENSE™ FORMULAS

WHY IS VITAMIN SCIENCE MAKING NEW FORMULAS?

The National Eye Institute's Age Related Eye Disease Study (AREDS), first published in October 2001 was groundbreaking. It was the first of its kind to show that taking high dose anti-oxidants were beneficial to patients with age related macular degeneration. But it only proved a slowing of the progression of macular degeneration. It did not show improvement either in vision or in the appearance of the retina. Research since then has shown improvement in patients with macular degeneration when additional ingredients are added to the supplement.

HOW ARE THE NEW FORMULAS DIFFERENT?

There are two important ingredients that were not included in the AREDS Study, Lutein and Zeaxanthin. Both are chemically related to Vitamin A (beta-carotene). But Vitamin A is not very efficient in getting into the macula, whereas Lutein and Zeaxanthin are found in high concentrations in normal, healthy maculas. And the most recent scientific studies, including the Lutein Anti-Oxidant Supplementation Trial (LAST) demonstrated that high dosages of these compounds resulted in VISION IMPROVEMENT in patients and IMPROVED macular pigmentation.

WHY IS THERE LESS ZINC IN THE NEW FORMULAS?

Although the four new VisiVite i-Defense formulas are all based on the AREDS study formula, the Zinc levels were lowered from 80 mg to 40 mg per day. This was done because the AREDS study showed a higher level of urinary tract side effects with the high Zinc levels. Additionally, some patients experience gastrointestinal upset with Zinc levels above 50 mg per day. By lowering the Zinc to 40 mg, patients continue to benefit from the anti-oxidant benefits of Zinc, but with increased tolerability.

WHY ARE THE NEW FORMULAS MORE EXPENSIVE?

FloraGLO® Lutein is naturally derived from Marigold flowers, and is the most desired form of Lutein for human consumption in the world. Unlike synthetically-derived forms of Lutein, FloraGLO is completely biocompatible and is registered as a safe and effective substance with the United States Food and Drug Administration. ZeaVision® brand Zeaxanthin is a rare molecular substance that concentrates in the fovea centralis, the most sensitive area of the macula. Both VisiVite i-Defense Gold and Green formulas have a total of 4.75 mg of Zeaxanthin added, the world's highest concentration of this substance in a compound eye supplement.

WILL THE OLD VISIVITE FORMULAS CONTINUE TO BE AVAILABLE?

Only VisiVite Original Formula will be continued and will soon have a WHITE BOTTLE CAP and WHITE CAPSULES. The other formulas will not be available after August 1, 2004 and will be replaced by VisiVite i-Defense Formulas as follows:

- VisiVite i-Defense Red Formula replaces VisiVite Smokers Formula
- VisiVite i-Defense Gold Formula replaces VisiVite Plus Formula
- VisiVite i-Defense Green Formula replaces VisiVite Smokers Plus Formula

THE CHART BELOW WILL HELP YOU TO DECIDE WHICH VISIVITE FORMULA TO TAKE

IF YOU...	THEN TAKE	BENEFITS
Want to exactly duplicate the AREDS Formula	VisiVite Original Formula	Duplicates AREDS formula. Requires only two capsules per day. Uses Natural Vitamin E.
Do not have a history of habitual smoking and have stable macular degeneration	VisiVite i-Defense Yellow Formula	Based upon AREDS formula. Requires only two capsules per day. Uses Natural Vitamin E. Reduced Zinc for easier tolerability. Adds 10mg FloraGLO brand Lutein and 0.4mg Zeaxanthin.
Have a history of habitual smoking and have stable macular degeneration, or you formerly took VisiVite Smokers Formula	VisiVite i-Defense Red Formula	Based upon AREDS formula. Requires only two capsules per day. Uses Natural Vitamin E. Removes Beta-carotene. Reduced Zinc for easier tolerability. Adds 15mg FloraGLO brand Lutein and 0.4mg Zeaxanthin from FloraGLO.
Do not have a history of habitual smoking and have progressive or severe macular degeneration or you formerly used VisiVite Plus Formula, or you simply want to use the most powerful eye vitamin supplement on the market	VisiVite i-Defense Gold Formula	Based upon AREDS formula. Requires only two capsules per day. Uses Natural Vitamin E. Reduced Zinc for easier tolerability. Adds 20mg FloraGLO Lutein and ZeaVision with total Zeaxanthin of 4.75mg , and adds Bilberry and other powerful anti-oxidants.
Have a history of habitual smoking and have progressive or severe macular degeneration or you formerly used VisiVite Smokers Plus Formula, or you simply want to use the most powerful eye vitamin supplement on the market for patients with smoking histories.	VisiVite i-Defense Green Formula	Based upon AREDS formula. Requires only two capsules per day. Uses Natural Vitamin E. Removes Beta-carotene. Reduced Zinc for easier tolerability. Adds 20mg FloraGLO brand Lutein and ZeaVision with total Zeaxanthin of 4.75mg , and adds Bilberry and other powerful anti-oxidants.

VISI VITE[®] ORDER SHEET

4 EASY WAYS TO ORDER

1. On the Web at VisiVite.Com
2. Fax this page with your credit card information to 1-631-980-4034
3. Mail this page with your check or credit card information to:
Vitamin Science Inc, PO Box 1128, Huntington, NY 11743
4. Call Toll-Free 1-877-880-5251. Credit card information required.

<u>SHIPPING ADDRESS</u>	<u>BILLING ADDRESS</u> <input type="checkbox"/> Same as shipping address
Name: _____	Name: _____
Address: _____	Address: _____
City, State, Zip: _____	City, State, Zip: _____
Telephone: _____	Telephone: _____

Please circle your selection below.
Total includes Shipping & Handling.

	1 Bottle	2 Bottles	SAVE when you buy 4!	SAVE when you buy 7!	SAVE when you buy 13!
VisiVite Original Formula	\$21.90	\$39.85	\$64.75	\$108.10	\$190.30
VisiVite i-Defense Yellow Formula	\$25.90	\$47.85	\$80.75	\$136.10	\$242.30
VisiVite i-Defense Red Formula	\$25.90	\$47.85	\$80.75	\$136.10	\$242.30
VisiVite i-Defense Gold Formula	\$33.90	\$63.85	\$108.75	\$185.10	\$333.30
VisiVite i-Defense Green Formula	\$33.90	\$63.85	\$108.75	\$185.10	\$333.30
ZeaVision 10 mg (2 month supply)	\$63.90	\$113.85			
ZeaVision 3 mg (2 month supply)	\$33.90	\$55.85			

Method of Payment

- American Express Personal Check payable to Vitamin Science, Inc.
 Discover
 MasterCard
 Visa

Credit Card Account #: _____ Expiration: _____/_____/_____

Signature: _____



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