

VisiVite® Launches AREDS2 Plus+ Gold Formula for Macular Health

■ VisiVite®, a world leader in eye vitamins, has introduced AREDS2 Plus+ Gold:

A breakthrough macular health formula based on the National Eye Institute's AREDS2 study.

VisiVite® AREDS2 Plus+ Gold is a breakthrough macular health formula based on the National Eye Institute's recent AREDS2 study published on May 5, 2013. Among other discoveries, AREDS2 found lutein and zeaxanthin were 18% more effective than the original AREDS formula, which had beta-carotene. Lutein and zeaxanthin absorption improved without beta-carotene, and AREDS2's preferred zinc salt, zinc oxide, continued to drive the formula's success.

VisiVite's new AREDS2 Plus+ Gold Formula matches the nutrients and potencies used in the AREDS2 study, but also adds several key upgrades and enhancements.

"VisiVite AREDS2 Plus Gold is now the ultimate antioxidant supplement for eye health," said Dr. Paul Krawitz, M.D., acclaimed Ophthalmologist, Vitamin Science, Inc. C.E.O., and VisiVite product formulator. "Using the latest research, the best branded natural ingredients,



and a superior delivery form, we've created a new gold standard for supporting healthy vision that lasts a lifetime. We are proud to have created VisiVite® AREDS2 Plus+ Gold – and recalibrated our existing macular health formulas – in response to the AREDS2 study. It's all part of VisiVite's mission to bring consumers top-quality, research-backed vision health supplements."

VisiVite's ocular health supplements are available at <http://www.visivite.com> and through qualified eye doctors and pharmacies.

MORE THAN AREDS2

- **50% more natural Lutein, as FloraGLO®:** Macular antioxidant sourced from marigold flowers
- **138% more natural Zeaxanthin, as OmniXan®:** Prized broad-spectrum antioxidants from Paprika
- **Antioxidant Complex:** Bilberry, Grapeseed, L-Glutathione and Alpha Lipoic Acid
- **Vcaps® Plus Capsules:** Premium vegetarian capsules for easy absorption and peak bioavailability
- **Natural Vitamin E:** 100% D-alpha tocopherol from natural plant oil, for double the bioavailability compared to artificial Vitamin E
- **Selenium:** Prostate protection for men taking Vitamin E
- **No Synthetic Ingredients, Artificial Colors, Sugars or Fillers:** Eliminates tolerability issues