

Product Information Sheet

Please read this leaflet carefully because it contains important information for you.

What is in Eyewise[®] Super Strength?

Eyewise[®] Super Strength is a food supplement. This pack contains 4 blister strips of 15 tablets.

Each small oval orange/red tablet provides:		%NRV*
Riboflavin (Vitamin B2)	0.7mg	50
Zinc	5mg	50
Lutein Complex	100mg	
Providing		
Lutein (Pure, free-form)	20mg	
Zeaxanthin	1000µg	
Bilberry (provided by 50mg of a 4:1 extract)	200mg	
Blackberry (provided by 62.6mg of a 3.2:1 blackberry fruit powder)	200mg	
Grapeseed (provided by 10mg of a 70:1 extract)	700mg	
Also contains inactive ingredients: Calcium Carbonate, Cellulose, Tablet Coating (Glazing Agents: Calcium Carbonate & Isomalt, Hydroxypropyl Methylcellulose, Colour: Iron Oxides), Anti-caking Agents (Silicon Dioxide, Stearic Acid & Magnesium Stearate), Crosslinked Cellulose Gum.		
*NRV = Nutrient Reference Value		

Eyewise[®] Super Strength is suitable for vegetarians and vegans.

Eye protective nutrients in Eyewise[®] Super Strength

One important group of compounds that we obtain from the food we eat are called carotenoids, which are plant pigments found mainly in fruit and vegetables.

In plants, the carotenoids protect the plant cells from excessive sun damage and two of the most well researched carotenoids, lutein and zeaxanthin, are deposited in the macula of the eye where they form what is termed the 'macular pigments'. These pigments are known to help the macula by filtering out the high-energy blue light in sunlight. This blue light is also emitted by computer and TV screens as well as by the increasingly popular LED lighting.

The nutrients in Eyewise[®] Super Strength also help protect the cells of the eye from oxidative stress caused by free radicals, the highly reactive compounds that are produced in the body when oxygen reacts with certain molecules. Free radicals can damage cells and our bodies have complex biochemical defences that 'damp down' their effects.

Research has shown that macular pigment can be increased by changing your diet to include more leafy green vegetables such as kale or by taking supplements containing lutein or zeaxanthin.

Eyewise[®] Super Strength provides a full 20mg naturally sourced 'free-form' lutein per tablet. 'Free form' means that the lutein is present in a form that is ready to be absorbed. This amount of lutein is a similar level to that found in 200g of kale or spinach. In addition Eyewise[®] Super Strength also provides bilberry, blackberry and grapeseed which are all traditionally linked to eye health.

Eyewise[®] Super Strength provides the antioxidant nutrients zinc and the B vitamin riboflavin, two nutrients that are known to contribute to the maintenance of normal vision and the protection of cells from oxidative stress.

What is the macula?

The macula is a small yellow pigmented area near the centre of the retina of the human eye. The macula is an area densely packed with the light sensitive cells that are responsible for high acuity vision. The yellow colour of the macular pigments comes from its content of lutein and zeaxanthin which absorb excess blue and ultraviolet light that enter the eye thereby acting as a natural 'sunblock' for this area of the retina.

What else can you do to protect your eye health?

1. Stop smoking as research has shown that smoking reduces the level of macular pigment and is also known to produce damaging free radicals
2. Wear sunglasses in strong sunlight
3. Make sure you are getting enough Omega 3s. These are the essential nutrients that are in fish oil and are important components of blood vessels and the light sensing cells responsible for vision. Try to eat two portions of oily fish a week or failing this consider taking fish oil capsules.

Who is Eyewise® Super Strength suitable for?

Eyewise® Super Strength is suitable for adults of all ages and particularly for those concerned about eye health, adults over 50 years plus and any adult that has a diet low in dark green leafy vegetables. Eyewise® Super Strength contains naturally-sourced lutein (extracted from marigolds), blackberry powder and extracts of bilberry and grape seed, plus the mineral zinc and the B vitamin riboflavin. All of these are presented at safe levels and are not known to interact with medicines.

How to take Eyewise® Super Strength

Eyewise® Super Strength can be taken on a long term basis as the nutrients provided by the formula are at safe levels.

Take one tablet daily with a main meal. Do not exceed recommended daily dose.

Food supplements should not replace a balanced diet and healthy lifestyle.

Cautions

Do not take if pregnant or breast feeding.

Eyewise® Super Strength is safe at the recommended intake.

How Eyewise® Super Strength should be stored

Store in a cool, dry place.

Do not use after the best before end date (BBE) shown on the pack.

KEEP AWAY FROM CHILDREN

If you would like further information about this product please contact:

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