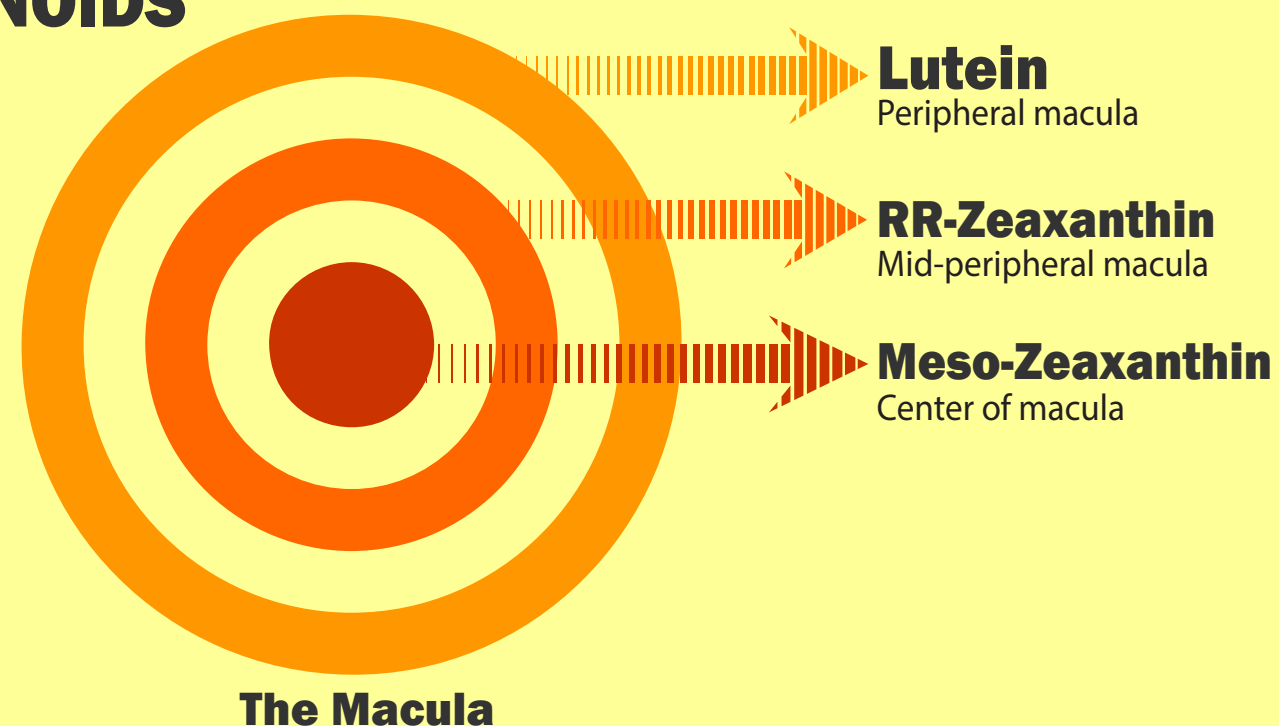


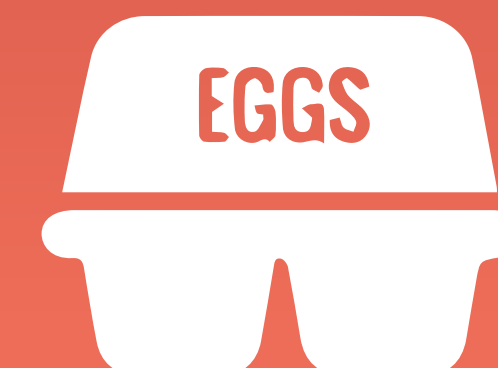
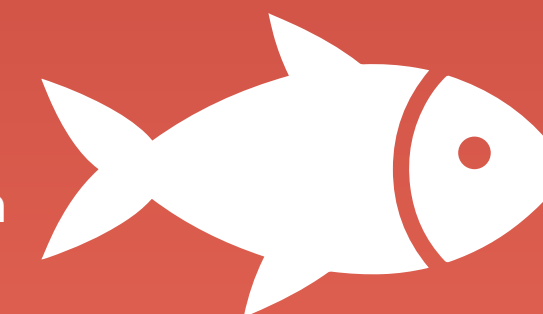
DEPOSITION OF MACULAR CAROTENOIDS IN THE EYE IS HIGHLY SPECIFIC¹

All three macular carotenoids are found in specific areas of the macula. The very center of the macula, which is highly susceptible to oxidative damage, is protected by meso-zeaxanthin, the most potent macular antioxidant.^{2,3} All three work together to protect against blue light and free radical damage while supporting healthy vision.



THEY'RE NATURAL AND NECESSARY

The macular carotenoids are found in a variety of natural sources. lutein and RR-zeaxanthin are found in foods like spinach, kale, corn and egg products. Meso-zeaxanthin is found in fish such as salmon, sardine and trout.^{*5,6} There are numerous studies supporting their absorption from food and dietary supplements, deposition in the macula and ability to increase macular pigment optical density in the eye with no adverse effects or safety concerns even at high doses.^{7,8,9} A study demonstrated that increased deposition of RS (meso)-zeaxanthin, as measured by spatial profiling, could be realized with a preparation containing all three macular carotenoids but not with a supplement lacking RS (meso)-zeaxanthin.^{10, 11}



OmniActive's Lutemax 2020 has FDA acknowledged GRAS notification,¹² and the European Food Safety Authority (EFSA) considers meso-zeaxanthin a "dietary carotenoid that is measurable in foods by established methods."¹³

MACULAR CAROTENOIDS

Why all three are important for healthy eyes

LUTEMAX 2020: ENVISION THE POSSIBILITIES

Award-winning, globally-recognized Lutemax 2020 is a naturally-derived marigold extract providing all three macular carotenoids - lutein and enhanced levels of both zeaxanthin isomers (RR-and meso-zeaxanthin) - at the same 5:1 ratio as found in nature for improved nutrient availability. This unique combination of lutein with zeaxanthin isomers makes Lutemax 2020 a convenient, cost effective way to boost the benefits of your eye health formulation. **To find out more about how Lutemax 2020 can differentiate your formula in the eye health supplement market, contact us at info@omniactives.com.**



*Specifically, salmon skin, sardine skin and trout skin and flesh
Lutemax 2020 is a trademark of OmniActive Health Technologies Ltd

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SUPPLEMENTING FOR TOTAL EYE HEALTH

Since our bodies cannot produce lutein and zeaxanthin required for healthy eyes, obtaining them from the diet is crucial. However, research shows that dietary intake of these important carotenoids is far below beneficial levels and supplementation can ensure optimal intake needed for healthy eyes. Very few supplements supply all three carotenoids at significant levels. Healthy eyes require more than just lutein and RR-zeaxanthin alone. Meso-zeaxanthin is a necessary component for a complete eye health formula.

