



# LUTEEN™

Make Your Vision Come To Life



## LUTEEN SUPER FRUIT JUICE (EYECARE DRINK)

LUTEEN contains 7 powerful eye protective nutrients (Lutein, Zeaxanthin, Astaxanthin, Grape Seed Extract, Blueberry, Goji berry, Acai berry and Grapes) protect our eyes from oxidative damage by harmful blue light and free radicals attack.

LUTEEN can help to strengthening eye tissue, promoting normal visual function, boost night vision, reduce eye fatigue, glare and light sensitivity, delay eye aging, cataract, reduce Age Macular Degeneration risk and eye dryness. All natural ingredients, No preservative, No artificial flavor, No artificial color. Suitable for vegan and all ages.

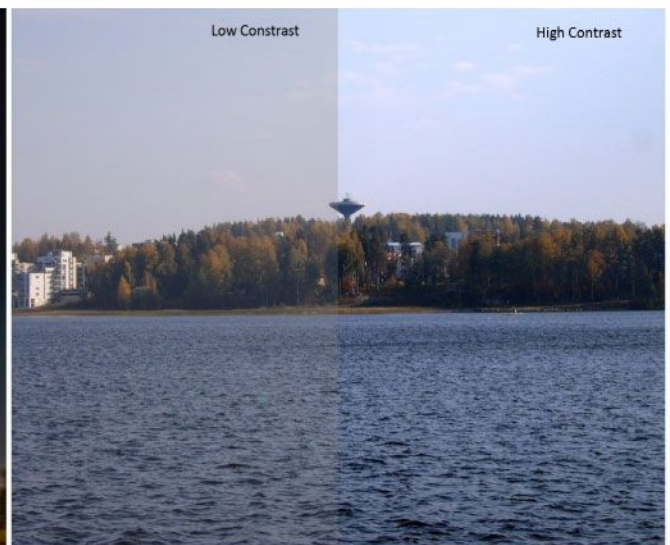
# LUTEEN<sup>TM</sup>

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## From Protection to Performance

### Improve Night Vision

Glare (intense light) is an issue that affects all of us in a variety of everyday circumstances. In fact, over half of Americans say they experience glare problems when driving at night. Glare is an important safety issue especially when it comes to driving. Research shows that daily supplementation with 10mg lutein and 2mg zeaxanthin can help increase tolerance to the intensity of glaring light as well as significantly improve photostress recovery time. One study found that oral intake of anthocyanosides from grapes & blueberries resulted in significantly improved night vision in adults.



### Contrast Sensitivity

The ability to clearly distinguish an object from other objects and its background is known as contrast sensitivity. Dense macular pigment helps to define shapes that aren't clearly outlined, such as objects in shadows, light colored objects against a bright sky and cars or pedestrians at night. Enhanced contrast sensitivity also improves visual acuity in low light condition.

Don't Lose **Sight** of Eye Protection

[www.pureherbs.com.my](http://www.pureherbs.com.my)





## Filtering Damaging Blue Light

Lutein and zeaxanthin act like "internal sunglasses" to filter out blue light, the most damaging spectrum of visible light. The denser these nutrients make the macular pigment, the better it can function to protect the eye from blue light damage. Our eyes are exposed to sources of damaging blue light more than ever before, as we spend more and more of our days in front of LED screens from desktops and laptops to smart phones and tablets.



## Visual Processing Speed

The retina is connected to the brain by the optic nerve. Research supports that denser macular pigment in the back of the brain allows the neural signals from the retina to the brain to happen more quickly, resulting in faster reaction times and faster visual processing speed. Whether hunting, golfing, playing tennis or baseball, the improved processing and reaction times can help to positively impact performance for all outdoor sports enthusiasts.

## Nutrition Deficiency

### Dry Eye Disease



Poor nutrition can cause a variety of problems including dry, irritated eyes and blurry vision. Dry eye disease is the most common complaint reported to ophthalmological clinical practices, with 68% of people aged  $\geq 60$  years old presenting associated symptoms. Dry eye is a chronic pathology of tear fluid and corneal-conjunctival epithelium, which can significantly affect visual function, quality of life and work productivity. Apart from different conventional treatments, nutritional supplements based on blueberry extracts have been identified as effective contributors to ocular dryness.



### Macular degeneration

Macular degeneration, the leading cause of blindness in older adults. Goji berries are a natural treatment for macular degeneration and beneficial for vision because of their high levels of antioxidants (especially zeaxanthin), which protect eyes from hypopigmentation and accumulation of oxidative stress compounds that can damage the macula. Oligomeric proanthocyanins in grape seed extract help prevent or slow the development of macular degeneration, according to medicinal chemistry lecture notes from the University of Washington. Other studies show that the goji berry benefits eye health by protecting the retina from ganglion cells so gojis' antioxidants act as a natural treatment for glaucoma.