

Consumer Q&A Document

EyePromise® Restore Supplements

1. What benefits can I expect by increasing my macular pigment?

Results may be patient dependent, however many patients report reduced sensitivity to bright light or photophobia, increased contrast sensitivity, increased color saturation, improved fine detail discrimination, improved night vision and night driving, better visual acuity, and better dark adaptation. Healthy macular pigment level has also been scientifically demonstrated to reduce risk of age-related eye disease.

2. How does ZeaVision insure EyePromise quality?

EyePromise is manufactured to the FDA government cGMP (current Good Manufacturing Practice) standard to ensure the highest quality production standards. All ingredients are evaluated for purity, composition, strength, and quality. Testing occurs before, during, and after manufacturing. ZeaVision also conducts third party analysis of finished product to ensure EyePromise content is consistent with product labeling. (See quality statement on ZeaVision website; www.zeavision.com)

3. What makes the EyePromise supplement unique vs. others in the market?

The level of dietary Zeaxanthin in EyePromise is patent protected and the highest level available. The Zeaxanthin in EyePromise is an all natural form of dietary Zeaxanthin. Zeaxanthin is less common in the average diet than lutein and EyePromise is uniquely designed to fulfill this important need. EyePromise has the right mix of ingredients scientifically demonstrated to be essential for healthy vision.

4. How does each EyePromise ingredient benefit the eye?

Vitamins C and E are powerful antioxidants; Omega 3 is an important constituent of the retina modulating inflammatory processes; Zinc is involved in enzyme catalytic function and metabolism; Zeaxanthin is a superior photo-protectant and antioxidant; Lutein is also a photo-protectant and antioxidant and Alpha Lipoic Acid is another powerful antioxidant that recycles vitamins C and E.

5. When should I take EyePromise 10mg. vs. EyePromise Restore?

If the consumer cannot consume fish oil or they are taking a large number of other vitamins contained in EyePromise Restore, a Zeaxanthin only supplement may be preferred. For instance, if one is taking an eye supplement with a low level of Zeaxanthin or no Zeaxanthin, adding EyePromise 10mg. to one's daily supplement regimen may be desirable.

6. Why doesn't EyePromise Restore contain copper?

The original AREDS formula contains a high level of zinc. (80mg zinc oxide) At this zinc

level, copper must be added to a supplement formulation to minimize the risk of copper deficient anemia, as high levels of zinc deplete copper. This is the reason copper was added to the original AREDS formulation. The AREDS II formulation contains a reduced zinc level of 25mg. because of the original AREDS study findings. EyePromise Restore contains only 15mg of zinc per softgel to mitigate these concerns and is safe to take with a multivitamin containing zinc. The recommended upper daily level of zinc is 40mg.

7. How does the EyePromise Restore formula compare to the AREDS formula?

The AREDS I supplement formulation contained a high level of beta carotene which was found to increase the risk of lung cancer in previous or current smokers. EyePromise contains no beta carotene. EyePromise contains a low level of zinc at 15mg vs. the 80mg level in the AREDS formulation. High levels of zinc can cause G.I. upset, genitourinary complications and it has been implicated in prostate issues, as well as, Alzheimer's. EyePromise also contains Zeaxanthin, alpha lipoic acid, Omega 3, lutein, and mixed tocopherols scientifically demonstrated as important to healthy vision. These ingredients are not found in the AREDS I formulation. However, zeaxanthin, lutein and omega 3's were thought to be important enough to include them in the new AREDS II study, currently underway. Results from that trial are not due until 2015.

EyePromise® Restore Dosing

1. I have been diagnosed with AMD why should I take EyePromise Restore rather than another supplement like the AREDS formula?

If you have been diagnosed with AMD you should take EyePromise Restore. The AREDS formula was formulated over 20 years ago and although it was proven to have a positive effect in a 10 year clinical trial. New research, since that time has shown the key carotenoids in the macular, (zeaxanthin and lutein) potentially have an even greater effect. In fact, zeaxanthin and lutein were not even commercially available during the time the when AREDS was formulated. Currently, the National Eye Institute has initiated a new trial that has incorporated zeaxanthin, lutein and omega 3's into the formulation. The evidence of the benefit from these ingredients was compelling enough for NEI to initiate another trial. Unfortunately, the results of this trial won't be available for years to come however many clinical studies point to the importance of these ingredients for eye health and EyePromise Restore has all these ingredients today. If you are taking a number of individual supplements separately and do not want to add EyePromise Restore on top of what you are taking or if you are allergic to shellfish or seafood, we have an alternative choice, EyePromise Ten, which contains only zeaxanthin.

2. I am a diabetic, should I take EyePromise Restore?

Animal research suggests that Zeaxanthin prevents diabetes-induced increases in retinal

damage. EyePromise Restore contains the highest available level of all-natural dietary Zeaxanthin.

3. When should I take EyePromise?

EyePromise supplements should be taken with a meal, preferably a meal that contains at least a small amount of fat, such as a piece of buttered toast.

4. What is the maximum dose of Zeaxanthin I can safely consume per day?

Although the safety of much higher daily doses has been documented, ZeaVision only recommends the dosages listed in the label; one or two EyePromise softgels or one EyePromise 10mg. veggie cap per day. ZeaVision recommends a maximum dose of two EyePromise softgels per day, a combined dose of 24mg of Zeaxanthin and lutein.

5. Can I take EyePromise with a multi-vitamin?

Yes, EyePromise Restore is scientifically formulated with that in mind and it is recommended that you can take a multi-vitamin each day along with EyePromise.

6. Should children and young adults take EyePromise?

Consult with your eye care and family doctor regarding consumption of EyePromise if under the age of 18. It is believed much of the eye damage that manifests late in life occurs during our younger years. Mounting evidence also suggests that consuming Zeaxanthin may provide functional improvements. Some patients report these improvements within six months of beginning EyePromise supplementation. Improvements such as reduced light sensitivity, increased contrast sensitivity with more saturated colors, improved night driving and overall night vision are reported. Adults should follow the dosage recommendation provided on the label.

7. Why does EyePromise contain only 250 mg of fish oil?

250 mg. of fish oil per day is consistent with 2 servings of cold water fish consumption per week, the recommended weekly dietary intake. All EyePromise ingredients are the highest available quality. In spite of the associated cost related to high quality, ZeaVision is focused on minimizing per serving cost to consumers while providing a formulation that delivers optimal eye protection. Additionally, adding more fish oil would increase the number of softgels required daily and significantly increase the size of the softgel, both of which are undesirable. In general, ZeaVision agrees more Omega 3's would be healthy; however, the formulation balances consumer cost, softgel size, and required softgel servings per day to meet the needs of the majority of consumers. EyePromise is scientifically formulated with the right ingredients and dosage to provide optimal eye health benefits, at an affordable cost.

8. What if your primary care doctor or Ophthalmologist has questions about EyePromise?

Refer the doctor to the ZeaVision website. (www.zeavision.com) If they have specific questions, ask them to contact ZeaVision (314) 628-1000 and ask for Malcolm Grover or

Dr. Dennis Gierhart.

9. **How long will I need to take EyePromise supplements?**

To maintain your macular pigment level after you reach the desired level, you must continue to take EyePromise. Once you achieve the target level, your doctor may lower your prescription to one softgel per day if you were taking two softgels. If you stop taking EyePromise your macular pigment level will return to your baseline level over time. Additionally, you should make the lifestyle changes your doctor recommends to receive the maximum benefit of EyePromise.

Zeaxanthin and Lutein

1. **Some individuals have high macular pigment scores after taking lutein supplements. Is lutein the only carotenoid needed to protect healthy vision?**

The macula contains both lutein and Zeaxanthin and the eye preferentially accumulates Zeaxanthin in the center of the macula where the highest density of visual cells reside. Supplementing with lutein will increase macular pigment; however, the most crucial area of the macula may have deficient protection without Zeaxanthin and recent science demonstrates unique and beneficial differences between the two carotenoids.

2. **Has Zeaxanthin safety been reviewed by the FDA?**

The FDA does not approve vitamins and supplements. Three Zeaxanthin safety studies have been conducted and submitted to the FDA and safety approval obtained. ZeaVision takes safety and quality very seriously.

3. **Why does EyePromise contain only 4mg of lutein?**

The decision to incorporate a 2:1 Zeaxanthin to lutein ratio in EyePromise is based on the actual ratio in the center of the macula. Lutein is more readily available than Zeaxanthin, in the diet. The eye still chooses to place a 2:1 ratio of Zeaxanthin to lutein in the center of the macula, the area with the highest concentration of visual cells.

4. **How do Zeaxanthin and Lutein differ? Are there benefits to taking both?**

Zeaxanthin and lutein are molecularly similar however they each orient themselves differently in the cell with Zeaxanthin having two ends reactive for antioxidant activity, and lutein only one. The deposition of these antioxidants in the eye varies as Zeaxanthin is in higher concentration in the cone rich center of the macula and lutein is in higher concentration in the peripheral area of the macula. The eye preferentially deposits Zeaxanthin in the fovea (the very center of the macula containing the highest density of vision cells in the retina,) suggesting a distinct and different role for each.

5. **What Zeaxanthin and lutein source does ZeaVision utilize in EyePromise Supplements?**

Both carotenoids provided in EyePromise are derived from natural sources. The Lutein

utilized in EyePromise is derived from marigolds and the Zeaxanthin is derived from red peppers.

Miscellaneous Questions

1. Why isn't EyePromise available in retail stores?

ZeaVision sells EyePromise in the professional channel where Eye Care Professionals can properly explain the benefits of specific supplement ingredients and proper quantity to maintain healthy vision. Retail stores typically sell a confusing array of eye supplements and it's often very difficult to identify important differences between products.

2. How does the per-serving cost of EyePromise compare to other eye supplements?

EyePromise is one of the most affordable supplements in the eye supplement category with a per-serving cost of .51 per day. This is particularly compelling when one compares the number and quality of ingredients provided in EyePromise Restore. EyePromise Restore also has the highest available level of all natural dietary Zeaxanthin, a very expensive and important ingredient for eye health. Please see the cost per serving and ingredient comparison chart in the community section of the ZeaVision website.

www.zeavision.com

3. What are the most common adverse events reported with EyePromise?

There have been no serious adverse reactions reported with EyePromise. The most frequently reported adverse event is nausea. In the strong majority of reported instances of nausea, the supplement was taken on an empty stomach. In more than 10 million doses over eight years, there have been fewer than a dozen minor adverse events such as headache, diarrhea, or constipation have been reported following EyePromise consumption. In most instances these patients were of advanced age and taking multiple drugs, making it challenging to fully understand cause and effect. To date there have been no consistent or serious adverse events reported following EyePromise consumption. Report any adverse events to ZeaVision (1-866-833-2800 or 314-628-1000), so they can be properly catalogued and followed up.

4. What is the EyePromise supplement shelf life?

The shelf life of EyePromise is two years from date of manufacture.

5. Can I take EyePromise if I am taking Plavix or Coumadin?

It is recommended if you are on a blood thinner that you confer with the prescribing doctor before beginning any vitamin or supplement regimen. EyePromise Restore or EyePromise 10 has insignificant affect on blood thinners at the recommended dosage. Confusion occurs because zeaxanthin and lutein are found in leafy green vegetables and doctors often tell patients taking blood thinners not to eat them. Leafy green vegetables contain vitamin K, a

contraindication for patients taking blood thinners. EyePromise does not contain vitamin K. The amount of fish oil and vitamin E in EyePromise Restore are not at a level to be a concern for patients on blood thinners.