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Eye Supplement Pioneer Issues Challenge for AMD Awareness Month

ZeaVision developed Zeaxanthin supplements to help fight Age-related Macular Degeneration

ST. LOUIS, Missouri – January 28, 2010 – [ZeaVision, LLC](http://www.zeavision.com) launched a unique online campaign to enhance awareness about Age-related Macular Degeneration for AMD Awareness Month, February.



Directed toward individual consumers as well as EyeCare Professionals, the company has issued the “AMD Challenge” at www.amdchallenge.com. At the website, visitors play a scratch-off game that shows what it looks like to have AMD, associated risk factors, along with the chance to win a variety of prizes.

Chris Barber, VP of Sales and Marketing at ZeaVision explains, “As the company that patented Zeaxanthin for rebuilding macular pigment in the eye, we have business and social interests in creating awareness around this debilitating disease. People can see what AMD looks like and learn about the risk factors in a fun and interactive way by taking the AMD Challenge at www.amdchallenge.com.”

Age-related macular degeneration (AMD) affects millions of people every year and is the leading cause of blindness in people over age 55. AMD affects the macula - the part of the retina responsible for central vision. The disease is growing at an alarming rate, and education is the first step in fighting AMD. Everyone is encouraged to learn more about the risk factors at www.amdchallenge.com. For more information on AMD, please visit ZeaVision’s website, www.zeavision.com.

[ZeaVision](http://www.zeavision.com) and its founders have conducted nearly 20 years of research and development and hold patents on [Zeaxanthin](http://www.zeavision.com), a natural antioxidant derived from paprika peppers and shown to increase macular pigment levels. The company also offers a state-of-the art testing device as part of its [Eye-Q Intelligent AMD Risk Management](http://www.zeavision.com) program. The measurement device, [QuantifEYE®](http://www.zeavision.com), measures macular pigment optical

density and allows EyeCare Professionals to measure, manage, monitor, and maintain healthy macular pigment levels, an important AMD risk factor.



About ZeaVision

[ZeaVision](http://www.zeavision.com) is Passionate About Prevention and develops products for EyeCare Professionals and patients for managing Age-related Macular Degeneration (AMD) risk factors to maintain healthy vision. The company holds patents on Zeaxanthin, which is prominently featured in its EyePromise® Supplements. ZeaVision also markets QuantifEYE, a testing device that measures macular pigment as well Eye-Q, the company's comprehensive AMD Risk Management program. For more information, please visit www.zeavision.com or call 866-833-2800.

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