



For Immediate Release

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ZeaVision's EyePromise® nutraceutical improves the eye's "internal sunglasses."

EyePromise® improves night driving ability, dark adaptation, contrast sensitivity, and diminishes bright light sensitivity.

ST. LOUIS, Missouri - July 5, 2010 - ZeaVision's [EyePromise®](#) nutraceutical products are unique science-based formulations designed to support eye health. EyePromise Restore and EyePromise Ten rapidly increase macular pigment density in the eye, minimizing many common vision challenges such as glare and night driving, bright light sensitivity, dark adaptation, and poor contrast sensitivity.



Zeaxanthin is a natural macular pigment found in the eye that accumulates primarily in the central macula and functions as a photo-protectant or "internal sunglasses." Zeaxanthin is difficult to obtain in the diet and most Americans are deficient in their daily consumption of this important dietary ingredient. Therefore, supplementation is important and [EyePromise](#) products contain the highest available levels of dietary Zeaxanthin.

Dr. Dennis Gierhart of ZeaVision notes, “The human eye preferentially accumulates a 2:1 ratio of Zeaxanthin to lutein in the fovea. Therefore, [EyePromise Restore](#) supplements contain the same 2:1 ratio with 8 mg of Zeaxanthin and 4 mg of lutein. No other commercially available nutraceutical product contains this high level of all-natural [Zeaxanthin](#).”

There is growing scientific evidence supporting functional improvement of healthy vision with Zeaxanthin supplementation. Increasing dietary intake of Zeaxanthin can provide a significant improvement of overall quality of vision. Even with 20/20 vision, other aspects of sight including contrast sensitivity (ability to discern objects of similar contrast), disability glare (reduced visibility of a target due to the presence of a light source elsewhere in the field of view), photophobia (sensitivity to light) and time adapting to darkness, can degrade quality of vision. Other scientific studies have demonstrated improvements in visual acuity — the sharpness of vision, with macular pigment density improvement.

Some real life situations where one might experience vision concerns include: driving at night; playing outdoor sports; being on the water in bright sunlight; a hazy day with strong sunlight; vision during dusk; and moving from a lighted area into a darkened area (adapting to darkness.) In one study, recovery from glare was improved by as much as five seconds. To illustrate, if a driver’s vision at night is temporarily disabled by oncoming headlights from another vehicle, five seconds at 60 miles an hour equates to traveling 440 feet - longer than a football field. Reducing glare recovery time could literally be a lifesaving improvement.

Supplements with the highest level of dietary Zeaxanthin, such as [EyePromise 10](#) or [EyePromise Restore](#) can increase healthy vision and functional improvement in as little time as 3 to 6 months and in many cases, the change can be dramatic. Patients and Eye Care Professionals can learn more by visiting www.zeavision.com/internalsunglasses for more information on scientific studies, personal testimonials, and a special discount offer on EyePromise nutraceuticals.

About ZeaVision

ZeaVision is passionate about prevention of vision loss and develops products for EyeCare Professionals and consumers 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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