



ITEM #134

Visionex® 

Advanced eye health supplement*

As we age, there is a general decline in visual acuity. One of the most important reasons for the loss of visual acuity over time is the damage caused by environmental factors. The eyes are not sequestered inside the body as the heart or kidneys are. Except when we are asleep, our eyes are constantly exposed to environmental factors such as air pollution, dryness, and oxidative damage from sunlight.

The comprehensive formulation of **Visionex** supplement is designed to support long-term eye health, especially when combined with preventive measures against exposure of the eyes to harmful environmental influences.*

Natural Maintenance

What we actually see with the eye are the patterns of light that strike the retina, a light-sensitive layer of cells at the back of the eye. In the center of the retina is the macula, where the light rays are most highly focused and visual acuity is highest. The macula is especially vulnerable to oxidative damage because it has a high metabolic rate and because the light focused on it enhances the production of free radicals.

The central portion of the macula contains a yellow pigment called the macular pigment, which helps protect the sensitive receptors in the macula particularly from the potentially harmful effects of short-wavelength light. Our eyes receive support from the antioxidant carotenoids that exist in the macular pigment—lutein and zeaxanthin.*

Lutein

While the roles lutein and zeaxanthin play in the physiology of the eye are not completely known, the links between lutein and eye health are so strong that several national and regional health organizations have recommended the increase of dietary lutein. Lutein is believed to function in two ways: first as a filter of high-energy blue light and second as an antioxidant that quenches light-induced free radicals and reactive oxygen species.*

Zeaxanthin

Zeaxanthin, a yellow carotenoid, is an isomer of lutein. In the eye, lutein is predominant in the periphery of the retina while the concentration of zeaxanthin is greatest in the very center. This is where conditions most favor the formation of free radicals.

Preserve Visual Function

Macular pigment optical density (MPOD) levels have been linked to eye health. Daily lutein and zeaxanthin supplementation has been shown to significantly increase MPOD to help preserve visual function. Use of these important carotenoids improves visual performance in glare (better tolerance to bright light and quicker recovery from photostress), visual acuity in low-light conditions, and most measures of quality of vision (contrast sensitivity), for most subjects.*

Why Visionex®?

In addition to lutein and zeaxanthin, the **Visionex** formulation contains these three important nutritional aids to eye health: bilberry extract, vitamin C, and zinc.

The bilberry fruit is rich in antioxidant anthocyanosides and has been shown to help retain healthy capillaries, including those in the eye.*

Vitamin C provides additional antioxidant protection, especially to the retina, where the concentration of vitamin C is significantly higher than that found in the blood.*


Zinc appears to provide an additive effect to antioxidants in promoting good visual acuity.*

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