Vision
Pure Vision for Eye Health*

*These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure, or prevent any disease.
Supplements for Sensitive People

**Pure Encapsulations** is committed to producing the most complete line of research-based nutritional supplements. Available through health professionals, finished products are pure and hypo-allergenic to optimize the long-term health of the most sensitive patients.*

Distributed worldwide, Pure Encapsulations products contain the highest quality ingredients in their most bioavailable forms and are formulated to provide strengths and dosing consistent with the clinical experience and double-blind, placebo-controlled studies.

Pure Encapsulations is an FDA-inspected facility, and is NSF-GMP registered in the U.S., GMP certified in Canada, and exceeds the standards of the United States Pharmacopeia (USP) for supplement manufacturing.

- ✓ Our products do not contain wheat, gluten, nuts, egg, or hydrogenated oils
- ✓ Comprehensive Allergen SOP in place to prevent cross-contamination
- ✓ We do not add coatings, shellacs, binders, fillers, excipients, artificial flavors, artificial sweeteners or colors
- ✓ We do not use magnesium stearate in any of our products
- ✓ All two-piece capsules are hypo-allergenic and vegetarian

TO ORDER CALL 800-753-2277

Secure online ordering and information at www.PureEncapsulations.com
Pure Vision for Eye Health*

Encompasses the following:

✓ Provide a best-in-class, professional product platform that includes antioxidants, vitamins, minerals, and essential fatty acids

✓ Educate and empower practitioners with knowledge pertaining to the underlying genetic, lifestyle and environmental factors affecting macular health, visual fatigue, healthy tear production, and the optic nerve*

✓ Align with experts that specialize in advanced vision care*

✓ Continue to develop innovative products based on nutrigenomic testing

✓ Introduce practitioners to strategic partners in genotype testing and personalized medicine (Arctic Dx, iManager Software solution)

✓ Lead a new paradigm for vision care, focused on a proactive approach for improved patient outcomes*

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Strategic Partners

**Pure Encapsulations** is committed to producing the most complete line of research-based nutritional supplements. Available through health professionals, finished products are pure and hypo-allergenic to optimize the long-term health of the most sensitive patients.* Pure Encapsulations is an industry leader in quality, with an extensive quality assurance program that includes analysis for identity, potency, environmental contaminants, and oxidation by certified third party laboratories. Pure Encapsulations manufactures its own products in an FDA-inspected, NSF-GMP registered facility in Sudbury, Massachusetts.

**Dave W. Nelson, O.D., M.B.A.** has over twenty years of experience in the field of primary care for vision. He has been honored to serve as President of two professional optometric associations, including President of the American Optometric Association (AOA) from 2001-2002. He currently provides consulting and educational lectures across the United States in areas of retinal assessment, genetic testing, and nutritional supplementation.

**Jeffrey Anshel, O.D., FAAO** received his Bachelor of Science in Visual Science, his Doctorate of Optometry from the Illinois College of Optometry and has nearly forty years of experience in the field of vision. He currently lectures nationally on nutrition and vision and has published several books including *Smart Medicine For Your Eyes*. Today, Dr. Anshel maintains a private practice, is the principal of Corporate Vision Consulting, is a Fellow of the American Academy of Optometry, and President and Founder of the Ocular Nutrition Society.

**Arctic DX. Inc.** is a Clinical Laboratory Improvement Act (CLIA) certified molecular diagnostic company with expertise in the design, development and commercialization of validated molecular diagnostic tests, including two genetic tests, Vita Risk™ and Macula Risk®. Specific genes may dictate what vision supplement is right for your patients. These simple tests help provide a personalized approach to vision care.*

**ECR Vault** is a fast, easy and HIPAA (Health Insurance Portability and Accountability Act) compliant solution for capturing, storing and retrieving paper records electronically. ECR Vault’s *AMD iManager* is the eye care industry’s first and only all-encompassing patient management workflow software for management of macular health. The program is entirely dedicated to preventative care. The module helps identify patients that make the best candidates for advanced testing and supplementation. It encourages them to seek care based upon the established protocols that have been developed by some of the leading experts in eyecare.
Screening + Supplements = Success™

Arctic DX
Who: Molecular Diagnostic leaders
What: VitaRisk™ cheek swab genotype test, needed only once in a lifetime.
Why: One eye vitamin formulation does not fit all. The answer is in your genes. VitaRisk™ tests for genetic markers of antioxidant and zinc metabolism. This determines if individuals would respond best to antioxidants with zinc, antioxidants without zinc, or zinc alone.
Availability: Available to all health professionals
Contact Info: 1 (866)-964-5182, www.macularisk.com

AMD iManager powered by ECR Vault
Who: ECR Vault offers AMD iManager, the eye care industry’s first and only all-encompassing electronic patient management software for vision health medical practices.
What: Patient Management software that includes diagnostic and dietary supplement partners such as Arctic DX and Pure Encapsulations
Why: To focus on proactive macular health management, taking into account genetic variance for personalized support.
Availability: Available to optometrists

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Research

Recent estimates suggest that 8 million people over the age of 55 are concerned with eye health, and this number is only expected to increase. Researchers have been hard at work determining the role that antioxidants, vitamins, minerals essential fatty acids, the environment and genetics play in long-term vision health.

Macular Health

✓ In a long-term, multi-center prospective study involving more than 5,000 individuals ages 55-80 years, it was revealed that antioxidants including vitamins C and E in addition to zinc support the health of the retina.*

✓ A second long-term, multi-center clinical trial indicated that lutein and zeaxanthin were effective antioxidants for macular health.*

✓ In the ophthalmic focus of the Rotterdam Study, the role of genetics in eye health was validated, and in particular the role of genes that involve the complement pathway of the immune system, such as Complement Factor H (CFH) as well as genes involved with resistance to oxidative stress, or ARMS2.*

✓ A 2013 genetic analysis published by the American Academy of Ophthalmology suggested that the CFH and ARMS2 polymorphisms predict response to zinc and antioxidants, respectively.

Tear Production

✓ In a 10-year, randomized, double-blind, placebo-controlled study involving nearly 40,000 women, higher intake of omega-3 fatty acids was associated with retention of eye moisture. Research suggests that these essential fatty acids, including EPA, DHA and GLA, support the composition of the lipid, aqueous and mucin layers that comprise the tear film, the coating of fluid that covers the front surface of the eye.
Supplements

VisionPro Nutrients

Three vegetarian capsules contain

<table>
<thead>
<tr>
<th>AMOUNT PER SERVING</th>
</tr>
</thead>
<tbody>
<tr>
<td>vitamin A (as vitamin A acetate) ........................................ 2,500 iu</td>
</tr>
<tr>
<td>vitamin C (as ascorbic acid) ............................................. 500 mg</td>
</tr>
<tr>
<td>vitamin D (as cholecalciferol)(D₃) .................................... 1,000 iu</td>
</tr>
<tr>
<td>vitamin E (as d-alpha tocopherol succinate) ......................... 400 iu</td>
</tr>
<tr>
<td>thiamin (as thiamin HCl)(B₁) ........................................... 5 mg</td>
</tr>
<tr>
<td>riboflavin (vitamin B₂) .................................................. 2.5 mg</td>
</tr>
<tr>
<td>niacin (as niacinamide) .................................................. 20 mg</td>
</tr>
<tr>
<td>vitamin B₆ (as pyridoxine HCl) ........................................ 5 mg</td>
</tr>
<tr>
<td>folate (as Metafolin®, L-5-MTHF) .................................... 400 mcg</td>
</tr>
<tr>
<td>vitamin B₁₂ (as methylcobalamin) .................................. 200 mcg</td>
</tr>
<tr>
<td>biotin .................. ................................................... 300 mcg</td>
</tr>
<tr>
<td>pantothenic acid (as calcium pantothenate)(B₅) ..................... 25 mg</td>
</tr>
<tr>
<td>iodine (as potassium iodide) .......................................... 150 mcg</td>
</tr>
<tr>
<td>zinc (as zinc citrate) .................................................... 25 mg</td>
</tr>
<tr>
<td>selenium (as selenomethionine) ...................................... 75 mcg</td>
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<tr>
<td>copper (as copper glycinate) ........................................ 2 mg</td>
</tr>
<tr>
<td>manganese (as manganese citrate) ................................ 2.5 mg</td>
</tr>
<tr>
<td>chromium (as chromium polynicotate) ................................ 120 mcg</td>
</tr>
<tr>
<td>molybdenum (as TRAACS® molybdenum glycinate chelate) ...... 75 mcg</td>
</tr>
<tr>
<td>boron (as boron glycinate) ........................................... 1 mcg</td>
</tr>
<tr>
<td>vanadium (as bis-glycinato oxo vanadium) ............................ 50 mcg</td>
</tr>
<tr>
<td>ascorbyl palmitate (fat-soluble vitamin C) ......................... 20 mg</td>
</tr>
<tr>
<td>riboflavin 5’ phosphate (activated B₂) ................................ 5 mg</td>
</tr>
<tr>
<td>pyridoxal 5’ phosphate (activated B₆) ................................ 5 mg</td>
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</tbody>
</table>

**EyeProtect Complex**

alpha lipoic acid ......................................................... 50 mg
taurine ................................................................. 50 mg
resVida® resveratrol (as trans-resveratrol) ...................... 25 mg

**MacularSynergy Complex**

lutein ......................................................... 10 mg
zeaxanthin .............................................. 2 mg
lycopene ...................................................... 1 mg

Other ingredients: hypo-allergenic plant fiber (cellulose), vegetarian capsule (cellulose, water)

3 capsules daily, with meals.

✓ Comprehensive three-capsule daily multivitamin/mineral complex for maintaining healthy vision*

✓ **Antioxidants:** Contains 2,500 iu of vitamin A per serving to support healthy vision and eye integrity*

✓ **MacularSynergy Extra:** 10 mg lutein, 2 mg zeaxanthin and 1 mg lycopene per serving help maintain macular and retinal health*

✓ **EyeProtect Complex:** Alpha lipoic acid, taurine and resveratrol support visual function and healthy photoreceptor activity*

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**VisionPro EPA/DHA/GLA**

**three softgel capsules contain (20 sg)**

<table>
<thead>
<tr>
<th>AMOUNT PER SERVING</th>
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</thead>
<tbody>
<tr>
<td>calories</td>
<td>30</td>
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<tr>
<td>calories from fat</td>
<td>30</td>
</tr>
<tr>
<td>total fat</td>
<td>3 g</td>
</tr>
<tr>
<td>fish oil concentrate (anchovies, sardines)</td>
<td>2,871 mg</td>
</tr>
<tr>
<td>providing:</td>
<td></td>
</tr>
<tr>
<td>EPA (eicosapentaenoic acid)</td>
<td>855 mg</td>
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<tr>
<td>DHA (docosahexaenoic acid)</td>
<td>645 mg</td>
</tr>
<tr>
<td>other omega-3 fatty acids</td>
<td>195 mg</td>
</tr>
<tr>
<td>borage (borago officinalis) oil (seed)</td>
<td>450 mg</td>
</tr>
<tr>
<td>providing:</td>
<td></td>
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<tr>
<td>gamma-linolenic acid (GLA)</td>
<td>75 mg</td>
</tr>
<tr>
<td>other ingredients:</td>
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<tr>
<td>natural lemon flavor, proprietary natural antioxidant blend, gelatin capsule (gelatin, glycerin, water)</td>
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</tbody>
</table>

**3 softgel capsules daily, with a meal.**

<table>
<thead>
<tr>
<th>VisionPro Nutrients</th>
<th>Quantity</th>
<th>Order Code</th>
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<tbody>
<tr>
<td>180</td>
<td>VPE1</td>
<td></td>
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<tr>
<td>90</td>
<td>VPE9</td>
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</tbody>
</table>

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✓ Supports natural tear production and eye comfort with ultra-pure, molecularly distilled triglyceride fish oil and borage oil combination*

✓ Maintains healthy tear film composition and moisture retention in the eye*

✓ Promotes healthy prostaglandin and cytokine balance to protect ocular function*
✓ Provides key antioxidants to support healthy vision and the integrity of the eye*

✓ Maintains the health of the retina and macula, as indicated in a large, randomized, double-blind, placebo-controlled clinical trial*

✓ Offers clinically researched levels of vitamin C, vitamin E, zinc, copper, lutein and zeaxanthin in optimally bioavailable forms*

✓ Available without zinc; Supportive for individuals with CFH risk alleles, as suggested by recent research on genetic polymorphisms; zinc may not be indicated for these individuals*

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✓ Acts as a key mineral cofactor in more than 300 enzymes, including vitamin A transport and binding, immune function and antioxidant defense*

✓ Promotes healthy vision, retinal and macular health, helping to maintain photoreceptor function, synaptic transmission, and antioxidant function within the retina*

✓ Supportive for individuals with ARMS2 alleles, as suggested by recent research on genetic polymorphisms; antioxidant formulas may not be indicated for these individuals*

Zinc 15

amount per serving
zinc (as zinc picolinate) .............................................................. 15 mg
other ingredients: hypo-allergenic plant fiber (cellulose), vegetarian capsule (cellulose, water)

1–4 capsules per day, in divided doses, with meals.

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<table>
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<tbody>
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<td>Zinc 15</td>
<td>Quantity</td>
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<td>180</td>
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<tr>
<td>60</td>
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</tbody>
</table>

TO ORDER CALL 800-753-2277
Secure online ordering and information at www.PureEncapsulations.com
Macular Support Formula

two vegetarian capsules contain

✓ Offers comprehensive macular protection with key antioxidants*
✓ Moderates visual fatigue and enhances light to dark adjustments with bilberry*
✓ Promotes macular pigment integrity and density to support retinal and optic lens health*

AMOUNT PER SERVING

- vitamin A (as beta carotene).......................................................... 25,000 iu
- vitamin C (as ascorbic acid)......................................................... 800 mg
- n-acetyl-l-cysteine (free-form)......................................................... 250 mg
- Setria® glutathione (reduced)............................................................ 50 mg
- bilberry (vaccinium myrtillus) extract (fruit)................................. 80 mg (standardized to contain 25% anthocyanosides)
- grape (vitis vinifera) extract (seed).................................................. 50 mg (standardized to 92% polyphenols)
- FloraGLO® lutein.................................................................................. 6 mg
- zeaxanthin........................................................................................... 1 mg
- mixed carotenoids (as lycopene, lutein and zeaxanthin).............. 1,445 mcg
- ascorbyl palmitate (fat-soluble vitamin C).................................... 100 mg
- other ingredients: vegetarian capsule (cellulose, water)

2-4 capsules daily, in divided doses, with meals.

Macular Support Formula

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Order Code</th>
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</thead>
<tbody>
<tr>
<td>120</td>
<td>MS1</td>
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<tr>
<td>60</td>
<td>MS6</td>
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</table>

FloraGLO® lutein is a registered trademark of Kemin Industries, Inc.
Zeaxanthin is sourced from OPTISHARP™ brand. OPTISHARP™ is a trademark of DSM Nutritional Products, Inc.
Setria® is a registered trademark of KYOWA HAKKO BIO Co., Ltd.

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✓ Provides targeted eye support as the main carotenoid stored in the retina*

✓ Promotes the integrity and density of the macular pigment*

✓ Supports healthy vision through pigment associated antioxidant protection and light screening mechanisms*

Lutein 20 mg

Each softgel capsule contains (6 sg)

AMOUNT PER SERVING

- Lutein (as d-alpha tocopherol) .......................................................... 1 IU
- Lutein .................................................................................................... 20 mg

Other ingredients: safflower oil, beeswax, gelatin capsule (gelatin, glycerin, water)

1-2 capsules daily, with meals.

<table>
<thead>
<tr>
<th>Lutein 20 mg</th>
<th>Quantity</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>120</td>
<td>LU1</td>
</tr>
<tr>
<td></td>
<td>60</td>
<td>LU6</td>
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</table>

FloraMax™ lutein is a registered trademark of Kemin Industries, Inc.

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Lutein is a carotenoid found naturally in dark green leafy vegetarians, such as kale, spinach and broccoli. It is typically found in combination with its stereoisomer zeaxanthin.

Lutein and zeaxanthin are the two major carotenoid pigments in the human macula and retina. These carotenoids act in the eye as macular pigments, helping to promote the integrity and density of the macula lutea. Multiple clinical studies suggest a direct relationship between lutein supplementation and macula lutein concentration.1,2*

Studies have found that lutein and zeaxanthin support the eyes in numerous ways:

- Provide antioxidant defenses to protect ocular tissue from oxidative stress*
- Promote gap junction communications, resulting in improved signal efficiency in the retina*
- Filter the high-energy blue wavelengths of light, preserving visual function in part by minimizing retinal glare ³*

Higher intakes of these carotenoids have been associated with greater macular and lens support potential and color vision. ⁴,⁵ Clinical trials involving lutein supplementation have suggested enhanced visual acuity in subjects.⁶ In a 12-month, randomized, double-blind, placebo-controlled trial involving 90 subjects 10 mg of lutein promoted visual function both alone and when combined with a multivitamin.⁷*

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✓ Promotes vascular integrity and microvascular blood flow to the eye with anthocyanidins*

✓ Moderates visual fatigue and supports light to dark adjustments*

✓ Provides antioxidants and supports endogenous antioxidant defenses to support retinal health*

---

**Bilberry 80 mg**

*each vegetarian capsule contains v 3*

**AMOUNT PER SERVING**

bilberry (vaccinium myrtillus) extract (fruit) .................................. 80 mg (standardized to contain 25% anthocyanosides)
ascorbyl palmitate (fat-soluble vitamin C) ........................................ 3 mg
other ingredients: hypo-allergenic plant fiber (cellulose), vegetarian capsule (cellulose, water)

**3-8 capsules daily, in divided doses, between meals.**

<table>
<thead>
<tr>
<th>Bilberry 80 mg</th>
<th>Quantity</th>
<th>Order Code</th>
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<tr>
<td>60</td>
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<td>BB86</td>
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</table>

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**Bilberry 160 mg**

*each vegetarian capsule contains v 2*

**AMOUNT PER SERVING**

bilberry (vaccinium myrtillus) extract (fruit) .................................. 160 mg (standardized to contain 25% anthocyanosides)
ascorbyl palmitate (fat-soluble vitamin C) ........................................ 6 mg
other ingredients: hypo-allergenic plant fiber (cellulose), vegetarian capsule (cellulose, water)

**1-4 capsules daily, in divided doses, between meals.**

<table>
<thead>
<tr>
<th>Bilberry 160 mg</th>
<th>Quantity</th>
<th>Order Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>120</td>
<td></td>
<td>BB11</td>
</tr>
</tbody>
</table>
How to Order

Only licensed health professionals may order from Pure Encapsulations. The strongest link between our high-potency supplements and consumers is the presence and guidance of a qualified health professional.

Our Guarantee/Return Policy
All Pure Encapsulations products are guaranteed for quality, purity and potency through their expiration date. Returns must be made within 30 days and require preauthorization. Any claims of shortage or damage must be made within 7 days of receiving package. Authorized returns must be received within 14 days of authorization. All returns will be credited upon receipt and are subject to a 15% return fee and cost of shipping.

Register Online!
Subscribe to the Pure Encapsulations email newsletter by registering on our website.

Order Online 24 hours a day at www.PureEncapsulations.com

By Phone or Fax
Orders are accepted from licensed health professionals only. They may be phoned-in on our toll-free line 800-753-2277.
M-R 8:00am - 7:00pm (EST).
F 8:00am - 6:00pm (EST).
An automated answering service is available for after-hours ordering.
Orders may be faxed toll-free anytime to 888-783-2277.

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In his book, *Smart Medicine For Your Eyes*, **Jeffrey Anshel, O.D.**, discusses the importance of maintaining healthy glucose metabolism for the health and longevity of the retina and retinal nerves. Below are some of his supplement recommendations:

- **Alpha Lipoic**: 200 mg daily
- **Chromium**: 400-600 mcg daily
- **Magnesium**: 500 mg daily
- **Manganese**: 4 mg daily
- **Potassium**: 300 mg daily
- **Selenium**: 100 mcg daily
- **Vitamin A**: 2,500 iu daily
- **B Complex vitamins**: take a multivitamin daily
- **Vitamin C with bioflavonoids**: 1,000-3,000 mg daily
- **Vitamin D**: 1,000 iu daily
- **Vitamin E**: 400 iu daily

References