

# Protecting Eye Health in a Digital World

## BLUE LIGHT IS EVERYWHERE

Blue light is part of visible light, and it's unavoidable. Blue light impacts people around the world, night and day, indoors and out. We are exposed to blue light from sunlight and artificial light (such as LED lights) to digital devices such as phones and computers.<sup>1,2</sup>

**EYES NEED PROTECTION FROM HARMFUL BLUE LIGHT**



## MARKET NEED FOR EYE HEALTH PRODUCTS

The use of digital devices is a part of daily lifestyles. Worldwide, 67% of the population owns a mobile phone,<sup>3</sup> with some markets at a much higher usage. Health products that address common issues like eye fatigue from computers, tablets and phones answer a market need.

**Children and adolescents are particularly susceptible because their lenses are more transparent and transmit more blue light to the retina compared to adults.<sup>4</sup>**

## FLORAGLO® LUTEIN: BLUE LIGHT BRAND

FloraGLO® is the lutein brand proven to benefit eye health. An extract from marigold flowers, FloraGLO® Lutein is a natural ingredient for eye health products that provides the same absorbable form of lutein found in common foods. For more than 20 years, FloraGLO® Lutein has set the standard for efficacy, safety and quality in lutein.

FloraGLO® Lutein is supported by a patent showing how lutein protects individuals most vulnerable to blue light or light-induced damage associated with computers, smartphones and sunlight.<sup>5</sup> Three publications have shown the effects of FloraGLO® Lutein blue light absorption on vision.<sup>6-8</sup>



**MOST RESEARCHED**



**TRUSTED BY DOCTORS**



**BLUE LIGHT BRAND**



**SAFE FOR BABIES**



**EXCELLENT STABILITY**



**PROVEN BIOAVAILABLE**

# CUMULATIVE BLUE LIGHT EXPOSURE MAY LEAD TO:

## SHORT-TERM EFFECTS<sup>9,10</sup> LONG-TERM EFFECTS<sup>11-13</sup>

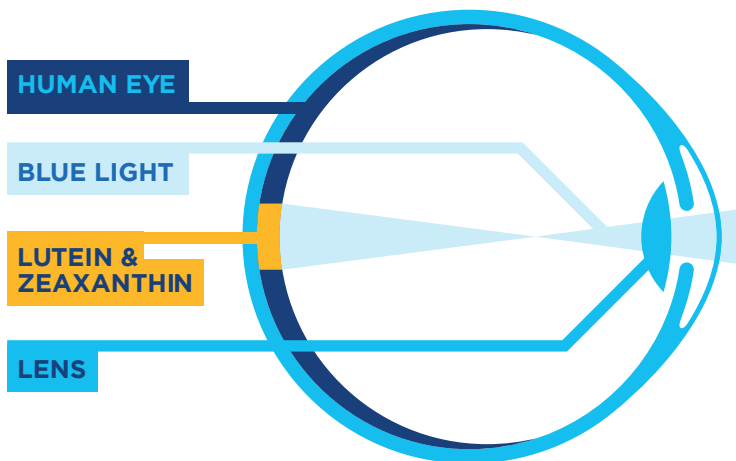
- Headaches
- Blurred vision
- Dry eyes
- Eye strain and fatigue
- Retinal damage
- Poor glare recovery
- Reduced visual performance
- Age-related eye conditions



## The Role of Lutein and Zeaxanthin

Lutein and zeaxanthin naturally protect vulnerable eyes by absorbing blue light associated with computers, smart phones and sunlight.<sup>14,15</sup>

Lutein and zeaxanthin are powerful antioxidants, vital nutrients that the body naturally deposits in the eye to create a protective layer called Macular Pigment.<sup>16</sup> They can protect the eyes from oxidative stress and free radicals and improve visual function.<sup>17-20</sup> The body doesn't produce lutein and zeaxanthin, so we need to consume them from the diet or supplements.<sup>21</sup>



## HOW MUCH IS NEEDED?

Studies recommend 10 mg of lutein + 2 mg of zeaxanthin daily.<sup>8,19</sup> Most people only get 10% of what they need from diet alone.<sup>20-26</sup>

## Solid Science

**FloraGLO Lutein is the most researched lutein brand worldwide with more than 90 publications.**<sup>27</sup> Research has demonstrated that FloraGLO® Lutein increases macular pigment optical density (MPOD, measure of lutein and zeaxanthin in eyes). Low MPOD means less protection from excess blue light.



FloraGLO® Lutein and ZeaONE®/ OPTISHARP® Natural Zeaxanthin are **sourced from marigold flowers** and available in a variety of beadlet/ powder and oil forms for applications such as capsules, tablets, gummies, chews, soft gels, beverages, dairy and other food products.

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