



**FLORAGLO® LUTEIN: SO MUCH MORE THAN AN 'EYE VITAMIN'**

Enhancing health, inside and out

**FLORAGLO® LUTEIN HAS WHOLE BODY BENEFITS, SUPPORTING EYE, BRAIN AND SKIN HEALTH— TO BENEFIT THE ENTIRE PERSON.**



**EYE HEALTH**

**CONSUMERS & EYE HEALTH**

**45%**

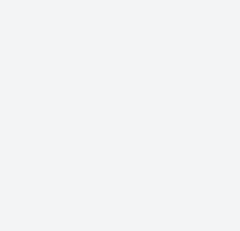
OF CONSUMERS TAKE ACTION TO SUPPORT THEIR EYE HEALTH<sup>1</sup>



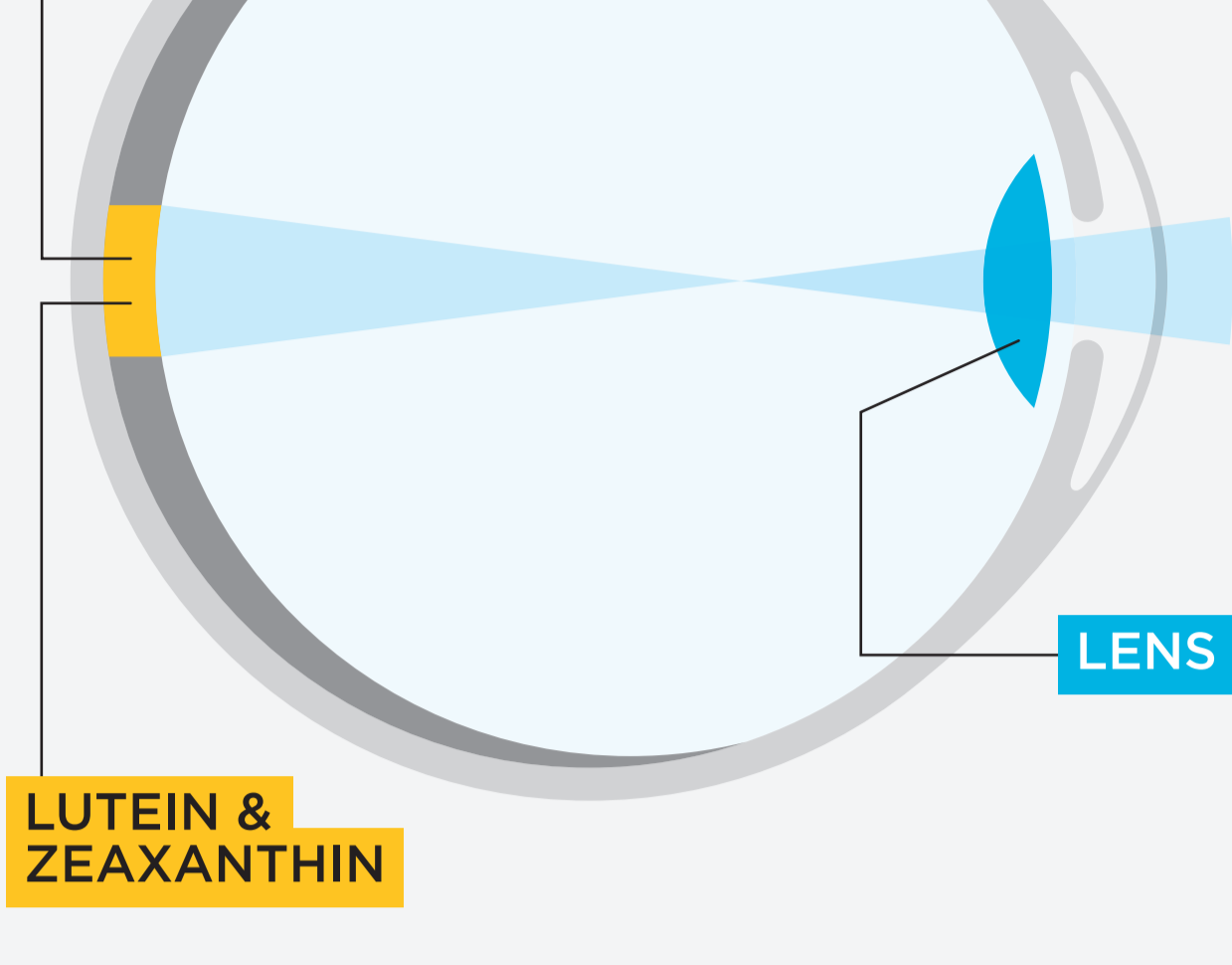
**#2: Eye health is the 2nd biggest health concern** for global consumers<sup>1</sup>



**64% of global consumers don't take adequate breaks from digital devices<sup>2</sup>**



Digital dependency means more consumers may **seek out products that help address eye health<sup>2</sup>**



**LUTEIN BRINGS PROTECTIVE ANTIOXIDANT BENEFITS TO THE MACULA AND OTHER PARTS OF THE EYE.<sup>3</sup>**

**FLORAGLO® LUTEIN BENEFITS EYE HEALTH AT EVERY STAGE:<sup>3-6</sup>**



**EARLY LIFE NUTRITION (MOM & BABY)<sup>3</sup>**



**PRENATAL DEVELOPMENT**



**DEVELOPING INFANTS & CHILDREN<sup>4,5</sup>**



**ADULTS OF ALL AGES, INCLUDING YOUNG ADULTS<sup>6</sup>**



**SENIORS<sup>6</sup>**

FloraGLO® Lutein is GRAS<sup>7</sup> for all ages.

**PROVEN EFFICACY**

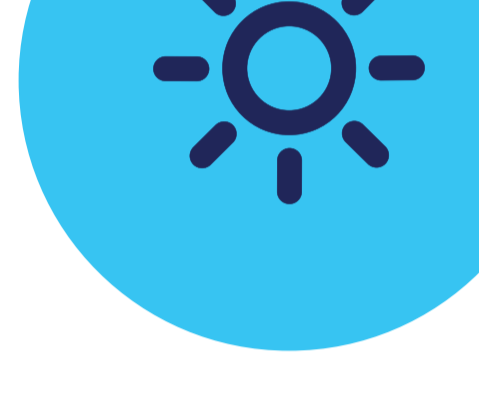


FloraGLO® is the most studied lutein, scientifically proven in over 100 clinical trials.<sup>8</sup>

**SUPPORTING EYE HEALTH**



Improves visual performance and quality of vision<sup>5</sup>



Protects vulnerable eyes by absorbing blue light from digital devices and sunlight<sup>9</sup>



**IN CLINICAL STUDIES PERFORMED, LUTEIN WAS SHOWN TO:<sup>10</sup>**

- Increase Macular Pigment Optical Density (MPOD)
- Improve visual function



**BRAIN HEALTH**

**CONSUMERS & BRAIN HEALTH**



**All age groups show interest in brain health<sup>1</sup>**



Brain functions like processing speed and working memory can decline with age



**59% of global consumers worry about their mental & emotional health/sharpness<sup>1</sup>**

**52%**

OF CONSUMERS TAKE ACTION TO SUPPORT THEIR MENTAL & EMOTIONAL HEALTH/SHARPNESS<sup>1</sup>

**LUTEIN IS AN ANTIOXIDANT THAT WORKS TO DECREASE OXIDATIVE STRESS IN CERTAIN BRAIN REGIONS.<sup>11</sup>**



**FLORAGLO® LUTEIN BENEFITS BRAIN HEALTH AT EVERY STAGE:<sup>12</sup>**



**EARLY LIFE NUTRITION (MOM & BABY)**



**DEVELOPING INFANTS & CHILDREN**



**ADULTS OF ALL AGES**



**PROVEN EFFICACY**



FloraGLO® Lutein has 10 publications from human intervention studies showing benefits for brain health.<sup>13-15</sup>

**SUPPORTING BRAIN HEALTH<sup>13-15</sup>**



**COGNITIVE FLEXIBILITY**



**COMPLEX ATTENTION**



**REASONING**



**VISUAL MEMORY**



**VISUAL REACTION TIME**



**SKIN HEALTH**

**CONSUMERS & SKIN HEALTH**

**49%**

OF CONSUMERS TAKE ACTION TO SUPPORT THEIR SKIN HEALTH<sup>1</sup>

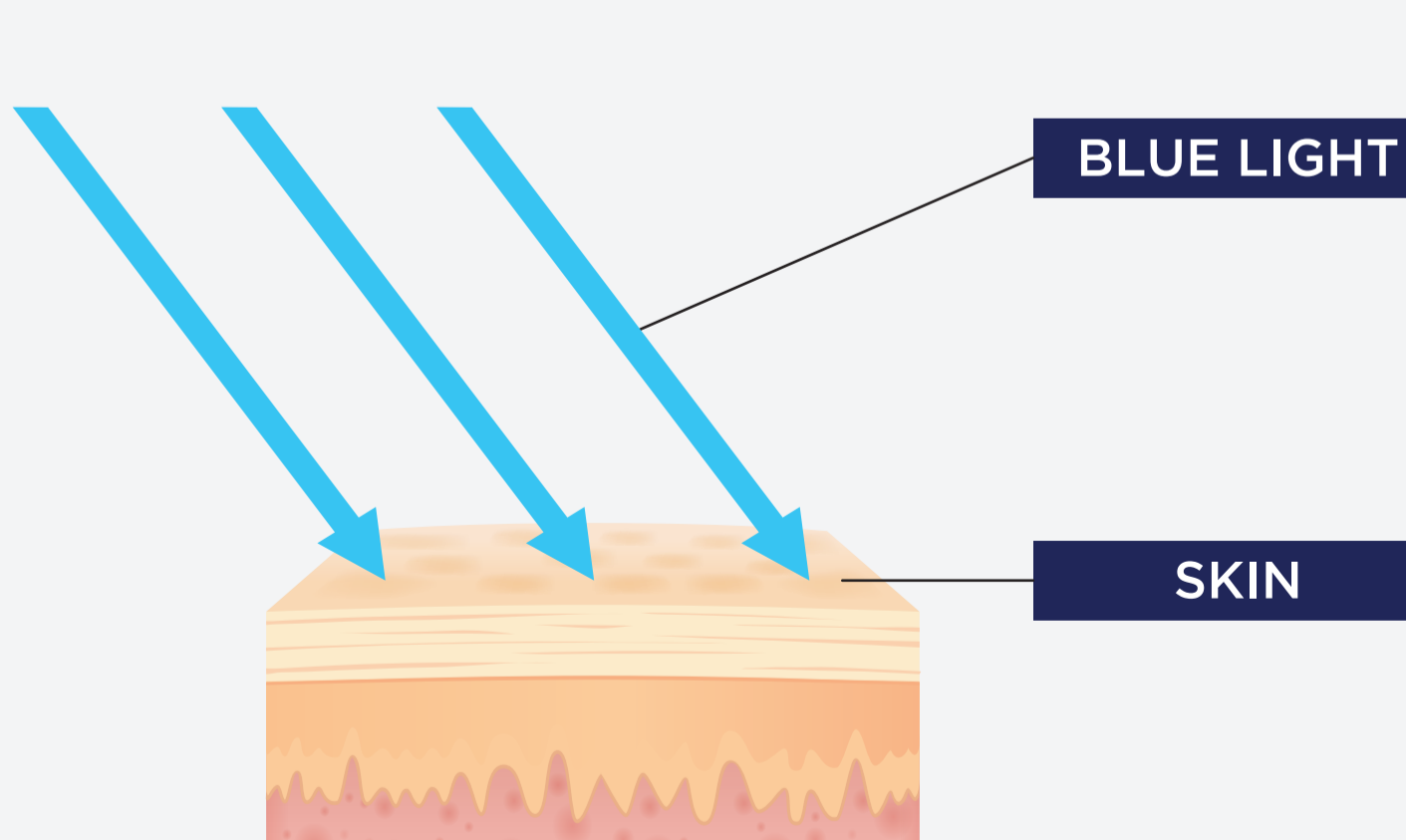


**56% of global consumers worry about their skin appearance<sup>1</sup>**



**46% of global consumers worry about their children's skin appearance<sup>1</sup>**

**LUTEIN SUPPORTS SKIN HEALTH BY SERVING AS AN ANTIOXIDANT AND ABSORBER OF BLUE LIGHT.<sup>16</sup>**



**FLORAGLO® LUTEIN BENEFITS SKIN HEALTH:<sup>17</sup>**



**INFANTS & CHILDREN**

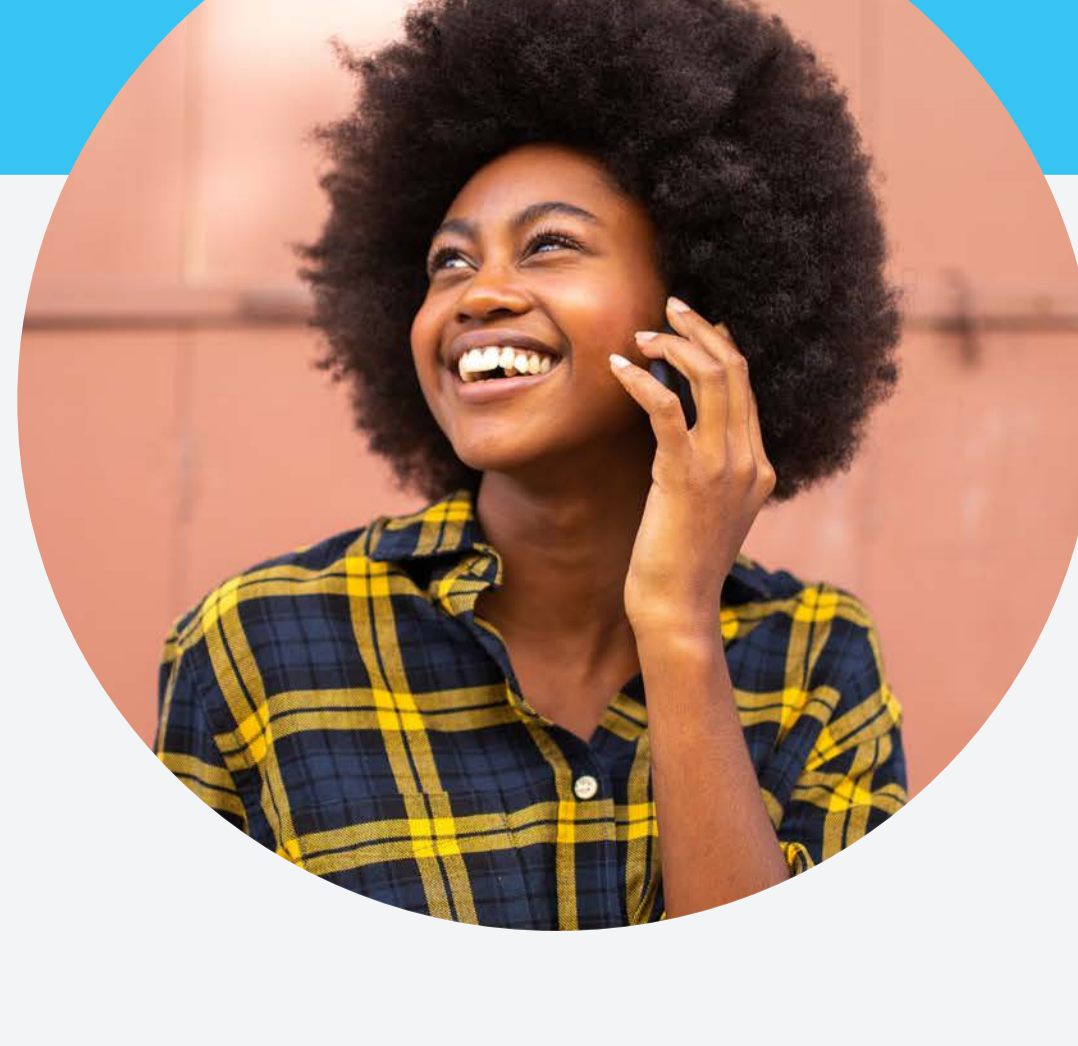


**ADULTS OF ALL AGES**

**PROVEN EFFICACY**



FloraGLO® Lutein's use in nutrition supplements is backed by three publications showing benefits for skin health.<sup>18-20</sup>



**SUPPORTING SKIN HEALTH**



**HYDRATION & ELASTICITY<sup>18-20</sup>**



**DECREASE IN SKIN LIPID PEROXIDATION<sup>18-20</sup>**



**ANTI-WRINKLING PROPERTIES<sup>18-20</sup>**



**ABSORPTION OF DAMAGING BLUE LIGHT<sup>16</sup>**

**FLORAGLO® LUTEIN GOES BEYOND VISION HEALTH— TO BENEFIT CONSUMERS' BEAUTY FROM THE INSIDE OUT.**

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