

# Supporting Eye and Brain Health for Mom and Baby

FloraGLO® Lutein and OPTISHARP®/ZeaONE® Natural Zeaxanthin are clinically proven ingredients to support health throughout life—and the earliest stages are no exception. Emerging research has shown that these nutrients may be uniquely beneficial for the developing infant's eyes and brain. Lutein and zeaxanthin are transferred to the developing baby via the cord blood, with the concentrations in the expectant mother's blood increasing during pregnancy as other carotenoid levels remain fairly constant.<sup>1</sup> Many women's diets fall short in food sources of lutein and zeaxanthin, so supplementation during pregnancy and post-partum may be considered.

## MARKET NEED FOR PRENATAL AND POSTNATAL HEALTH PRODUCTS

The child and maternal dietary supplement market globally is expected to grow at a compounded annual growth rate of over 10% during the period 2018-2024.<sup>2</sup>

## FLORAGLO® LUTEIN: THE TRUSTED SOURCE

FloraGLO® Lutein sets the standard for supplemental lutein for efficacy, safety and credibility. FloraGLO® Lutein is the only lutein brand that is Generally Recognized as Safe (GRAS) in the US for use in term and pre-term infant formula.<sup>3</sup> No other lutein brand worldwide has more science publications supporting its use.<sup>4</sup> FloraGLO® Lutein has 15 publications covering pregnancy, breastfeeding and preterm or term infants.<sup>5-19</sup> Unlike some forms of lutein on the market, FloraGLO® Lutein provides the same readily absorbed lutein as found in common foods like spinach and kale.

**FloraGLO**  
LUTEIN

**Optisharp**  
Zeaxanthin  
*Natural*



**MOST  
RESEARCHED**



**TRUSTED BY  
DOCTORS**



**BLUE LIGHT  
BRAND**



**SAFE FOR  
BABIES**



**EXCELLENT  
STABILITY**



**PROVEN  
BIOAVAILABLE**

**KEMIN**

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## Lutein and Zeaxanthin's Early Role

As lutein and zeaxanthin are transferred from pregnant mom to baby, the nutrients are deposited in specific areas of the fetal body. Lutein and zeaxanthin are present in the developing fetus' retina as early as 17 to 22 weeks.<sup>20,21</sup> The presence of these nutrients at early stages of life, along with their higher concentration compared to other carotenoids, suggests they may play a role in eye and brain development and protection. When maternal diet is an insufficient source, the case can be made for the addition of these important carotenoids in prenatal supplementation.



**Higher maternal lutein and zeaxanthin plasma concentrations at delivery were found to be associated with lower likelihood of poor distance-visual acuity later in the child's life.<sup>28</sup>**

## Lutein and Zeaxanthin's Role After Birth

After the baby is born, lutein and zeaxanthin continue to be important as major carotenoids in breast milk.<sup>23</sup> Lutein and zeaxanthin are preferentially secreted in breast milk and their levels are proportional to maternal intake.<sup>14,23-25</sup> Furthermore, the relative level of carotenoids in the plasma of infants has been found to match the level in breast milk.<sup>14</sup> When diet falls short, supplementation for the breast-feeding mother may be a valuable option.

**Low consumption of fruits and vegetables in many parts of the world points to limited lutein intake.<sup>26, 27</sup>**

## Major Carotenoid in the Infant Brain

In addition to being found in the retina, lutein represents a majority of the infant brain's carotenoids.<sup>22</sup> When comparing the contribution of lutein and zeaxanthin in the infant diet (17% of carotenoids) compared to the level in the infant brain (74% of carotenoids),<sup>22</sup> it is clear these nutrients are preferentially deposited.



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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