Don’t Lose SIGHT of Visual Performance.

Adding Up the Benefits.

When you add up the benefits of FloraGLO® Lutein and OPTISHARP™ Zeaxanthin, protection is only half of the story. Together, these nutrients can also significantly enhance visual performance, broadening your market and giving your customers a simple and more complete solution.

The Other Half of the Story

Most people don’t realize that even with 20/20 vision, their visual performance may not be at its peak. Glare recovery, sensitivity to bright light, distinguishing between objects and seeing fine details are things we often take for granted. The fact is, these components affect all of us and play a key role in the quality of our vision, from everyday activities and job performance to technically demanding sports.
From Protection to Performance

Our eyes are protected by macular pigment. This protective layer is composed of two dietary nutrients, lutein and zeaxanthin, as well as a zeaxanthin isomer called meso-zeaxanthin. Meso-zeaxanthin is not available from conventional dietary sources, so the body has to make it from metabolizing lutein.

Macular pigment is measured with a simple test that quantifies the levels of lutein, meso-zeaxanthin and zeaxanthin in the eye called macular pigment optical density (MPOD). Scientific research has demonstrated that a thicker, denser macular pigment, or higher MPOD, can improve visual performance.

10+2. Today’s Approach.
The latest research recommends at least 10 mg of lutein and 2 mg of zeaxanthin daily to demonstrate eye health benefits and improved visual performance. Since our bodies don’t make lutein and zeaxanthin, it’s essential to get them through diet and/or supplementation. Getting enough of these nutrients through diet alone can be difficult, and in the case of zeaxanthin, it’s incredibly difficult. Most Americans only get 1/10 of the lutein and zeaxanthin needed each day from dietary sources — just a fraction of the amount needed to protect their eyes and to improve visual performance.

Nearly 1/2 of Americans have low levels of lutein and zeaxanthin, or low MPOD. FloraGLO® is the most researched lutein brand worldwide and clinically proven to increase MPOD.

Simple and Complete Solution.
For many people, an eye vitamin is the best source for these nutrients. However, some eye vitamins may not contain these two nutrients at the amounts research has shown to be beneficial. By offering your customers an eye vitamin with the recommended levels of both lutein and zeaxanthin you’re not only helping them to protect their eyes, but also improving their visual performance. That’s a solution that’s attractive to a much wider market.

The benefits of lutein and zeaxanthin don’t just apply to those suffering from or at risk of Age-related Macular Degeneration (AMD) or other eye conditions. Healthy eyes and enhanced visual performance are things we can all benefit from.

Glare Recovery.
Glare (intense light) is an issue that affects all of us in a variety of everyday circumstances. In fact, over half of Americans say they experience glare problems when driving at night. Glare is an important safety issue especially when it comes to driving. Being sensitive to intense light (photophobia) may cause a temporary blinding effect, like that of approaching headlights while driving at night. The blinding effect of headlights compounded by diminished visual recovery time and dangerous driving conditions like driving in rain can be especially hazardous, and is believed to be a leading cause of nighttime accidents.

Research shows that daily supplementation with 10 mg lutein and 2 mg zeaxanthin and the resulting higher MPOD levels can help increase tolerance to the intensity of glaring light as well as significantly improve photostress recovery time, effectively giving drivers more driving room to stop. Whether driving for work or pleasure, that means more reaction time, and safer roads for everyone.
Contrast Sensitivity.
The ability to clearly distinguish an object from other objects and its background is known as contrast sensitivity. Dense macular pigment helps to define shapes that aren’t clearly outlined, such as objects in shadows, light colored objects against a bright sky and cars or pedestrians at night. Enhanced contrast sensitivity also improves visual acuity in low-light conditions, allowing us to see finer and sharper details in dim light. Increased MPOD has demonstrated improvement in contrast sensitivity. If you’re playing baseball, golf, or tennis increased sensitivity helps you be on your game.

Filtering Damaging Blue Light.
Lutein and zeaxanthin act like internal sunglasses to filter out blue light, the most damaging spectrum of visible light. The denser these nutrients make the macular pigment, the better it can function to protect the eye from blue light damage. Our eyes are exposed to sources of damaging blue light more than ever before. As we spend more and more of our days in front of LED screens — from desktops and laptops to smart phones and tablets — it’s easy to see how the benefits of lutein and zeaxanthin supplementation can help an ever growing market.

Visual Processing Speed.
The retina is actually an extension of our brain formed during prenatal development and is connected to the brain by the optic nerve. Research supports that denser macular pigment in the back of the eye allows the neural signals from the retina to the brain to happen more quickly, resulting in faster reaction times. Consumption of the recommended daily amounts of lutein and zeaxanthin increases MPOD, which in turn is associated with faster visual processing speed. Whether hunting, golfing, playing tennis or baseball, the improved processing and reaction times can help to positively impact performance for all outdoor sports enthusiasts.

Lutein and zeaxanthin are protective antioxidants that work like internal sunglasses, protecting the macula from the damaging effects of blue light and oxidative stress.
The Broader Market

When you add up the benefits, the market potential for formulating with FloraGLO® Lutein and OPTISHARP™ Zeaxanthin is expanding in all directions. Although a small amount of zeaxanthin naturally comes with FloraGLO Lutein, FloraGLO alone at the recommended daily level of 10 mg doesn’t provide the clinically studied amounts of dietary zeaxanthin that your customers need each day for optimal vision. When you choose FloraGLO Lutein, choose OPTISHARP Natural Zeaxanthin as well — a dietary source of zeaxanthin from marigolds. With the same quality assurances as FloraGLO, OPTISHARP helps you confidently give your customers today’s approach to visual performance — allowing you to watch the whole story and your market potential unfold.

The goal of protecting the health of our eyes is maintaining and improving their performance as we age. Offering your customers both protection and enhanced visual performance is a win-win opportunity, for everyone.


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