

MAXIVISION® PRODUCTS

Doctor formulated in response to recent published studies to create the most advanced products possible. Highest quality, guaranteed label claims, lowest prices and doctor recommended.

MAXIVISION® Whole Body Formula

Premiere comprehensive multivitamin with 20 mg of elemental lutein (400 mg FloraGLO® Lutein) per dose. Contains all the nutrients used in the AREDS study, has the highest lutein and zeaxanthin content of any product on the market and exceeds the optimal levels of vitamins for a multivitamin recommended in the JAMA study for prevention of chronic diseases. **MAXIVISION® Whole Body Formula** is a product driven by results and is widely recommended by doctors for patients of all ages and specifically for macular degeneration. No need for another multivitamin.



Dosage: 4 caps/day • 120 caps/btl or 32 oz/btl • \$29.95/btl

MAXIVISION® Ocular Formula

Comprehensive ocular supplement with 20 mg of elemental lutein (400 mg of FloraGLO® Lutein) per dose. Can be used by itself or in combination with other multivitamins.

Dosage: 2 caps/day • 60 caps/btl • \$21.95/btl

MAXIVISION® Lutein Formula

Each capsule contains 10 mg of elemental lutein (200 mg of FloraGLO® Lutein), 514 mcg of elemental zeaxanthin, and 400 mcg of elemental cryptoxanthin. Can be used by itself or with other products.

Dosage: 1-2 cap/day • 60 caps/btl • \$14.95/btl

PreserVision™ is a registered trademark of Bausch & Lomb. AREDS was sponsored by Bausch & Lomb.

Centrum® is a registered trademark of Wyeth.

FloraGLO® Lutein is a registered trademark of Kemin Foods.

*References are available upon request.

*Studies available online at www.maxivision.com.

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.

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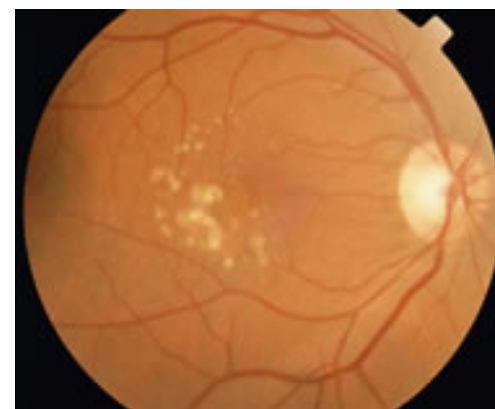
Ingredient	Whole Body Formula	Ocular Formula	Lutein Formula
Vitamin A (beta carotene)	5000 IU		
Vitamin C	500 mg	500 mg	
Vitamin D3	400 IU		
Vitamin E	400 IU	200 IU	
B-1 Thiamine	5 mg		
B-2 Riboflavin	10 mg	5 mg	
B-3 Niacinamide	50 mg		
B-6 Pyridoxine	5 mg		
Folic Acid	400 mcg		
B-12 cyanocobalamin	50 mcg		
Biotin	300 mcg		
B-5 Pantothenic acid	25 mg		
Calcium	200 mg		
Phosphorous	44 mg		
Iodine	150 mcg		
Magnesium	100 mg		
Zinc	30 mg	20 mg	
Selenium	145 mcg	145 mcg	
Copper	2 mg	2 mg	
Manganese	10 mg	5 mg	
Chromium	150 mcg		
Molybdenum	150 mcg		
Chloride	97 mg		
Potassium	105 mg		
Choline	100 mg		
Cryptoxanthin	801 mcg	801 mcg	400 mcg
Ginkgo Biloba	40 mg	40 mg	
Eyebright Ext 4:1	5 mg	10 mg	
Grape Seed Ext.	25 mg	25 mg	
Glutathione	5 mg	5 mg	
Hesperidin	100 mg	100 mg	
Inositol	17 mg		
Lutein (400mg FloraGLO)	20 mg	20 mg	10 mg
Lycopene	2 mg	2 mg	
N-Acetyl-Cysteine	100 mg		
Nickel	5 mcg		
Quercetin	10 mg	10 mg	
Rutin	10 mg	10 mg	
Silicon	2 mg		
Taurine	400 mg	200 mg	
Vanadium	10 mcg		
Zeaxanthin	1.28 mg	1.28 mg	514 mcg
Alpha-Lipoic Acid	50 mg	50 mg	
Bilberry Extract	40 mg	40 mg	
Boron	200 mcg		
Sugg.ested Retail Price	≈\$29.95	≈\$21.95	≈\$14.95

MAXIVISION® products are available through select retail stores, doctor offices, online at www.maxivision.com, or direct from the company at 1 (888) 290-6294.

Ask your doctor about a free sample.

MACULAR DEGENERATION

Fundus Picture
Inside View of the Human Eye



Early Macular Degeneration

Notice central depigmented areas where the retina is becoming dysfunctional with resultant loss of central vision.

Can Dietary Supplements Help Macular Degeneration?

New Studies Released

There has been a lot of information in the news regarding macular degeneration and dietary supplements with lutein. Whenever new information emerges from peer reviewed medical journals, the Standard of Care is generally reevaluated. The following information will help explain why doctors recommend multivitamin supplements with lutein for Age-Related Macular Degeneration (AMD).

AREDS Study

One of the first major changes in the Standard of Care for dry macular degeneration patients occurred with the publication of the **Age Related Eye Disease Study (AREDS)**,⁽¹⁾ which was sponsored by the National Institutes of Health (NIH). It was a ten year ground-breaking study resulting in conclusive evidence that high amounts of antioxidants and zinc were helpful in preventing progression of advanced dry macular degeneration. It firmly established a rationale for treating advanced stages of dry macular degeneration with vitamins and minerals. However it has created some very disconcerting problems. Lutein was not included in that study because it was not available when the study started. Also, this study originated over 14 years ago when the research was considering high concentrations of zinc and beta carotene in conjunction with macular degeneration. Further studies have brought to light potential problems with these high doses and today's nutritionists question these high levels in products like **PreserVision™** because of potential complications. Smokers should not use products like these which contain high levels of beta carotene (>25,000 IU) because of increased risk of lung cancer and very high levels of zinc may be implicated in urinary tract infections; all this aside from the potential gastrointestinal distress.

Lutein Studies

Since the publication of the Age-Related Eye Disease Study, there have been numerous studies showing lutein helpful in macular degenerative disease. One of the latest ground-breaking studies, **The Veterans Lutein Antioxidant Supplementation Trial (LAST Study)**,⁽²⁾ shows a therapeutic benefit for lutein in all stages of dry macular degeneration. **This is the first conclusive study showing lutein improves visual function in patients with dry macular degeneration.** This is extremely important information for patients with macular degeneration and will certainly influence what doctors recommend.

Lutein has been shown to be fundamentally involved in macular degenerative disease. Studies range from 6 mg per day for prevention and maintenance to 20 mg per day for therapeutic use. Nutritional studies show the average person only consumes about 1.5 mg of lutein per day. Since the human body cannot produce lutein, the accumulation in the eyes is dependent on dietary intake from food or supplements. **Lutein may be one of the most important discoveries in macular degenerative disease and should be included in any prevention or treatment regimen.**

Multivitamin Studies

Another prominent ground-breaking study, **Vitamins for Chronic Disease Prevention in Adults**,⁽³⁾ was recently published in the Journal of the American Medical Association (JAMA). The study concludes that suboptimal (below a minimal level which is necessary to prevent a chronic disease) levels of vitamin intake over a period of time increases a person's risk of developing chronic diseases such as cardiovascular disease, arthritis and cancer. The study further states that most people do not consume optimal amounts of vitamins by diet alone.

This study introduces the long latency deficiency disease theory of chronic diseases, which implies that development of chronic diseases is related to long standing nutrient deficiencies. The study recommends that all adults take a daily multivitamin supplement and physicians should make specific efforts to ensure their patients are taking optimal amounts. **This is an important concept for overall health maintenance and should be included in any health and wellness program.**

Conclusion

It is apparent that a multivitamin product containing all the components of AREDS, optimal levels of vitamins and adequate amounts of lutein is the product of choice for patients with macular degeneration. The base of scientific evidence regarding lutein, multivitamins and macular degeneration is growing constantly. Current research suggests at least 6mg of lutein per day for prevention and maintenance and higher amounts, up to 20 mg per day, for therapeutic use.

Based on peer reviewed medical journals, the Standard of Care for macular degeneration patients should involve utilization of an optimal multivitamin product including the AREDS components and most importantly containing adequate amounts of lutein, ranging from 10 mg – 20 mg of elemental lutein per day.

Adequate Lutein

Check the product label! Lutein is expensive and many products on the market do **not** contain anywhere near the minimum amount needed on a daily basis. One of the major offenders in this area is the Centrum product line with 250 mcg per dose, which is only 0.25 mg per dose (1000 mcg = 1 mg). **This is not effective according to current studies so these products are not useful.**