



**THE WINNING'  
COMBINATION**  
*The Informed Choice*

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August 27<sup>th</sup> 1999

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Director  
Special Nutritionals  
Center for Food Safety and Applied Nutrition  
FDA  
200 C Street S.W.  
Washington, DC 20204



**RE: Eye Support / Eye Benefit**

Dear Sir / Madam:

This is a 30-day notification for two dietary supplements. The product names are Eye **Support** and Eye **Benefit**. The structure / function claims on all sizes and configurations of these products are identical. They are as follows:

**Eye Support / Eye Benefit<sup>TM</sup>** contains exceptionally high levels of **Lutein** and **Zeaxanthin**, the only two naturally occurring antioxidant carotenoids that are found deposited in the lens and macular region of the eye. Research has shown that these antioxidant pigments can be depleted by sunlight and that increasing consumption may help protect the macular portion of the eye. **Lutein** can block harmful blue light from reaching vulnerable eye tissues and may protect the macular region from light induced damage or other oxidative insults. Also included in **Eye Support / Eye Benefit<sup>TM</sup>** is our high potency standardized extract of the Bilberry fruit which has been shown to help support the regeneration of the visual purple portion of the retina. It has also been shown in several European studies to support the health of the macular tissue of the eye. This blend of powerful Anti-Oxidants\* is specifically designed to help protect the fragile cells of the **macula** and eye from oxidative damage, thereby helping to support the good health of our eyes and reduce the impact of a lifetime of inevitable oxidative damage to our delicate eye tissues.

Respectfully Submitted,

Rob Maltas  
Director, Product Development