

Bio**mega** Vision-Advance

BioPure **DHA**™ with Lutein

Lutein is present in the retina of the eye which is responsible for central vision. Supplementation is often necessary to sustain healthy levels in the body. Offer your customers an eye health supplement with lutein, a popular and well-known ingredient that helps keep eyes healthy. BioPureDHA™ with lutein is specially formulated for eye health.

About Lutein:

- Naturally occurring carotenoid found in green leafy vegetables
- Antioxidant found in the Marigold flower powdered extract
- GMO free, non-irradiated, fine yellow powder

About BioPure **DHA**™ :

- Sourced from isolated waters away from man-made pollutants and environmental toxins
- Utilizes only the heads of fatty fish to maximize product purity

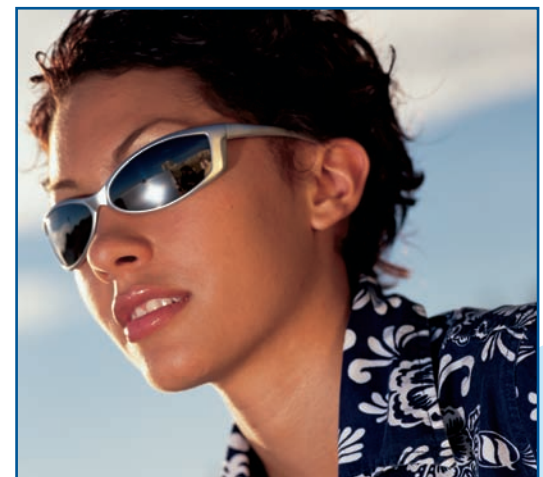
Market Opportunity:

- Adults - promotes healthy eye function



Product Information:

- Specifications & Certificates of Analysis: available upon request
- Pricing: available upon request
- Sourcing: Canada



Health Benefits

BioPure **DHA**™:

- Helps relieve inflammation
- Alleviates dry eyes

Lutein:

- Helps promote retinal function which improves vision
- May improve structural integrity and function of the cytoskeleton thus helping to maintain quality of vision
- Can act as an antioxidant protecting the retina from light damage

Market Demand

- Lutein is the 5th most popular antioxidant with sales of \$110 million

Source: NBJ Supplement Business Report (2005): 4-95.

- 77% of US consumers are concerned about preventing vision problems

Source: NMI's Webinar on Consumer's Condition-Specific Concerns; Jan 2006.

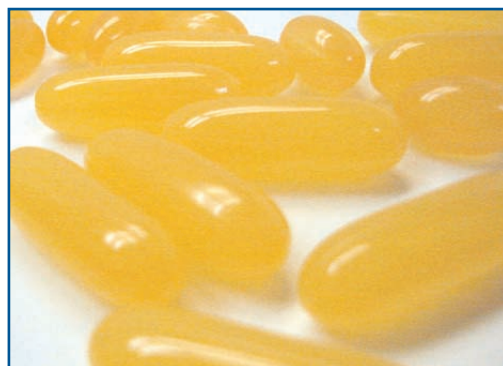
- Usage of condition-specific supplements have more than doubled from 22 percent of consumers in 1999 to 49 percent in 2005, a 119 percent jump

Source: NMI's 2006 Health & Wellness Trends Report.

- 33% of US consumers believe they are deficient in omega-3s but only 11% have tried an omega-3 product

- The top 3 reasons these consumers state for not adding omega-3s to their diet are taste, smell, and convenience

Source: French, S. "Health & Wellness Trends – Creating Hot New Products and Opportunities" Natural Marketing Institute. September, 2005.



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Product Description

- Provides 375 mg of omega-3 and 15 mg of lutein per 3 caps daily
- Available in 60 or 120 count HDPE or PET bottles
- Store in a cool, dry place away from direct sunlight and high humidity

Quality Guarantee

- Independently tested to ensure purity
- Guaranteed for active purity, potency, and homogeneity
- BioPureDHA™ exceeds CRN standards, Prop 65 compliant*
- BioPureDHA™ is manufactured according to European HACCP standards in an ISO 9000 approved facility, complete with EU Veterinary Certification
- Guaranteed to meet or exceed international purity standards for herbicides, pesticides, heavy metals and PCBs
- Lutein is manufactured according to GMP, ISO9001/HACCP, ISO14001
- Encapsulation is completed according to GMP in a CFIA approved facility
- Guaranteed 2 year shelf life

*Discuss doses for Proposition 65 Compliance with your sales representative

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