

## FLORAGLO® LUTEIN: SO MUCH MORE THAN AN 'EYE VITAMIN'

Enhancing health, inside and out

FLORAGLO® LUTEIN HAS WHOLE BODY BENEFITS, SUPPORTING EYE, BRAIN AND SKIN HEALTH—TO BENEFIT THE ENTIRE PERSON.

### EYE HEALTH

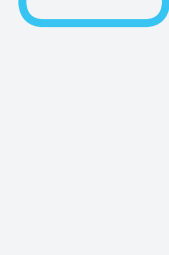
#### CONSUMERS & EYE HEALTH



#2: Eye health is the 2nd biggest health concern for global consumers<sup>1</sup>



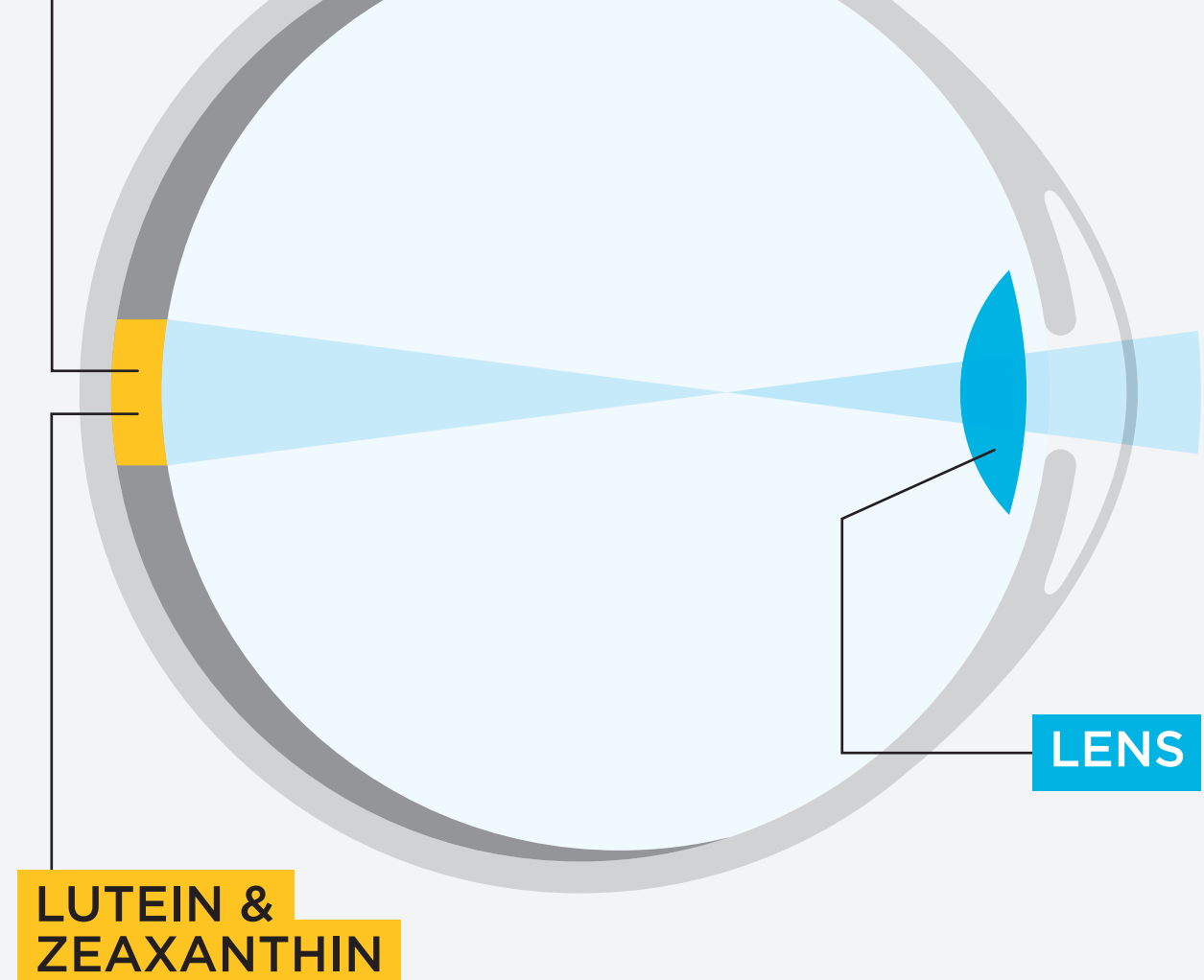
64% of global consumers **don't** take adequate breaks from digital devices<sup>2</sup>



Digital dependency means more consumers may **seek out products** that help address eye health<sup>2</sup>

45%

OF CONSUMERS **TAKE ACTION** TO SUPPORT THEIR EYE HEALTH<sup>1</sup>



LUTEIN BRINGS **PROTECTIVE ANTIOXIDANT BENEFITS** TO THE **MACULA AND OTHER PARTS OF THE EYE.**<sup>3</sup>

FLORAGLO® LUTEIN BENEFITS EYE HEALTH AT EVERY STAGE:<sup>3-6</sup>



EARLY LIFE NUTRITION (MOM & BABY)<sup>3</sup>



PRENATAL DEVELOPMENT



DEVELOPING INFANTS & CHILDREN<sup>4,5</sup>



ADULTS OF ALL AGES, INCLUDING YOUNG ADULTS<sup>6</sup>



SENIORS<sup>6</sup>

FloraGLO® Lutein is GRAS<sup>7</sup> for all ages.

#### PROVEN EFFICACY

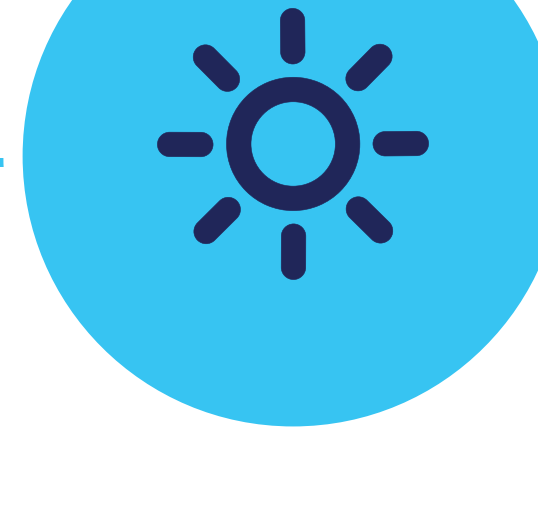


FloraGLO® is the most studied lutein, scientifically proven in over 100 clinical trials.<sup>8</sup>

#### SUPPORTING EYE HEALTH



Improves visual performance and quality of vision<sup>3</sup>



Protects vulnerable eyes by absorbing blue light from digital devices and sunlight<sup>9</sup>

### BRAIN HEALTH

#### CONSUMERS & BRAIN HEALTH



All age groups show interest in brain health<sup>1</sup>



Brain functions like processing speed and working memory can decline with age



59% of global consumers **worry** about their mental & emotional health/sharpness<sup>1</sup>

52%

OF CONSUMERS **TAKE ACTION** TO SUPPORT THEIR MENTAL & EMOTIONAL HEALTH/SHARPNESS<sup>1</sup>

LUTEIN IS AN **ANTIOXIDANT** THAT WORKS TO **DECREASE OXIDATIVE STRESS** IN CERTAIN BRAIN REGIONS.<sup>11</sup>



FLORAGLO® LUTEIN BENEFITS BRAIN HEALTH AT EVERY STAGE:<sup>12</sup>



EARLY LIFE NUTRITION (MOM & BABY)



DEVELOPING INFANTS & CHILDREN



ADULTS OF ALL AGES

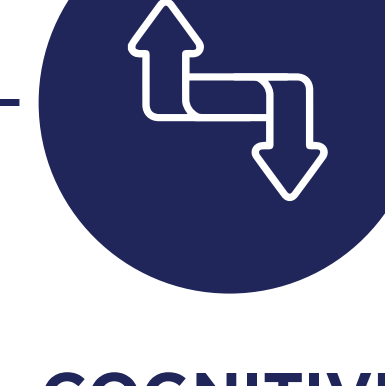


#### PROVEN EFFICACY



FloraGLO® Lutein has 10 publications from human intervention studies showing benefits for brain health.<sup>13-15</sup>

#### SUPPORTING BRAIN HEALTH<sup>13-15</sup>



COGNITIVE FLEXIBILITY



COMPLEX ATTENTION



REASONING



VISUAL MEMORY



VISUAL REACTION TIME

### SKIN HEALTH

#### CONSUMERS & SKIN HEALTH



56% of global consumers **worry** about their skin appearance<sup>1</sup>

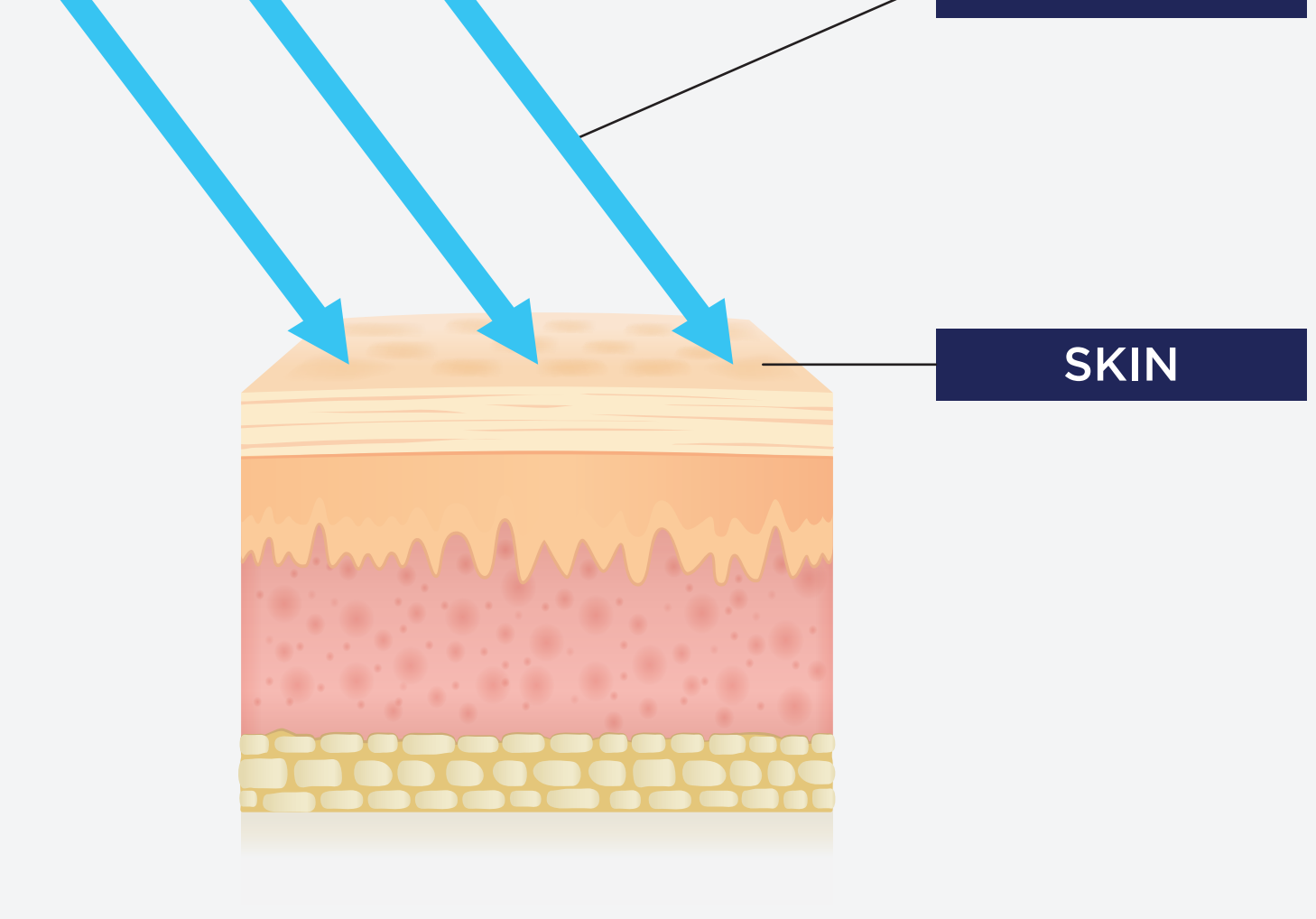


46% of global consumers **worry** about their children's skin appearance<sup>1</sup>

49%

OF CONSUMERS **TAKE ACTION** TO SUPPORT THEIR SKIN HEALTH<sup>1</sup>

LUTEIN SUPPORTS **SKIN HEALTH** BY SERVING AS AN **ANTIOXIDANT** AND **ABSORBER OF BLUE LIGHT.**<sup>16</sup>



FLORAGLO® LUTEIN BENEFITS SKIN HEALTH:<sup>17</sup>

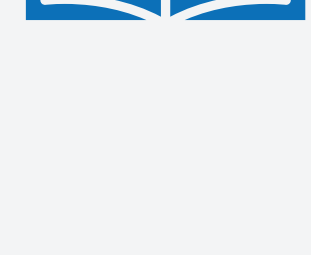


INFANTS & CHILDREN



ADULTS OF ALL AGES

#### PROVEN EFFICACY

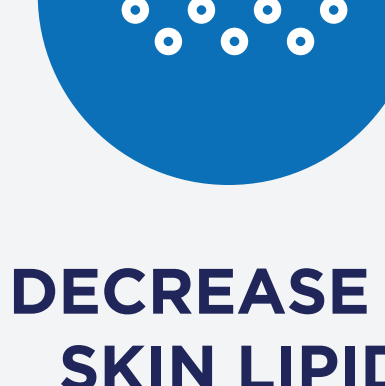


FloraGLO® Lutein's use in nutrition supplements is backed by three publications showing benefits for skin health.<sup>18-20</sup>

#### SUPPORTING SKIN HEALTH



HYDRATION & ELASTICITY<sup>18-20</sup>



DECREASE IN SKIN LIPID PEROXIDATION<sup>18-20</sup>



ANTI-WRINKLING PROPERTIES<sup>18-20</sup>



ABSORPTION OF DAMAGING BLUE LIGHT<sup>16</sup>

FLORAGLO® LUTEIN GOES **BEYOND** VISION HEALTH—TO BENEFIT CONSUMERS' BEAUTY FROM THE INSIDE OUT.

#### SOURCES

- DSM - Global Health Concerns 2019, Report US, Ipsos.
- FMC Gurus, 2019.
- Lai et al., Nutrients. 2020;12(2):1-11.
- Hammond BR. Nutr Rev. 66(12):695-702, 2008.
- Berstein Invest Ophthalmol Vis Sci. 2013 Jun 10;54(6):4034-40.
- Stringham, J. M. & Hammond, B. R. Macular pigment and visual performance under glare conditions. Optom. Vis. Sci. Off. Publ. Am. Acad. Optom. 85, 82-88 (2008).
- GRAS Notice Inventory, GRN No. 140, 221 and 390. PubMed, 2021.
- Roberts, Richard. "Methods of Treating Ocular Disorders." Kemin Industries, Inc., assignee. Patent US9226940 B2. Jan. 2016. Kemin's patent covers three conditions for all ages: presbyopia, hyperopia, and astigmatism.
- Richer, S. et al. Double-masked, placebo-controlled, randomized trial of lutein and antioxidant supplementation in the intervention of atrophic age-related macular degeneration: the Veterans LAST study (Lutein Antioxidant Supplementation Trial). Optom. St Louis Mo 75, 216-230 (2004).
- Lieblein-Boff, J. C., Johnson, E. J., Kennedy, A. D., Lai, C.-S., & Kuchan, M. J. (2015). Exploratory Metabolomic Analyses Reveal Compounds Correlated with Lutein Concentration in Frontal Cortex, Hippocampus, and Occipital Cortex of Human Infant Brain. PLoS One, 10(8). doi:10.1371/journal.pone.0136904.
- Vishwanathan R. et al Nutr Neurosci. 2013 Jan;16(1):21-9.
- Hammond BR Jr., Miller LS, Bello MO, Lindbergh CA, Mewborn C, Renzi-Hammond LM (2017) Effects of Lutein and Zeaxanthin Supplementation on the Cognitive Function of Community Dwelling Older Adults: A Randomized, Double-Masked, Placebo-Controlled Trial. Front. Aging Neurosci. 9:254.
- Bovier, E.R. and B.R. Hammond (2015) A randomized placebo-controlled study on the effects of lutein and zeaxanthin on visual processing speed in young healthy subjects. Arch Biochem Biophys. 572: p. 54-57.
- Renzi-Hammond, L.M., et al. (2017) Effects of a Lutein and Zeaxanthin Intervention on Cognitive Function: A Randomized, Double-Masked, Placebo-Controlled Trial of Younger Healthy Adults. Nutrients. 9(11).
- Gruszecki et al (1999), The Photochemistry of Carotenoids, Chapter 20, 363-379 and Sies H and Stahl W. (2003). Non-Nutritive Bioactive Constituents of Plants: Lycopene, Lutein and Zeaxanthin. Int J Vitam Nutr Res. 73 (2), 95-100.
- Kochevar, et al. (1999) In Dermatology in General Medicine (Freedberg, et al., eds.) 220-229.
- Gruszecki WJ, Carotenoids in Health and Disease. New York: Marcel Dekker, Inc. 151-163, 2004.
- Both references: Gruszecki et al (1999), The Photochemistry of Carotenoids, Chapter 20, 363-379 and Sies H and Stahl W. (2003). Non-Nutritive Bioactive Constituents of Plants: Lycopene, Lutein and Zeaxanthin. Int J Vitam Nutr Res. 73 (2), 95-100.