

**SCIENCEBASED HEALTH APPOINTS PAUL BERNSTEIN, MD, PH.D. TO
SCIENTIFIC ADVISORY BOARD**

CARSON CITY, NV – January 26, 2004 – ScienceBased Health, a leading provider of premium nutraceuticals for eye health, today announced the appointment of Paul Bernstein, MD, PhD to its Scientific Advisory Board.

Paul S. Bernstein, MD, PhD is a tenured Associate Professor of Ophthalmology and Visual Sciences in the Retina Division at the Moran Eye Center, University of Utah School of Medicine. Dr. Bernstein graduated summa cum laude from Harvard University, where he also received his MD and PhD in pharmacology. After interning at New England Deaconess Hospital, he completed an Ophthalmology residency and a fellowship in retinal cell biology at the Jules Stein Eye Institute of UCLA School of Medicine, followed by a fellowship in vitreoretinal surgery and research at the Massachusetts Eye and Ear Infirmary. During his residency in Ophthalmology at Jules Stein, he was a recipient of the Jules Stein Resident Research Award.

Long interested in macular pigments, Dr. Bernstein has pioneered a method for measuring carotenoid pigment levels. Along with his colleagues, he holds several patents on the non-invasive resonance Raman imaging method for quantifying pigments in the living human macula, and has authored numerous papers on that topic. In addition, Dr. Bernstein's interests include the ocular effects of oxidative stress, and the relationships between dietary carotenoid intake, optical density of the macula and the risk of age-related macular degeneration. Dr. Bernstein is the recipient of numerous awards and grants, and is extensively published.

"I am pleased to join ScienceBased Health's Scientific Advisory Board," said Paul Bernstein, MD, PhD. "I always stress to my patients that nutritional recommendations for eye disorders must be backed by sound scientific evidence. I applaud ScienceBased Health for sharing this strong commitment."

"We are thrilled to welcome Dr. Bernstein to our renowned Scientific Advisory Board," said David Hanabusa, president and CEO of ScienceBased Health. "Dr. Bernstein is a leader in the field of macular research and we look forward to the expertise he brings to our Board."

About ScienceBased Health

ScienceBased Health, a privately held company, develops and markets evidence-based nutraceuticals for eye health. The formulations, created by leading physicians, nutrition scientists and researchers, are based on the latest scientific research and are recommended by several thousand ophthalmologists and optometrists. The Company developed **HydroEye**®, a patented, oral formulation for dry eyes; **OcularProtect**®, a comprehensive formulation to support eyes and overall body health; **MacularProtect**® **Plus** and **MacularProtect**® **Complete**, powerful formulations, based on the AREDS clinical trial, to preserve macular health; **Optic Nerve Formula**®, a powerful formulation to protect optic nerve health; and other high quality products for eye and body health. The products are made from premium ingredients and manufactured according to highest quality standards. For more information, contact ScienceBased Health at: (800) 748-9141 or visit: www.sciencebasedhealth.com.