

## SCIENCEBASED HEALTH ANNOUNCES THE LAUNCH OF DIAVIS™, A NEW DIETARY SUPPLEMENT FOR THE 81 MILLION AMERICANS WITH OR AT RISK FOR DIABETES

Atlanta, GA - November 10, 2008 – The American Academy of Ophthalmology (AAO) 2008 Annual Meeting — ScienceBased Health, a leading provider of premium nutraceuticals for eye health, today announced the launch of DiaVis, a specialized dietary supplement to support the visual and overall health of those with diabetes.

24 million Americans—8% of the population and nearly 25% of those 60 and older—currently suffer from diabetes. When added to the 57 million Americans with pre-diabetes, an astounding 81 million Americans either have the condition or are considered at risk according to 2007 prevalence data from the CDC. Pre-diabetes, characterized by elevated blood sugar levels, is a precursor of adult-onset diabetes.

Diabetes is a disease in which the body does not produce or properly use insulin. As a result, blood glucose levels become too high. Those with diabetes are at an increased risk for developing a number of complications, such as heart disease, stroke and retinopathy. Retinopathy, estimated to affect up to 80% of those with diabetes over time, is the most common diabetic eye disease and a leading cause of blindness.

Research has identified nutrients that may be low in diabetics due to inadequate nutrient intake, increased excretion, and altered nutrient requirements due to higher oxidative stress or use of diabetes-related medications. Some studies have found diabetics and those with retinopathy to be low in antioxidants. Antioxidants have been found to play an important role in helping to combat oxidative stress, which plays a role in developing diabetic complications.

DiaVis delivers a blend of key antioxidants, including Pycnogenol®, and other nutrients found to play a role in helping to combat oxidative stress and inflammation, and that tend to be marginally low in those with diabetes. Additionally, DiaVis delivers ingredients found to play a role in normal glucose metabolism and retinal vessel health.

“DiaVis was developed for those with diabetes as well as the overwhelming number of people with pre-diabetes, said Alain Magro, president, ScienceBased Health. “Research shows that damage to the body is already occurring in the pre-diabetes phase and that certain nutrients can play a crucial role in bolstering the body’s defenses. We believe that DiaVis represents the most advanced scientific research on the role of nutrition in diabetic health.”

DiaVis is now available through eyecare practitioners or ScienceBased Health: 888.433.4726; [www.sciencebasedhealth.com](http://www.sciencebasedhealth.com). DiaVis retails for \$34.95 (30 day supply).

### 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 nationwide. The Company developed **HydroEye®**, a patented, oral formulation for dry eyes; **OcularProtect®**, a comprehensive multinutrient for eyes and overall body health; **MacularProtect Complete®** and **MacularProtect Complete®-S**, powerful formulations, based on AREDS and other advanced research, to preserve macular and whole body health; **Optic Nerve Formula®**, a powerful formulation to protect optic nerve health; **DiaVis™**, a targeted formulation for those with diabetes and at risk for diabetes; 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: (888) 433-4726 or visit: [www.sciencebasedhealth.com](http://www.sciencebasedhealth.com).