



For more information, contact:
Pamela Damsen
ScienceBased Health
pdamsen@sciencebasedhealth.com

FOR IMMEDIATE RELEASE

**ScienceBased Health Welcomes
Ike K. Ahmed, MD, FRSC and Lisa C. Olmos, MD, MBA
to Scientific Advisory Board**

HOUSTON, TX, Oct. 30, 2014 – ScienceBased Health, a leading provider of premium nutraceuticals for eye health, today announced the appointment of Ike K. Ahmed, MD, FRSC and Lisa C. Olmos, MD, MBA to its Scientific Advisory Board.

"Dr. Ahmed is internationally recognized for diagnosing and treating highly complex eye diseases," said Alain Magro, president and CEO of ScienceBased Health. "His accomplishments also include the development of novel glaucoma and cataract microsurgical devices and techniques. We are particularly excited to draw upon his expertise in the field of glaucoma as we continue to examine the role of nutrition in this area."

"Dr. Olmos has expertise in treating retinal degenerations, experience in designing and leading clinical investigations, and a keen interest in ocular nutrition," said Mr. Magro. "These skills mesh beautifully with our goals and endeavors, and we look forward to our future collaborations."

"I am looking forward to being a part of ScienceBased Health's Scientific Advisory Board," said Dr. Ahmed. "I believe nutraceuticals play an important role in the prevention and treatment of eye disease. ScienceBased Health has a very strong scientific philosophy and evidence-based approach to the development of its products."

"As we learned from the original AREDS clinical trial, proper nutritional support can be pivotal in maintaining ocular health and reducing the burden of blinding eye disease," said Dr. Olmos. "That is why I am so pleased to be working with the ScienceBased Health team to support their mission to maintain the highest scientific standards in analyzing emerging nutrition research."

Ike K. Ahmed, MD, FRSC is Assistant Professor, Department of Ophthalmology at the University of Toronto, where he directs research at the Kensington Eye Institute and the Glaucoma and Advanced Anterior Surgical Fellowship program. He has authored a myriad of peer-reviewed journal articles and book chapters, and serves on the editorial boards of publications, such as Ophthalmology, Canadian Journal of Ophthalmology and formerly the Journal of Cataract and Refractive Surgery. Dr. Ahmed is the recipient of numerous awards, most recently the 2014 Binkhorst Medal from the American Society of Cataract and Refractive Surgeons. In 2010, Dr. Ahmed was selected as one of Canada's "Top 40 Under 40". Dr. Ahmed received his doctorate of medicine from the University of Toronto, where he did his medical and surgical internship and ophthalmology residency. He completed a

fellowship in glaucoma and anterior segment at the Moran Eye Center, University of Utah, and was later appointed Clinical Assistant Professor.

Lisa C. Olmos de Koo, MD, MBA is an Assistant Professor of Ophthalmology in the division of vitreoretinal surgery at the University of Southern California's Keck School of Medicine in Los Angeles, where she is the director of the surgical retina fellowship program at the USC Eye Institute. Dr. Olmos is the Primary Investigator of the Argus trial at USC and is currently leading USC in the commercial launch of the Argus II Retinal Implant for patients with retinitis pigmentosa and related retinal degenerations. She also has research experience in macular degeneration and diabetic retinopathy. Dr. Olmos received a bachelor's degree in chemistry from Harvard University, an MBA from Rice University, and a medical degree from Baylor College of Medicine, where she was the recipient of the American Medical Women's Association scholastic achievement award. Dr. Olmos completed a medical internship at Georgetown University/Inova Fairfax Hospital, and completed her residency and vitreoretinal fellowship at the world-renowned Bascom Palmer Eye Institute at the University of Miami. In her final year in Miami, she served as Chief Resident, Clinical Instructor, and Co-Director of Ocular Trauma. Dr. Olmos has been voted one of Pasadena's "Top Doctors" for 3 consecutive years from 2012-2014, and she was the recipient of a "Rising Star" award from Los Angeles Magazine in 2013.

Drs. Ahmed and Olmos de Koo join SBH's Scientific Advisory Board members: **Paul S. Bernstein, MD, PhD**, Associate Professor of Ophthalmology and Visual Sciences, Retina Division, Moran Eye Center, University of Utah School of Medicine; **Jeffrey B. Blumberg PhD, FACN, FASN, CNS**, Professor, Friedman School of Nutrition Science and Policy and Director, Antioxidants Research Laboratory, Jean Mayer USDA Human Nutrition Research Center on Aging, Tufts University; **Alon Harris, MS, PhD, FARVO**, Professor of Ophthalmology and Cellular & Integrative Physiology, Indiana University School of Medicine; **Douglas S. Koch, MD**, Professor and The Allen, Mosbacher, and Law Chair in Ophthalmology, Cullen Eye Institute, Baylor College of Medicine; **Paul S. Koch, MD**, Medical Director, Koch Eye Associates; **Stephen C. Pflugfelder, MD**, Director, Ocular Surface Center, Cullen Eye Institute, Baylor College of Medicine; and **John D. Sheppard, MD, MMSc**, Ophthalmology Program Director, Eastern Virginia Medical School, Clinical Director of the Thomas R. Lee Center for Ocular Pharmacology and President, Virginia Eye Consultants.

About ScienceBased Health

ScienceBased Health®, a privately held company founded in 1997, develops and markets evidence-based nutraceuticals for eye health. The Company's formulations include: **HydroEye®**, a clinically tested, patented oral formulation for dry eyes; **OcularProtect®**, a comprehensive multinutrient for eyes and overall body health; **MacularProtect Complete® AREDS2**, a powerful formulation to preserve macular and whole body health, based on AREDS, AREDS2 and other advanced research; **OmegaAdvance®**, a premium quality omega 3 supplement; **Optic Nerve Formula®**, a powerful formulation to protect optic nerve health; **DiaVis®**, a specialized formulation to support retinal circulation; and other high quality products. The formulations are based on the latest science, made from premium ingredients and manufactured according to highest quality standards in NSF® certified facilities. For more information, contact ScienceBased Health at: (888) 433-4726 or visit: www.SBH.com.

#####