

SCIENCEBASED HEALTH INTRODUCES SMOKER-APPROPRIATE NUTRACEUTICAL TO PRESERVE EYESIGHT AND OVERALL BODY HEALTH

CARSON CITY, NV – July 11, 2005 – ScienceBased Health, a leading provider of premium nutraceuticals for eye health, today announced the launch of its new macular health product, MacularProtect Complete®-S. MacularProtect Complete-S is a convenient, all-in-one nutritional formulation to help protect macular and full body health. MacularProtect Complete-S is based on the science of the National Eye Institute-sponsored AREDS clinical trial (AREDS) as well as advanced research on lutein and other nutrients. It is free of beta-carotene for those who should avoid high intake of beta-carotene, such as smokers.

AREDS found that at-risk subjects taking a high-dose antioxidant and zinc combination supplement improved their chances of keeping their eyesight. In addition to Vitamins C and E, copper and zinc, AREDS used high levels of beta-carotene, which have since been linked to an increased rate of lung cancer in smokers. Therefore, the exact formulation used in the AREDS clinical trial may not be appropriate for smokers.

MacularProtect Complete-S was developed to meet the needs of individuals, such as smokers, who want the highest level of protection for their eyesight, but need to limit their beta-carotene intake. MacularProtect Complete-S is free of beta-carotene, but provides robust levels of lutein, which was not studied in AREDS, but has since been found to play a key role in macular health.

MacularProtect Complete-S also contains a built-in multinutrient with an impressive array of antioxidants, such as lutein, zeaxanthin and lycopene; protective flavonoids; robust levels of B-vitamins; and other essential vitamins and minerals to protect the entire body. This product is a convenient alternative to combining multiple products to achieve this level of coverage.

“When patients combine various dietary supplements with a potent “AREDS” formulation to add multinutrient protection, there may be safety risks involved with exceeding Upper Levels established for certain nutrients,” said Robert G. Martin, MD, Partner, Carolina Eye Associates. “It can be difficult to know how much is too much when it comes to supplementation. MacularProtect Complete-S solves this problem by delivering just the right balance of nutrients to protect eyesight and the entire body – all in one product. It is also appropriate for use by smokers, many of whom are at risk, yet haven’t been able to take advantage of the AREDS research because of the high levels of beta-carotene used in this trial.”

MacularProtect Complete-S is the latest addition to ScienceBased Health’s line of macular health products. Also available for non-smokers is MacularProtect Complete, an AREDS-based formula plus multinutrient that provides the same level of beta-carotene used in the AREDS trial. MacularProtect Complete is widely recommended by ophthalmologists, optometrists and other eyecare practitioners. The cost of MacularProtect Complete-S is \$29.90 for a 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. 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 full body 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: (888) 433-4726 or visit: www.sciencebasedhealth.com.

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