

## ScienceBased Health® Launches First-of-its-Kind Nutritional Supplement Based on National Eye Institute's New ARED Study Findings

### ***MaculaRx Plus™ Provides Nutrients Found to Help Preserve Macular Health***

CORTE MADERA, CALIF – November 12, 2001 - ScienceBased Health, a developer of innovative nutraceuticals exclusively for eye health, today announced the introduction and availability of its newly reformulated **MaculaRx Plus™** nutritional supplement. **MaculaRx Plus** is designed to help preserve macular health by providing a powerful combination of nutrients found to promote eye health by the **AREDS** (Age Related Eye Disease Study) report (a clinical trial supported by the National Eye Institute / NIH) and other advanced science.

The findings of the long term AREDS clinical trial, outlined in the October 2001 issue of *Archives of Ophthalmology*, showed that patients taking supplementary antioxidants with zinc had a better chance of retaining their macular health than patients taking antioxidants or zinc alone, or taking a placebo pill.

“The AREDS report is an enormous breakthrough in research surrounding nutrition’s role in eye health,” said Dr. Robert G. Martin, ophthalmologist, cataract and refractive surgeon. These findings are significant for both physicians and their patients wanting to support their macular health. This Study should encourage physicians to continue to take an active role in the nutritional needs of their patients to help them better manage their eye care needs.”

“We are delighted by the findings of the ARED Study,” said Scot Hunter, president and CEO of ScienceBased Health. “ScienceBased Health was founded to provide the highest quality, research-based nutritional products to promote eye health. We are pleased to introduce **MaculaRx Plus**, which has been re-formulated to reflect the important findings of the AREDS report as well as other advanced science substantiating nutrition’s important role in eye health.”

**MaculaRx Plus** features a blend of antioxidants (vitamins C and E and beta carotene), zinc, copper, selenium and 15 mg of lutein from FloraGLO, a premium source of lutein. (Lutein was not examined in the ARED Study because supplemental lutein was not widely available and lutein’s role in eye health was not as well understood at the time the study began. However, since that time, significant research has emerged supporting lutein’s role in eye health.)

#### **About ScienceBased Health**

**ScienceBased Health**, a privately held company, develops and markets innovative nutraceuticals focused exclusively on promoting healthy eyes. The Company markets its products through a network of several thousand recommending ophthalmologists and optometrists and services thousands of their patients. The Company has developed **HydroEye®**, a patent-pending, oral nutritional supplement for dry eyes; **OcularRx®**, a comprehensive formula for eyes and overall body health; **MaculaRx Plus™**, a powerful nutritional formula for those concerned about preserving macular health; and other high quality products to support eye health. The formulations are created by leading physicians and researchers and are based on the latest scientific findings. Made from premium ingredients and manufactured according to highest quality standards, ScienceBased Health's products are available for purchase through eyecare physicians, by calling customer service at: (888) 433-4726 and at its Web site: [www.sciencebasedhealth.com](http://www.sciencebasedhealth.com).