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SCIENCEBASED HEALTH INTRODUCES SPECIALIZED NUTRACEUTICAL TO HELP PROTECT THE HEALTH OF THOSE AT RISK FOR GLAUCOMA

Product Contains Ingredients Found to Play an Important Role in Optic Nerve Health

AAO 2003 SYMPOSIUM, ANAHEIM, CA – November 17, 2003 - ScienceBased Health, a leading provider of premium nutraceuticals for eye health, today announced the availability of Optic Nerve Formula®, a specialized multinutrient designed to help protect the optic nerve. The health of the optic nerve can be compromised in many conditions, such as ischemic neuropathies and glaucoma—one of the leading causes of vision loss in the U.S.

According to The Glaucoma Foundation, approximately 3 million people in the U.S. have glaucoma, including 6% of those over the age of 65. Glaucoma is the 3rd leading cause of blindness worldwide and is responsible for about 5.2 million cases of blindness. Estimates of the number of persons worldwide who have glaucoma range from 67 million (The Glaucoma Foundation) to about 105 million "suspect" cases of glaucoma (World Health Organization). Most patients with glaucoma have no symptoms of the disorder and approximately half of all people with damage from glaucoma are unaware of it.

Optic Nerve Formula works to support normal vascular and nerve function, promote ocular blood flow, and increase protective antioxidant intake. The product features a blend of Ginkgo biloba to enhance ocular blood flow; key antioxidants, including vitamins C, E, alpha lipoic acid and n-acetyl cysteine to boost the eye's antioxidative defenses; omega-3 fatty acids (DHA, EPA); and magnesium, B-vitamins, taurine and bioflavonoids to help keep blood vessels toned and healthy.

“There is now compelling scientific evidence showing that the nutrients in Optic Nerve Formula can play an important role in protecting the health of the optic nerve,” said David Hanabusa, president and CEO of ScienceBased Health. “We are pleased to offer this state-of-the-art formulation that embraces the latest scientific research on nutrition’s role in optic nerve health.”

About ScienceBased Health

ScienceBased Health, a privately held company, develops and markets nutraceuticals for eye health. The formulations are created by leading physicians and researchers and are based on the latest scientific research. 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. ScienceBased Health’s products are recommended by thousands of ophthalmologists and other eye care practitioners. For more information, contact ScienceBased Health at: (888) 433-4726 or visit: www.sciencebasedhealth.com.

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