



FOR IMMEDIATE RELEASE

CONTACT:

Pamela Damsen
ScienceBased Health
(415) 388-7287
pdamsen@sciencebasedhealth.com

Jake Vander Zanden
HOYA Surgical Optics
(909) 680-3900
jake.vz@hoyasurgopt.com

ScienceBased Health and HOYA Surgical Optics, Inc. Combine Forces
to Expand Reach of Evidence-Based Nutraceuticals in Ophthalmic Market and Enhance Patient Care

Houston, TX, March 14, 2011 – ScienceBased Health (SBH), a leading provider of evidence-based nutraceuticals for eye health, and HOYA Surgical Optics, Inc (HSO), a leading manufacturer of high technology precision optics, today announced their partnership to increase awareness of nutrition’s role in eye health in the ophthalmic market.

Since 1997, SBH has been developing innovative nutraceuticals to promote visual health. Its products are recommended and distributed by thousands of ophthalmologists and optometrists throughout the U.S. SBH’s quality formulations are based on the latest scientific research and created with the support of leading ophthalmologists, optometrists, nutritional scientists and researchers in the field of nutrition and eye health.

Under the terms of the partnership, HSO will be a sales agent for the SBH line of nutraceuticals in the ophthalmic market. HSO’s sales force will help expand awareness of nutrition’s role in eye care and provide guidance on how nutrition can best fit within the offerings of an eyecare practice.

“HOYA is an innovator in its field and we share a complementary mission,” said Alain Magro, president and CEO of SBH. “Our partnership will advance our companies’ common goals of improving ocular health, enhancing patients’ quality of life, and increasing the efficiency and profitability of eyecare practices. We are thrilled to be working with HOYA and look forward to expanding the reach of our educational offerings and quality products.”

“The interest in nutrition’s role in eye health has exploded in recent years with the advancement of research in this field,” said Jake Vander Zanden, president of Americas for HSO. “SBH was a pioneer in this market and continues to be an innovator. We chose to partner with SBH because of their leading-edge approach, high quality standards, and long, successful track record delivering value to eyecare practitioners and their patients. Their unique expertise working with eyecare practices to enhance patient care is unmatched and complements HSO’s goal of providing a more holistic approach to patient care.”

About ScienceBased Health

ScienceBased Health, a privately held company founded in 1997, develops and markets evidence-based nutraceuticals for eye health. The formulations, created by leading ophthalmologists, nutrition scientists and researchers, are based on the latest science and are recommended by thousands of ophthalmologists and optometrists nationwide. The Company's featured formulations include: **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 to preserve macular and whole body health, based on AREDS and other advanced research; **MacularProtect[®] Omega-3 Companion**, based on the ongoing AREDS 2 research; **Optic Nerve Formula**[®], a powerful formulation to protect optic nerve health; and **DiaVis**[®], a targeted formulation for those with and/or at risk for diabetes; and other high quality products. The formulations are made from premium ingredients and manufactured according to highest quality standards. For more information, contact ScienceBased Health: (888) 433-4726 or visit: www.sciencebasedhealth.com.

About HOYA Surgical Optics, Inc.

Hoya Surgical Optics, Inc. is a wholly owned subsidiary of HOYA Corporation (Japan). HOYA was founded in 1941 as a manufacturer of high technology precision optics. The company is known for its entrepreneurial spirit and specializes in delivering unique high quality solutions to help physicians improve patient outcomes and practice results. For more information, contact Jake Vander Zanden: (909) 680-3900.

###