

ScienceBased Health Wins Beacon Award for Innovative CD-ROM on Nutrition and Eye Health

Carson City, NV—October 29, 2004—ScienceBased Health, a leading provider of premium nutraceuticals for eye health, has just received the prestigious Beacon Award from the Northern California Business Marketing Association. The award was given for the new interactive CD-ROM designed to educate medical professionals and consumers on the crucial role nutrition plays in eye health. The CD features sophisticated visuals, such as flash animation and interactive components, to communicate detailed processes in an easily-digestible and entertaining format. Also accessible from the ScienceBased Health Web site (www.sciencebasedhealth.com), the media piece won in the category of best multimedia / CD Video and Internet.

According to Pamela Damsen, vice president of marketing for ScienceBased Health, the animated guide was developed to help educate eyecare practitioners and staff on how various nutrients work to support visual health and solutions available to enhance patient care. The piece visually illustrates complex health issues, such as macular degeneration and dry eye, and shows how nutrition can intervene. Featured animations include depictions of how lutein protects the macula, the role of omega fatty acids in dry eye, and how antioxidants work. Click-through access to summaries of key scientific studies, organized by health concern, is also included. The guide is also a practical resource for patients, who can view the animations in the doctor's office or online, saving practitioners valuable time otherwise spent counseling each patient.

The guide was developed with ScienceBased Health's Scientific Advisory Board, which includes leading researchers and practitioners in the fields of ophthalmology, optometry and nutrition.

"The Beacon Awards and Showcase is the only awards program in the Bay Area that recognizes business-to-business marketing excellence," said Tom Lauck, president, NorCal BMA. "Each entry was evaluated by a panel of Northern California judges comprised of industry-leading business marketers and creative professionals."

The CD is available upon request to doctors, by contacting ScienceBased Health at: 800-748-9141.

About NorCal BMA

The Northern California Business Marketing Association (NorCal BMA) is the only professional association in Northern California dedicated to serving the educational and career development needs of business-to-business marketers and their partner suppliers. NorCal BMA, a not-for-profit organization, is part of Business Marketing Association, an international organization focused solely on professionals who market to business. For more information, visit: www.marketing.org.

About ScienceBased Health

ScienceBased Health, a privately held company, develops and markets evidence-based nutraceuticals for eye health. The formulations, created by leading ophthalmologists, optometrists, and nutrition scientists, 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 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; and other high-quality products for eye and body health. The products are made from premium ingredients and manufactured according to the highest quality standards. For more information, visit ScienceBased Health at www.sciencebasedhealth.com or call: 888.433.4726.

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