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SCIENCEBASED HEALTH ANNOUNCES THE LAUNCH OF NEXT-GENERATION NUTRITIONAL FORMULATIONS FOR AGE-RELATED MACULAR DEGENERATION

November 30, 2010 – Houston, TX – ScienceBased Health®, a leading provider of premium nutraceuticals for eye health, today announced the launch of two new nutritional formulations to support those diagnosed with age-related macular degeneration (AMD).

MacularProtect Complete® Drink Mix is a tasty, mango lemonade flavored drink mix providing the ingredients from the company's best-selling MacularProtect Complete capsule formulation. Two scoops mixed with water daily delivers nutrients at levels found to reduce the risk of AMD and its associated vision loss in the landmark Age-Related Eye Disease Study (AREDS) plus a comprehensive multinutrient to protect whole body health. This all-in-one formulation is highly convenient, as no additional multivitamin is needed. Further, it reduces the risk of receiving too much of certain nutrients (such as zinc), that can occur when patients combine a separate multivitamin with an AREDS-based formulation.

MacularProtect® Omega-3 Companion is based on the ongoing AREDS 2 clinical trial – a follow-up to the original AREDS trial, which is studying whether lutein (10 mg), zeaxanthin (2 mg) and/or 1,000 mg of the omega-3 fats, EPA and DHA, will slow disease progression for those with at least moderate AMD. Two softgels daily of MacularProtect Omega-3 Companion include 1,000 mg of highly pure fish oil – the first and only fish oil to achieve U.S. Pharmacopeia (USP) verification (the most rigorous quality assurance system in the world). The formulation reflects the levels of EPA (650 mg) and DHA (350 mg) being studied in AREDS 2 and includes zeaxanthin. It is intended to be combined with MacularProtect Complete, based on the original AREDS trial and inclusive of 10 mg of lutein and a multinutrient, to provide the most comprehensive protection for macular health.

MacularProtect Complete Drink Mix (MSRP: \$39.90 / 30-day supply) and **MacularProtect Omega-3 Companion** (MSRP: \$15.95 / 30-day supply) are now available through eyecare practitioners or directly from ScienceBased Health: 888.433.4726; www.sciencebasedhealth.com. Discounts up to 20% are available with the company's package plans.

Complete product information is available at: www.ScienceBasedHealth.com.

About ScienceBased Health

ScienceBased Health, a privately held company, develops and markets evidence-based nutraceuticals for eye health. The formulations, created by leading ophthalmologists, nutrition scientists and researchers, are based on the latest scientific research 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 on-going 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 at: (888) 433-4726 or visit: www.sciencebasedhealth.com.

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