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ScienceBased Health Reports Significant 3rd Quarter Achievements: Substantial Sales and Operating Profits, and Increase in Recommending Practitioners Over Same Period in 2000

CORTE MADERA, CALIF. – October 31, 2001 - ScienceBased Health, a developer of innovative nutraceuticals focused exclusively on eye health, announced significant third quarter accomplishments for 2001. Achieving its first full quarter of profitability, the Company reported significant sales and operating profits and a substantial increase in the number of recommending eyecare practitioners over the same period in 2000. ScienceBased Health markets its products primarily through a doctor direct marketing channel whereby ophthalmologists and optometrists recommend its products to their patients.

Commenting on the third quarter results, Scot Hunter, president and CEO, stated, "We are very pleased with our continued sales growth and the achievement of profitability this quarter. We continue to build our business through our commitment to delivering the highest quality products to physicians and their patients. This quarter's significant achievements represent another step towards capturing a greater portion of the vision market."

About ScienceBased Health

ScienceBased Health, a privately held company, develops 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 developed **HydroEye™**, a patent-pending, oral nutritional supplement for dry eyes, **OculaRx™**, 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 eye care physicians, by calling customer service at: (888) 433-4726 and at its Web site: www.sciencebasedhealth.com.

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