

MacuHealth LTD[®] MacuPrime[®]

Nutrition for vision and a
lifetime of macular health





Only MacuPrime is...

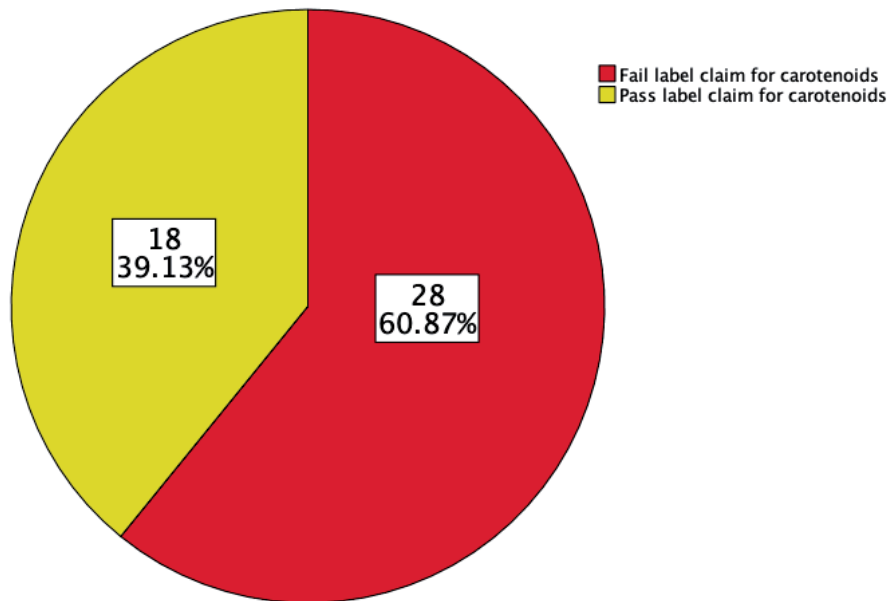
- ✓ Approved by **Supplement Certified** for purity, shelf-life stability, and ingredient quantities
- ✓ Backed by over **30 peer-reviewed, published scientific studies**
- ✓ **Clinically proven** in the CREST AMD double-blind, placebo controlled trials at South East Technology University
- ✓ **Endorsed** by IGPNEA and Nutrition Research Centre Ireland
- ✓ **Proven to rebuild the protective macular pigment** at the back of the eye and protect against Age-related Macular Degeneration
- ✓ **New recyclable, easier to use packaging**

Supplement Certified



Not all supplements are created equally!

61% out of a sample of 46 commercially available carotenoid supplements analysed at NRCI facilities do not meet their label claim



Baseline Analysis: 46 eye and brain carotenoid supplement tested at the NRCI: Supplement Certified

MacuPrime Quality Guarantee

- ✓ Tested at 3 monthly intervals until expiration date
- ✓ Highest quality and purity
- ✓ Exact amount of ingredients promised
- ✓ Remains 100% active & stable until well after expiry date
- ✓ Patients guaranteed to get the quality & active product they've paid for to protect their eye health

Know the Science



The importance of Meso-Zeaxanthin

Know the
Science

Do you recommend Lutein Omega3 or Actase ZA without Meso-Zeaxanthin?

- ✓ [Central Dip Study 2012](#): proved that formulations without Meso-Zeaxanthin were not as effective as MacuPrime in rebuilding macular pigment. 100% success after 8 weeks with MacuPrime triple carotenoid formula.
- ✓ [Oxygen scavenging of macular pigment, 2010](#): Lutein, Meso-Zeaxanthin and Zeaxanthin combined delivers most powerful antioxidant effect.
- ✓ [Lutein, Zeaxanthin & Meso-Zeaxanthin Supplementation Associated with Macular Pigment Optical Density” \(a meta-analysis\), 2016](#): A Meta-analysis of 938 AMD patients and 836 healthy patients in 20 clinical trials conducted around the world, found a greater increase in MPOD in patients supplemented with Meso-Zeaxanthin than patients taking supplements without MZ

Age-related Macular Degeneration

Know the
Science

Do you believe supplements can only help late stage AMD patients?

- ✓ [MOST Study, 2015](#): 3 year study proved that early AMD patients will benefit with increased macular pigment, improved vision and no progression of disease.

Are you hesitant to recommend a supplement for AMD?

- ✓ [CREST AMD, 2017](#): After 24 months MacuPrime PLUS was proven to help improve visual performance in early stage AMD patients.

Visual Performance

Know the
Science

Are you slow to recommend carotenoid supplementation for healthy eyes?

- ✓ **CREST Healthy Eyes, 2016**: After 1 year, people with healthy eyes and no AMD demonstrated statistically significant and clinically meaningful improvements in contrast sensitivity and associated improvements in visual performance

Do you have patients struggling with their contrast sensitivity?


- ✓ **Crest Healthy Eyes, 2016**: **Secondary Analysis: Effect of Macular Carotenoid Supplementation on Contrast Sensitivity: Area Under the Curve (AUC)**: Demonstrated a nearly threefold improvement in contrast sensitivity for low spatial frequencies.

Do you have patients worried about blue light?

- ✓ **Blue Light Study, 2017**: After 6 months yielded significant improvement in MPOD, overall sleep quality, headache frequency, eye strain, eye fatigue, and all visual performance measures, versus placebo



Glare Disability



Know the
Science

Do you have patients complaining about glare discomfort/ struggling to drive at night?

- ✓ **CREST Healthy Eyes, 2016**: After 1 year, people with healthy eyes and no AMD demonstrated statistically significant and clinically meaningful improvements in contrast sensitivity, reduced glare disability and associated improvements in visual performance
- ✓ **Macular carotenoid supplementation improves disability glare performance and dynamics of photostress recovery, 2016**: Increases in MPOD lead to significant improvements in Photo Stress Recovery times and Disability Glare thresholds.

Cognition

Know the
Science

Synergies

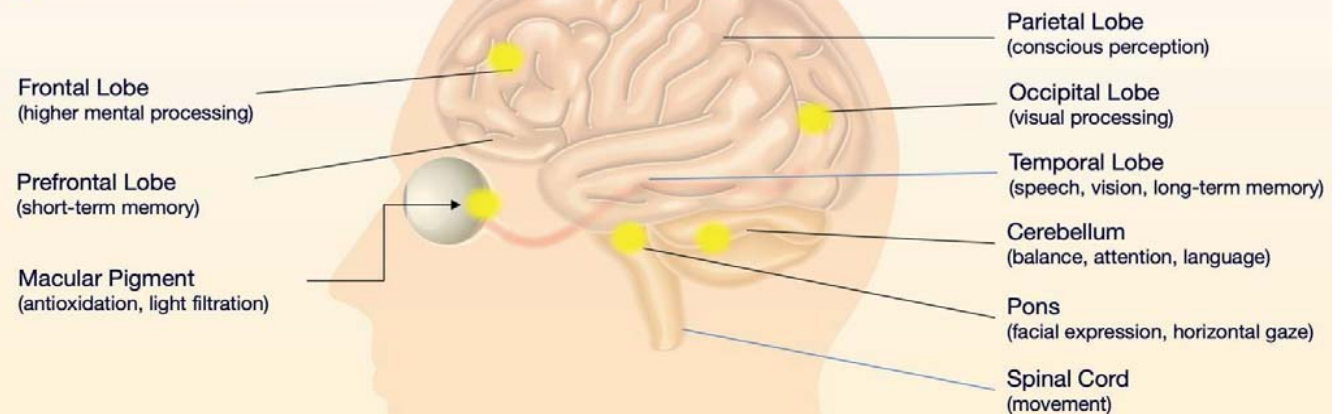
The eye is the window to the brain.

L, Mz, Z accumulate in the retina and also the brain.

The retina, the brain and vascular tissues.

The Role of Nutrition & The Brain

Locations of L and Z in the brain



Cognition

Know the
Science

NEW SCIENCE – Macular carotenoids can also help cognition

- ✓ In a large Irish population study, it was found that MPOD levels directly correlated to cognitive function
- ✓ Studies of Alzheimer's patients demonstrate poor nutrition, vision and cognitive decline
- ✓ Supplementing with macular carotenoids has been shown to improve MPOD and vision in Alzheimer's patients.
- ✓ [Cognitive Function and Its Relationship with Macular Pigment Optical Density and Serum Concentrations of its Constituent Carotenoids, 2015:](#)
Macular pigment levels are associated with levels of cognitive function in disease free patients with low MPOD and also AMD patients

Cognition

Know the
Science

NEW SCIENCE – Macular carotenoids can also help cognition

- ✓ **CREST Cognition: Supplemental Retinal Carotenoids Enhance Memory in Healthy Individuals with Low Levels of Macular Pigment, 2018**: This double blind placebo controlled trial demonstrated a memory-enhancing effect of daily supplementation with L, Z, and MZ in healthy subjects with low MP at baseline. Meaning MacuPrime is a powerful antioxidant to help combat free radicals in the eye and the brain!
- ✓ **Supplementation with macular carotenoids reduces psychological stress, serum cortisol, and sub-optimal symptoms of physical and emotional health in young adults, 2018**: Supplementation with the MCs significantly reduces stress, cortisol, and symptoms of suboptimal emotional and physical health.

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MacuPrime

Healthy eyes / AMD family history / Early signs of drusen / Night-time vision / Glare

- Available in 30 day & 90-day bottles
- 1 capsule a day, take with meal

MacuPrime PLUS

AREDS2 Formula / AMD diagnosed patients

- Available in 30-day bottle
- 4 capsules a day, take all at once with meal