



BEAT THE BLUE™



Blue light is the most harmful light to our eyes, and it's almost everywhere.^{1,2} Though it's impossible to completely avoid exposure to the harmful effects of blue light, there is something we can do to protect our eyes today, and maintain healthy vision for a lifetime.

Everywhere and Unavoidable

Nearly every light source—whether natural or artificial—emits blue light.¹⁻³ Our eyes are exposed to it all day long, both indoors and out, and at ever-increasing levels. While some blue light is beneficial, helping to regulate our natural sleep/wake cycle, overexposure can have negative effect on our quality of vision.⁴⁻⁷

A Growing Concern

As our use of technology and digital devices increases, so does the risk of damage to our eyes.⁹ The fact is that all of us, from children to seniors, are exposing our eyes to more blue light, and more concentrated blue light, than ever before.^{8,9}

Blue Light Exposed

The damaging effects of harmful blue light don't go unnoticed. In the digital

age, most of us have experienced the painful symptoms of overexposure to blue light. Headaches, blurred vision, dry eyes, eye strain and eye fatigue are real reminders of the cost of our digital lifestyle.⁹⁻¹¹

Ownership of digital devices is on the rise.⁸



+48%
growth in smartphones



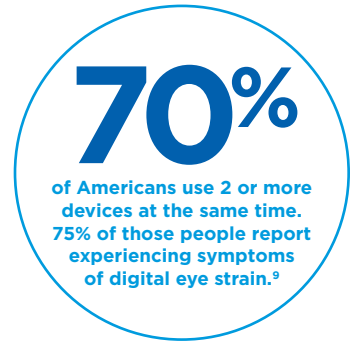
+150%
growth in tablets

Help!

Despite the discomfort of the short term effects of blue light exposure, the long term consequences of exposure to blue light pose an increasing health risk to consumers. The potential of retinal damage and reduced quality of vision have people open to seeking solutions.^{6-7, 12-13, 32-33}

55%

of consumers over 40 cite eye health as their most prominent health concern—more important than even arthritis, bone health, stress, weight or high cholesterol.¹³



Beat the Blue with FloraGLO®

Lutein and zeaxanthin are the only natural defenses our eyes have against harmful blue light and they are specifically deposited in our eyes to filter it.^{15,16+} Although lutein and zeaxanthin are naturally found in our diet, they're found in fruits and vegetables that most people don't consume enough of—leaving their eyes less protected and vulnerable.^{14,17,18}

Daily supplements with FloraGLO® Lutein offer a convenient way to get the lutein and zeaxanthin we need to help protect our eyes from the damaging effects of harmful blue light.[†]

As the concern over blue light exposure grows, stay ahead of the curve by offering your customers the eye protection they need with FloraGLO®.

Seeing is Believing

FLORAGLO® FILTERS BLUE LIGHT

As shown below, higher levels of lutein provide greater protection against harmful blue light. Formulate with FloraGLO®—the lutein brand proven to increase lutein levels in the eye¹⁹—and address this increasing consumer need.¹³



CONTROL
Solution

Observation: Blue light passes through the blue control solution.

Conclusion: The blue solution does not absorb blue light; even a relatively dark solution still allows blue light to pass through.



LOW DOSE
FloraGLO® Lutein Solution*

Observation: A dim blue spot of light appears on the white background.

Conclusion: Lutein can absorb blue light. The amount of blue light absorbed is directly related to lutein concentration.



HIGH DOSE
FloraGLO® Lutein Solution*

Observation: No blue light spot visible on the white background.

Conclusion: Blue light is completely filtered by the lutein solution. The higher the concentration of lutein, the more blue light is absorbed.

SUGGESTED STRUCTURE FUNCTION

Claims[†]

Helps protect eyes from the harmful effects of blue light [as they develop]^{1,6,15,16,20-29}

Naturally protects eyes from harmful blue light [as they age] [as they develop]^{1,6,15,16,20-29}

Your eyes' natural defense against harmful blue light^{1,6,15,16,20-29}

Helps protect eyes from blue light exposure often associated with computer use^{1,6,11,15,16,21-30}

Helps reduce eye fatigue that comes with prolonged exposure to blue light emitted by devices^{11,30}

Filters blue light which may reduce damage to eyes as they develop^{6,15,16,20-25,31}

Choose a lutein brand that is patent protected.^{20‡}

FloraGLO® is the only lutein brand supported by a patent showing how lutein filters blue light to help protect our eyes.^{20‡} That's a market opportunity you can leverage and eye protection your customers can rely on.



Learn more at beattheblue.com

References available upon request.

* The dosages described are not intended to be a recommendation for daily intake level of FloraGLO® Lutein.

† These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

‡ Kemin has a blue light patent covering three conditions for all ages; presbyopia, hyperopia, and astigmatism.



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