

# Lutein for Every Age™

Promoting Health for a Lifetime.

Sponsored by



**Lutein for Every Age™**

**Winner of Engredea 2013  
Editor's Choice Award for  
Best Marketing Campaign**



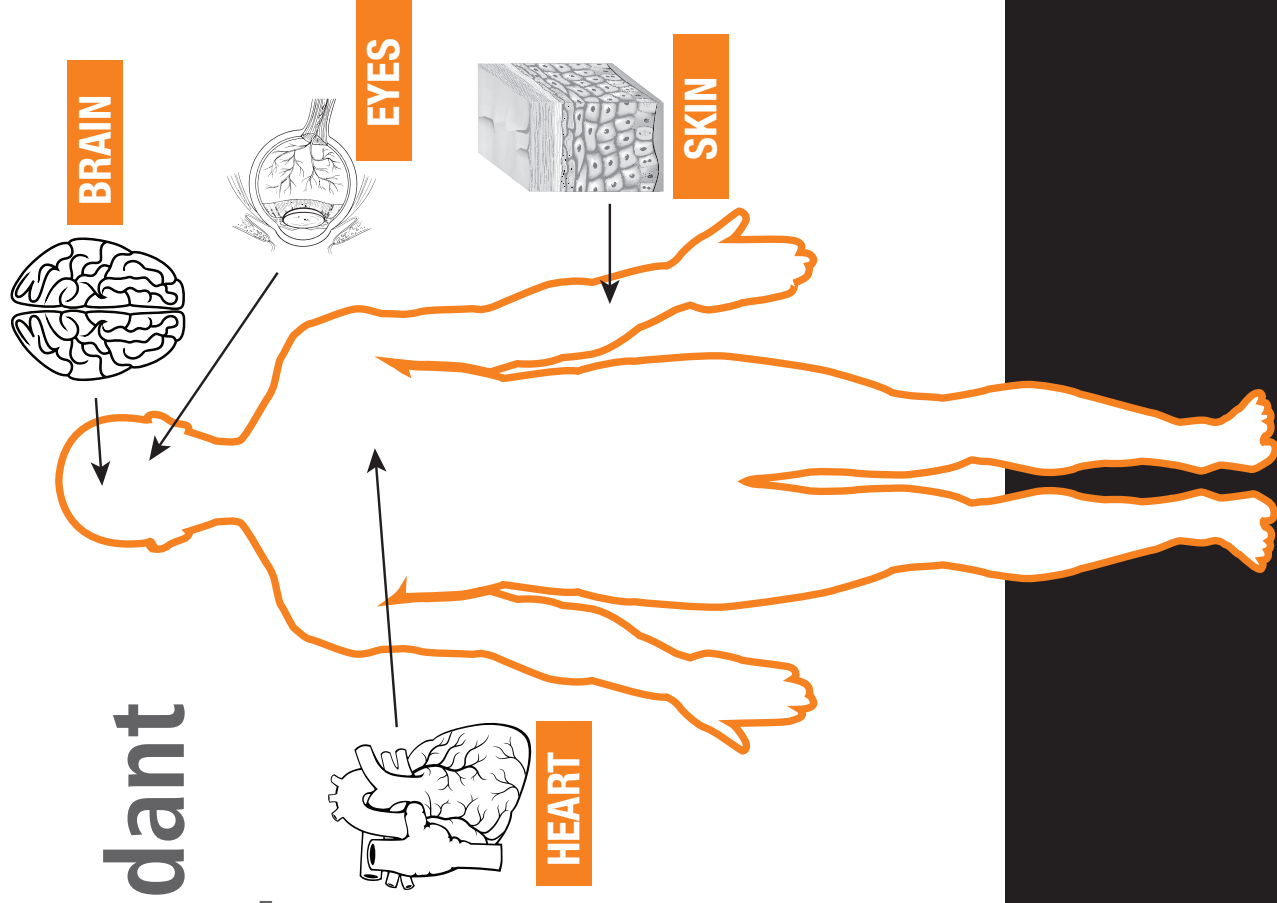
**Lutein for  
Every Age™**

**We know lutein as a phytonutrient with  
a role in combating Age-related Macular  
Degeneration (AMD) and Cataracts.**

**But we often miss the fact that  
lutein is so much more.**

\*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.

**It is a powerful antioxidant  
present in many of our  
organs, including the  
eyes, skin, brain  
and heart.**



**Lutein for  
Every Age™**





**It protects against the oxidative stress  
that wears on our cells, just like treating  
iron protects it from rust.**

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**And oxidative stress has  
been linked with inflamma-  
tion, cardiovascular disease,  
Alzheimer's disease, and  
metabolic disorders.**

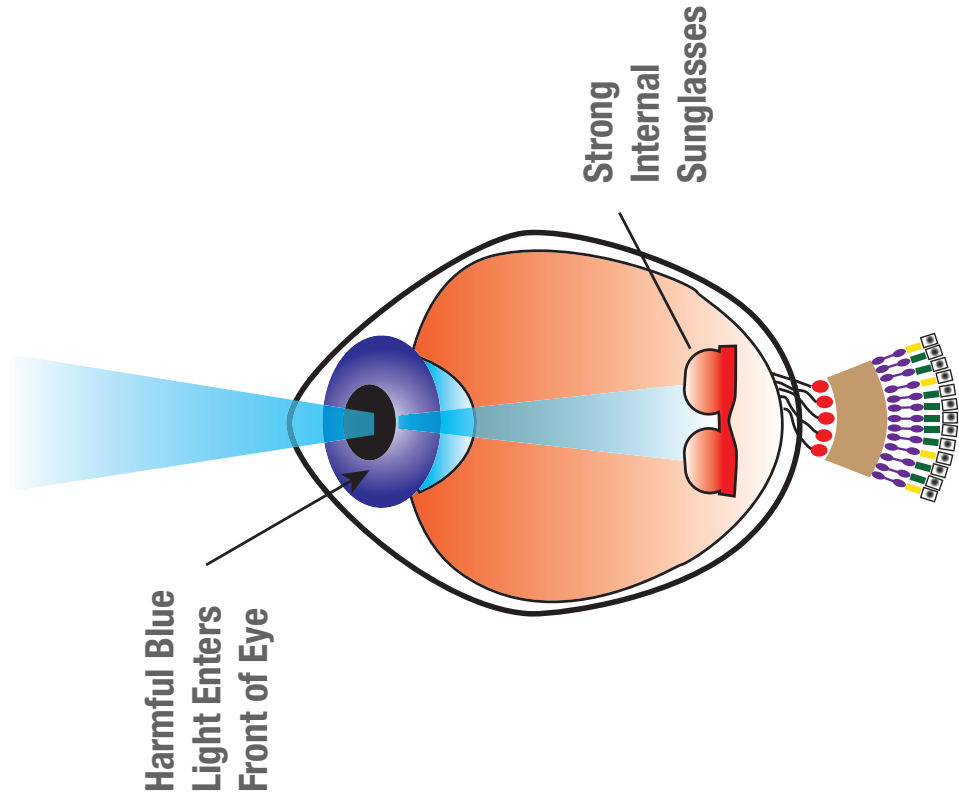


**Lutein for  
Every Age™**

# GENERAL EYE HEALTH:

**Like a pair of internal sunglasses, lutein helps protect eyes from light damage and supports visual acuity<sup>1</sup>.**

<sup>1</sup>Olmedilla et al., 2003; LAST study, 2004



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## **SKIN HEALTH:**

**It protects skin from light damage and can enhance its hydration and elasticity<sup>1</sup>.**

<sup>1</sup>Palombo et al., 2007



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## BRAIN HEALTH:

**Lutein and zeaxanthin represent a whopping 3/4 of the carotenoids found in the brain<sup>1</sup>.**

<sup>1</sup>Craft et al., 2004

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**But our bodies do not produce lutein, so the only ways to acquire the phytonutrient are through our diet and/or supplementation.**



**or**



**Lutein for  
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# Lutein plays an important role in every stage of our lives.

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**And it is the major  
carotenoid present in  
breast milk.<sup>1</sup>**



<sup>1</sup>Song et al., 2013

**Lutein for  
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**Meanwhile, when we reach  
our 50's and 60's, many of  
us take lutein supple-  
ments to help protect  
our aging eyes.**



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But what about all the  
years in between?



**Lutein for**  
**Every Age™**

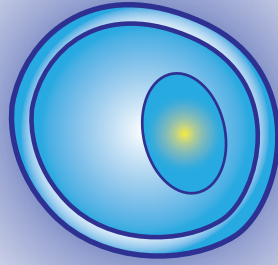
**It turns out that 70%  
of adults do NOT get  
the recommended  
amounts of vegetables  
and fruits like kale,  
broccoli and peaches.**



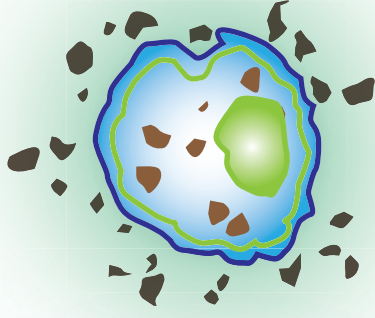
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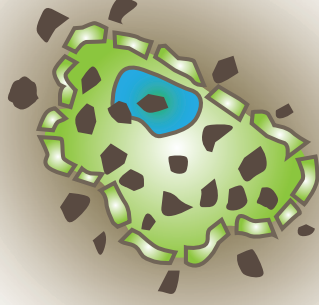
**Meanwhile, oxidative stress takes a toll  
on our cells throughout every stage of  
our lives.**



Normal Cell



Cell Attacked by Free Radicals



Cell with Oxidative Stress

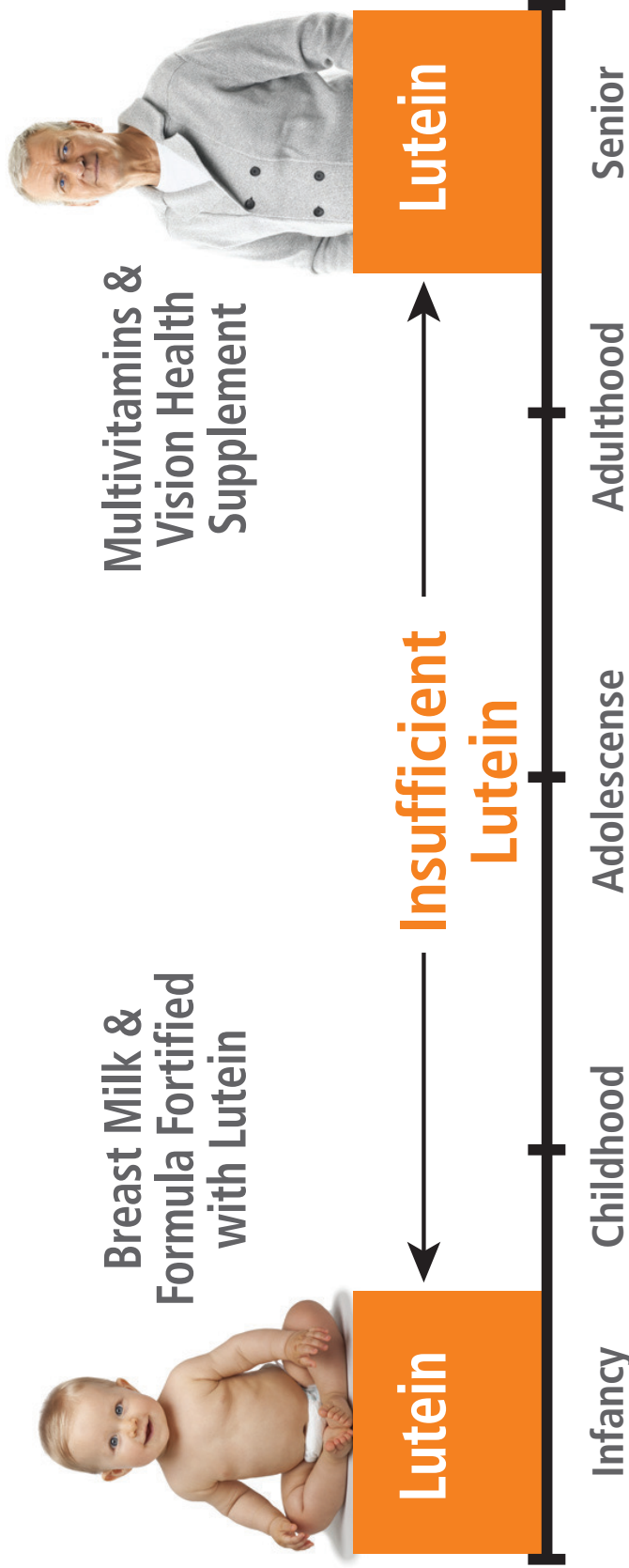
**Lutein for  
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**The good news,  
though, is that the  
protective effects of  
lutein are cumulative.**



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# We need to close this generational gap in Lutein intake.



**Lutein for Every Age™**

**We need to protect ourselves  
at every stage of our lives,  
and a great way to meet our  
daily guidelines for intake of  
lutein is supplementation.**



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## **Lutein for Every Age™**

**Lutein for Every Age™ (LFEA) is a long-term education and awareness campaign designed to raise awareness about the importance of early and consistent supplementation with lutein to help maintain proper eye health.**

**Lutein for  
Every Age™**



**OmniActive is working with various key opinion leaders and scientific experts including Dr. Jeffrey Anshel, president of the Ocular Nutrition Society, to educate the public about the vital and clinically researched eye health phytonutrient lutein.**

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## Goals of

### **Lutein for Every Age™**

- Help individuals understand how they can take a proactive approach to maintaining healthy vision over a lifetime
- Help spread education on lutein's role in the eye, skin & overall wellness

**Lutein for  
Every Age™**

# Goals of **Lutein for Every Age™**

- Promote further understanding of the potential benefits of lutein supplementation as part of a healthy diet for all ages

[www.LuteinForEveryAge.org](http://www.LuteinForEveryAge.org)

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**Lutein for  
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