



# OPTOMETRISTS SEE OUTSTANDING RESULTS

## WITH BREAKTHROUGH DRY EYE TREATMENT

**New clinically-proven ingredient works synergistically with omega 3's to nix inflammation and preserve healthy tear structure**

By S. Clachar

**T**he first month Dr. Michael Lange, OD launched Fortifeye Advanced Dry Eye Therapy he sold out. This was no surprise to Dr. Lange. "We've actually been prescribing the components of this package for years. Hundreds of my patients have used it and found relief. And given the need for a good dry eye solution, we knew people would rush to get this new product."

### WHY SO MUCH EXCITEMENT

Mark Thompson, one of Dr. Lange's patients, is living proof: "My dry eye problem (which was severe) is 100% fine after taking his products for several months. Just amazing, I truly have zero symptoms now—yes, zero!"

Optometrists across the country are adding dry eye treatment to their core services. Getting referrals from ophthalmologists and other health care providers is easy. Yet finding an effective nutritional solution that dry eye sufferers can use over the long term is a challenge.



Relief From Dry Eye Solution Impresses Optometrists

This is why Dr. Lange added AstaReal® Astaxanthin, a red carotenoid extracted from algae, to his treatment.

Unlike many natural antioxidants and inflammation fighters included in dry eye formulas, natural astaxanthin selectively deposits in the eye. Demonstrated to cross the blood-retinal barrier, astaxanthin goes right to the ciliary body and retina. This makes a AstaReal® Astaxanthin a game-changer when it comes to targeting eye inflammation.

### CLINICAL PROOF THAT IT WORKS

Pre-clinical and clinical research conducted with AstaReal® Astaxanthin confirms it works. AstaReal has 16 clinical studies on eye health. Two studies focus on dry eye relief while the others demonstrate astaxanthin's quick results for eye strain, eye fatigue and accommodation.

In one 4-week study, 46% of the participants reported less ocular pain and 15% reported better lacrimation. A second study combined AstaReal® Astaxanthin with other antioxidants. Researchers saw longer tear breakdown time and less reactive oxidative species (ROS) in tears. Participants reported noticeable relief.

### HOW IT WORKS

Dr. Karen Hecht, PhD, Scientific Affairs Manager at AstaReal, draws on pre-clinical research to explain these results: "In addition to fighting free radicals and inflammation, astaxanthin improved levels of the water transporter aquaporin-5 in the salivary glands of aging mice.

AQP-5, also found in lacrimal glands, plays a key role in tear generation. When treated with AstaReal® Astaxanthin, the AQP5 levels doubled."

Astaxanthin also works synergistically with omega 3 fatty acids, another critical nutrient for dry eye treatment. It protects omega 3 fatty acids from oxidation. And omega 3's boost absorption of the fat-soluble astaxanthin. Finally, 2 clinical studies show astaxanthin improves choroidal circulation.

### WHAT OPTOMETRISTS ARE SAYING

Dr. Walter Choate, OD of Choate Eye Associates in Goodlettsville, TN, is thoroughly impressed with astaxanthin. "Every eye health professional should be recommending astaxanthin. Strong evidence shows it helps dry eye and eye health in general.

Dr. Mark Schinderle, OD of Michigan, started using Fortifeye's products with AstaReal® Astaxanthin himself when he developed dry eyes after Lasik surgery. "After being on Dr. Lange's products for only two weeks I have noticed a significant improvement in my dry eyes and I am living drop free and loving it." He now recommends it to his patients.

For the first time, Fortifeye is packaging their dry eye products together as Advanced Dry Eye Therapy. Every package includes Fortifeye Focus with AstaReal® Astaxanthin along with Fortifeye Super Omega and Fortifeye Black Currant Oil/GLA.



Fortifeye Advance Dry Eye Care Uses AstaReal® Astaxanthin For Targeted Eye Relief

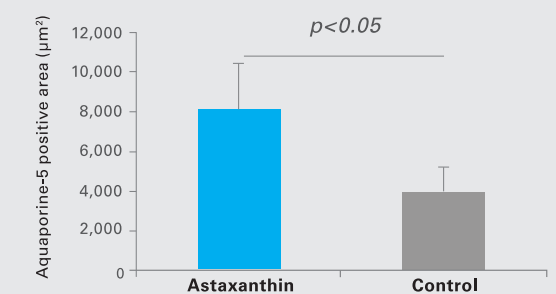
### SPECIAL DISCOUNT FOR OPTOMETRISTS TREATING DRY EYE

This is the official nationwide launch of this complete dry eye package. So the company is offering a special bulk discount for optometrists who place an order. Please call 866-503-9746, order online at [Fortifeye.com/dry-eye](http://Fortifeye.com/dry-eye) or email [sales@fortifeye.com](mailto:sales@fortifeye.com).

A special coupon code has been set up for optometrists taking advantage of this offer. Simply use the bulk discount approval code of **OM2019** for **25% off**. The company will do the rest.

### ASTAXANTHIN INCREASES AQUAPORIN 5 EXPRESSION IN AGING

Greater AQP-5 Expression in Aging Mice Fed Astaxanthin



Kuraji M. et al. 2016. Journal of Clinical Biochemistry and Nutrition. Vol 59(2): 79-85.

AQP-5 levels in mandibular salivary gland of aging mice. AQP-5 is present in the salivary glands, lacrimal glands, and lungs, where it plays a role in the generation of saliva, tears, and pulmonary secretions.