

Protect your eyes with *EYE synergy*

Nordic Naturals, the leader in fish oil supplementation, developed Eye Synergy for people that want full spectrum support for eye health. This formulation provides the essential fats from purified fish oil, plus synergistic nutrients that protect your eyes and support your vision.* Think of it as seven products in one – EYE synergy.

Why fish oil is so good for the eyes

EPA and DHA, Omega-3 fatty acids from fish, are key components of cellular membranes that help keep our cells fluid and flexible.* So why is that important? If we don't get enough of these fats, our cell membranes become rigid, like a contact lens that has been left out of solution. That rigidity is bad news for cells. As the doors to and from cells, cellular membranes allow nutrients and glucose in and cellular waste out. If they become "locked," it can be harder for the tissues of our bodies – including the eyes – to function properly.

Why supplements are better than whole fish

Experts are recognizing how crucial Omega-3s from fish are for overall health. Yet because our fish supply has become contaminated with environmental toxins, both the FDA and the Environmental Protection Agency have recommended we limit the amount of fish we eat.

Nordic Naturals fish oils are the perfect solution: we deliver the Omega-3s you need with none of the contaminants. Third-party testing shows our purified fish oils register no detectable heavy metals, dioxins or PCBs – so you can consume them with confidence.

Plus, they are absolutely fresh and processed in an exclusive nitrogen manufacturing environment, eliminating "fishy repeat."

THE NORDIC NATURALS STORY

Founded by husband and wife team, Joar and Michele Opheim, Nordic Naturals provides exceptional-quality fish oil supplements that are used by leading researchers and medical centers around the world.

When Joar arrived in the United States 20 years ago, he recognized the lack of quality Omega-3 oils in the marketplace. Knowing the importance of Omega-3 fish oils for good health, Joar and Michele founded Nordic Naturals to develop great-tasting fish oils with unsurpassed freshness and purity levels, for the whole family to enjoy.

What's new at NORDIC NATURALS?

Another part of the Synergy line -

HEART synergy — For healthy heart support. Nordic Naturals Heart Synergy combines the documented heart-healthy benefits of EPA and DHA from fish oil with a synergistic blend of nutrients.

References

- 1 Connor WE, et al. Essential fatty acids: The importance of n-3 fatty acids in the retina and brain. *Nutr Rev.* 1992;50:21-9.
- 2 Birch, E et al. Breast-feeding and optimal visual development. *J Pediatr Ophthalmol Strabismus.* 1993 Jan-Feb;30(1):33-8.
- 3 Johanna, M et al. Dietary fat and risk for advanced age-related macular degeneration. *Arch Ophthalmol.* 2001;119:1191-1199.
- 4 Klein R, et al. Prevalence of age-related maculopathy: The Beaver Dam Study. *Ophthalmology.* 99:933-943.
- 5 Smith W, et al. Dietary fat and fish intake and age-related maculopathy. *Arch Ophthalmol.* 2000;118:401-4.
- 6 A randomized, placebo-controlled, clinical trial of high-dose supplementation with vitamins C and E, beta-carotene, and zinc for age-related macular degeneration and vision loss. AREDS Report No. 8. *Arch Ophthalmol.* 2001;119:1417-1436.
- 7 Mares-Perlman JA, et al. Vitamin supplement use and incident cataracts in a population-based study. *Arch Ophthalmol.* 2000;118:1556-63.
- 8 Bone RA, et al. Optical density spectra of the macular pigment in vivo and in vitro. *Vision Research.* 1992;32(1):105-110.
- 9 Seddon, JM et al. Dietary carotenoids, vitamins A, C, and E, and advanced age-related macular degeneration. Eye disease case-control study group. *JAMA* 1994 Nov 9;272(8):622.
- 10 Richer, S et al. Double-masked, placebo-controlled, randomized trial of lutein and antioxidant supplementation in the intervention of atrophic age-related macular degeneration: the Veterans LAST study (Lutein Antioxidant Supplementation Trial). *Optometry.* 2004;75:216-30.

NORDIC NATURALS, INC.

94 Hangar Way, Watsonville, CA 95076
Toll Free: 800.662.2544 • Fax: 831.724.6600
admin@nordicnaturals.com • nordicnaturals.com

EYETM *synergy*

Synergistic blend of
fish oil and other
nutrients for
optimal eye health



NORDIC[®] NATURALS 
Pure and Great Tasting Omega Oils

All the latest science IN ONE LITTLE BOTTLE

For people concerned about the health of their eyes, Nordic Naturals has the complete nutritional solution. In addition to purified fish oil, Eye Synergy includes important nutrients – including vitamin C, vitamin E, beta-carotene, zinc, lutein and zeaxanthin. Each plays a distinct role in protecting the eyes and supporting healthy vision.*

Scientific investigation shows these ingredients work in synergy, meaning that their combined effects are greater than the sum of their parts. For example, vitamin E on its own can only neutralize one free radical molecule; then it becomes inactive. However, when E is taken with vitamin C, it can do much more. That's because vitamin C "recycles" vitamin E, allowing it to be used again and again.

Nordic Naturals developed Eye Synergy based on the newest research findings in human clinical trials.

EPA and DHA from fish are necessary for visual development¹ and may protect the eyes as we age.* In fact, infants fed breast milk (which is naturally high in Omega-3s) have significantly better visual acuity than formula-fed infants.*²

Additionally, research has found that older adults who have higher intakes of Omega-3s are more likely to have healthy eyes than those whose diets are low in these essential fats.*^{3,4} In fact, one study found that people who ate fish more than once a week were twice as likely to have healthy vision than those who ate fish less than once a month.⁵



* 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.

Antioxidants

Antioxidants are equally important to healthy vision.* They neutralize the free radicals that are created when the eyes are exposed to sunshine.

In 2001, a large landmark study on antioxidants and vision found that participants who took the following combination of antioxidants – vitamin C, vitamin E, beta-carotene and zinc – were the most likely to retain their visual function after five years.*⁶ All four of these antioxidants are included in Nordic Naturals Eye Synergy.

Other research has shown that people who take multivitamins (or any other supplements supplying both vitamin C and vitamin E) for 10 years or more are 60% more likely to have healthy eyes than those who don't.*⁷

Lutein and zeaxanthin are antioxidants that come from plants richly colored with orange, yellow and gold pigments. When ingested, they accumulate in the eyes to filter out harmful ultraviolet blue light.⁸ One study found that people aged 55-80 who ate a diet rich in lutein and zeaxanthin were much more likely to have healthy vision than people who didn't.*⁹ Another study, showing the effectiveness of supplements, concluded that taking 10 mg of lutein per day for one year contributed to healthy vision.*¹⁰

Never before have all of these wonderful ingredients been formulated into one convenient capsule. Eye Synergy from Nordic Naturals provides the highest level of supplement protection to your vision.

Now that's a sight for sore eyes!

Supplement Facts

Serving Size: 2 Soft Gels	Servings per container: 30	
Amount Per Serving		% Daily Value*
Calories	17	
Calories from Fat	16	
Total Fat	1.8 g	3%
Saturated Fat	0.1 g	0.5%
Fish Oil	1584 mg	†
DHA (Docosahexaenoic Acid)	697 mg	†
EPA (Eicosapentaenoic Acid)	190 mg	†
Vitamin A (as Beta Carotene)	25,000 I.U.	500%
Vitamin E (as d-alpha tocopherol)	30 I.U.	100%
Vitamin C (as Ascorbic Acid)	250 mg	416%
Zinc (as Zinc Citrate)	30 mg	200%
Lutein	40 mg	†
Zeaxanthin	2 mg	†

* Percent Daily Values are based on a 2,000 calorie diet.

† Daily Value not established.

THE NORDIC NATURALS ADVANTAGE

We know you have a choice when it comes to picking an eye supplement for yourself or your loved ones. Here's why we believe Nordic Naturals is the best choice:

Exceptional purity

Our fish oils:

- ▶ Are molecularly distilled through a gentle enzymatic process
- ▶ Surpass all national and international standards for environmental pollutants
- ▶ Are third-party tested before, during and after encapsulation

Unparalleled freshness

Our fish oils:

- ▶ Are manufactured in an exclusive nitrogen manufacturing environment that protects against oxidation
- ▶ Deliver the highest freshness values in the industry

Highest Quality

Our products:

- ▶ Include only the highest quality ingredients in forms easily absorbed by the body
- ▶ Are used and recommended by top doctors and research institutions

