

# SUPER LUTEIN

A BALANCED BLEND OF NUTRIENTS  
SUPPORTS A HEALTHY AND FRUITFUL WAY OF LIFE.



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# SUPER LUTEIN

## Balanced Intake of 5 Carotenoids, Anthocyanin & DHA

Super Lutein delivers five carotenoids (lutein, zeaxanthin,  $\alpha$ -carotene,  $\beta$ -carotene and lycopene), anthocyanin and DHA to the body. The carotenoids and anthocyanin are antioxidants that actively play a part in neutralizing the free radicals created through oxidizing processes triggered by the ingestion of toxins and other harmful substances. This helps to prevent damage to vital organs, maintain healthy skin and vision, and help protect the body from illness and disease. DHA is an omega ( $\Omega$ )-3 fatty acid derived from fish oil.

### [ DHA + Lutein ]

DHA is known to improve blood flow, contribute to reducing bad cholesterol count, support brain development and protect the optic nerve. The benefits of DHA for the optimal and cognitive development of young children are well known, and it has been reported that lutein and DHA are found in breast milk: the combination of which is said to contribute to infant eye, brain and cognitive development through breastfeeding.

### [ Lutein + Lycopene + $\alpha$ - and $\beta$ -Carotene ]

The combination of lutein,  $\alpha$ - and  $\beta$ -carotene with lycopene provides the nutrition for maintaining healthy skin. Recent research points to the potential benefits of lycopene as a nutrient that may help prevent various carcinogenic diseases such as prostate cancer.

### [ Lutein + Zeaxanthin + Anthocyanin ]

Lutein and its co-existing molecule, zeaxanthin (another carotenoid), are the predominant antioxidant pigments in the eyes. Together they block UV rays and blue light from reaching underlying structures in the retina, thereby reducing the risk of light-induced oxidative damage that can lead to macular degeneration. They also work in combination with other antioxidants to neutralize free radicals produced as the result of retina cell exposure to UV rays and blue light. The addition of anthocyanin contributes to providing the proper levels of nutrition required by the eyes to maintain good vision.



## SUPER LUTEIN: The Naturally Plus No. 1 Best Seller\*

Super Lutein is a broad spectrum multi carotenoid nutritional supplement specially designed for eye and overall health. Formulated to provide you with the daily supply of carotenoids and a broad spectrum of essential nutrients the body needs, Super Lutein contains synergistic blends of powerful antioxidants and naturally sourced nutrition that help you maintain optimal vision performance, healthy biorhythms, support critical biological processes, and combat the signs of aging.

Since 1999, the first year Super Lutein was introduced to Japanese consumers, it has continuously broken sales records in the domestic nutritional supplement market. Today, Super Lutein can be purchased around the world in up to 150 countries via Naturally Plus Global.

\*Lutein supplement market in Japan: No1 Brand By Sales Amount, 2010 - 2015 (Total sales of Super Lutein and Super Lutein MIRTO PLUS) Market share estimated from available public data plus fieldwork interviews by Ipsos Japan, August 2016.

## Main ingredient: FloraGLO™ LUTEIN



Lutein, a carotenoid nutrient of plant origin, is the main ingredient in Super Lutein. In the body, lutein is present in the skin and in high concentration in the eye, where it is a necessary component for healthy vision. It is not produced by the body, and so must be obtained by absorption through the digestive system. One of the major benefits of lutein is its strong antioxidant activity. Super Lutein uses FloraGLO™ Lutein, the most clinically researched lutein brand worldwide<sup>\*1</sup> and the lutein brand most trusted by more doctors<sup>\*2</sup>.

\*1 Kemin Industries, Inc. internal memorandum based on PubMed search.

\*2 Based on the results of the National Disease and Therapeutic Index syndicated report among physicians who recommend a dietary supplement with lutein for eye health - Dec. 2012 - Dec. 2013 (USA data).



## Consumption and Storage



The daily recommended amount is 3 capsules, taken at once or separately throughout the day, with cold or warm water.



Please avoid consumption if you are allergic to wheat, fish, or gelatin. Should adverse reactions occur, please stop consumption and consult your doctor.



Store product in a cool, dry location away from direct sunlight.

