

Multi-nutrient supplement
specially designed
for eye health

Live life right...
The Naturally Plus Way!

SUPER LUTEIN

with 6 carotenoids

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



Contents

01 OVERVIEW	3
02 EYE HEALTH	4
03 WHY SUPER LUTEIN - 1	8
04 OVERALL HEALTH	11
05 WHY SUPER LUTEIN - 2	13
06 IT'S ALL IN OUR NAME	14
07 FREQUENTLY ASKED QUESTIONS	16
08 CONTACT	18

Japan Sales Miracle for More than a Decade

Japan is well-known worldwide for the longevity of its people, the quality and integrity of its products and an unparalleled level of customer service. In 1999, the first year SUPER LUTEIN was introduced to Japanese consumers, it has continuously broken sales records in the domestic nutritional supplement market.

What is so amazing about SUPER LUTEIN that it continues to reign as the top seller? The answer is simple: customer satisfaction. Today, SUPER LUTEIN is being used in over 40 countries and people residing in over 150 countries are able to purchase it via our virtual boutique at:

<http://www.naturally-plus.com/en/gl/>

Specially Designed Ingredients

SUPER LUTEIN is not merely another wellness supplement. It is a product of Japan, carefully conceived, designed and produced by skilled scientific artisans. A masterpiece in itself, ingredients are prepared infusing the Japanese traditions of “monotsukuri” (i.e., craftsmanship) and “wa” (i.e., harmony). Ingested, the ingredients work harmoniously with the body to help maintain eye health and overall wellbeing.

Have you ever thought about what
inspires people and brings them happiness?
Is it observing the beautiful wonders of nature?
Pristine settings with fascinating contrasts
in landscape and color?

Or maybe witnessing the achievements of a loved one, that feeling of pride when reflecting on their development and growth?

The eyes are our window to the world. Through them we see and experience all things. It's important to protect them, and in doing so, your happiness too.



Macular Degeneration

The occurrence of macular degeneration (i.e., damage to the retina) is on the rise. One cause appears to be greater exposure of the eyes to ultraviolet (UV) rays and blue light. Both are present in sunlight and a growing threat as the ozone layer is depleted. Both are also emitted from manmade sources such as computer screens, electronic displays, welder's flash, fluorescent lighting and industrial equipment. When UV rays and blue light enter the eye, they induce oxidative activity that can damage the macula and retina, which can impair vision. This is a problem that is here to stay, and will never simply disappear.

The eyes have their own protective mechanisms for neutralizing the free radicals produced when exposed to UV rays and blue light. Those mechanisms use antioxidants such as lutein and zeaxanthin, which are found in high concentrations in both the macula and retina. Lutein, however, is not produced by the body. If it is not replenished through ingestion, the antioxidative mechanism will eventually run out of lutein and breakdown. Loss of those antioxidative ingredients is said to be linked to age-related macular degeneration, which commonly occurs in elderly people.

Changes in Environment and Lifestyle

We now live in a digitally oriented society where electronic devices such as smartphones, electronic game terminals, PDAs and other portable devices provide information or data that is visually digested by our eyes. Many jobs and job-related tasks now require sitting in front of a computer or using touch-screen displays.

More and more people are living fast-paced lifestyles with higher stress levels, longer work hours, farther distances to commute, and less time to rest their eyes and sleep. Add to this poor dietary habits and a reduced intake of nutritional foods. All of these factors contribute to eye fatigue.



You Need to Protect
Your Eyes!



What if there was a product specially designed to protect eye health and overall wellbeing?

Recognizing the effectiveness of “maintaining both eye health and overall wellbeing based on nutritional balance,” the Naturally Plus mission began more than a decade ago.

“Contribute to people’s health by sharing our ONE-AND-ONLY formulas.”

The natural way for the body to obtain the nutrients required for maintaining health is to ingest foods with high nutritional value such as fruits and vegetables. But many foods are not as healthy as they used to be, often lacking in nutritional content, and in some cases, even acting as couriers, delivering toxins and other harmful substances from pesticides and food additives into the body. Absorbed into our body, those harmful substances can have a negative effect on cellular growth and even contribute to acquiring life-threatening diseases such as cancer.

SUPER LUTEIN is a phenomenal combination of nutrients essential for promoting the natural maintenance of eye health and overall wellbeing. The ingredients are a specially designed, well-balanced mixture of nutritional supplements required by the body to function properly, yet they are not produced by the body. Therefore, if not ingested so as to replenish their levels after being used, their beneficial features deteriorate and may be lost all together.

Main Ingredient – Lutein

FloraGLO™ Lutein* is the main ingredient in SUPER LUTEIN. Lutein itself is a carotenoid nutrient originating from plants. In the body, lutein is present in the skin and in high concentration in the macula, 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.

* FloraGLO™ Lutein holds the top market share for lutein supply in supplements. It is produced from organically grown, hand-picked African marigolds; the lutein esters being obtained using a patented production method involving advanced extraction, crystallization and purification processes. It was the first lutein to be approved for use by the US Food and Drug Administration and has received Generally Recognized as Safe (GRAS) certification. Studies have proven that FloraGlo™ Lutein offers better bioavailability than lutein from spinach.

One of the major benefits of lutein is its strong antioxidant activity. In the eyes, lutein and its co-existing molecule, zeaxanthin (another carotenoid), are the predominant antioxidant pigments. 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.



Synergistic Effect

In addition to the [lutein + zeaxanthin] carotenoid combination protecting the eyes from damaging UV rays and blue light, the triple combination of [lutein + zeaxanthin + anthocyanin] contributes to providing the proper levels of nutrition required by the eyes to maintain good vision. Anthocyanin by itself is beneficial for improving blood flow.



Specially designed added value,
that extra + from which
Naturally Plus gets its name.



Lutein
+
Zeaxanthin
+
Anthocyanin

There are many things
you can do without if you want
to live a long time.
A healthy body isn't one of them.



Body Feeling a Bit Rusty?

Ever see the rust on a bicycle, car or pieces of metal left outside for a long period of time? That's caused by oxidation: oxygen in the air slowly breaking down the metal, weakening it and eventually destroying it. Oxidation occurs inside our bodies too! Research has proven that many diseases commonly affecting us today are caused by this very action. The reason, our bodies are lacking a sufficient level of antioxidants to prevent free radicals from attacking our cells.

Aging

Growing old is one thing many people don't like to think about. However, while the aging process is experienced by everyone, illness and disease can sometimes be prevented simply by slowing the aging process. If a body has all of the nutrients it requires, is stress-free and undergoes a proper regiment of exercise, the various systems within function normally and maintain overall health.

Even so, the "body rusting" factor remains a problem, with oxygen acting on the skin and internally through cell oxidation, causing system malfunction and the body to age.

While there are various external factors like stress induced by the environment that we cannot control, there are internal factors such as a balanced intake of nutrients high in antioxidative activity that we can. Since the body cannot produce many of these nutrients, if not replenished via ingestion, various systems are starved of the antioxidants required to keep them healthy and slow the aging process. Damage can become evident in a variety of ways such as dry skin, vision impairment and digestive problems.

Furthermore, if the immune system is starved of antioxidants, there is a higher possibility of becoming ill or even acquiring a life-threatening disease. In order to maintain good health, it is important to support the body by ensuring it has all of the essential nutrients.

Balanced Intake of 6 Carotenoids, Anthocyanin & DHA

SUPER LUTEIN delivers six carotenoids (lutein, zeaxanthin, crocetin, α -carotene, β -carotene and lycopene), anthocyanin and DHA to the body. The first seven are all phytochemicals, and the last is an omega(Ω)-3 fatty acid derived from fish oil.

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 + Lutein

DHA is known to improve blood flow, contribute to reducing bad cholesterol count, support brain development and protect the optic nerve. Not many parents are aware of the benefits of DHA for the optimal and cognitive development of their children, 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.

Contributing to overall wellbeing and body health too!

Lutein + Lycopene + Crocetin

The combination of lutein, lycopene and crocetin provides the nutrition for maintaining healthy skin, while recent research points to crocetin contributing to the control of skin inflammation caused by UV rays, and lycopene being a nutrient that helps prevent various carcinogenic diseases such as prostate cancer.

Phytochemicals – the 7th Nutrient

Often called the 7th nutrient, phytochemicals are plant-derived nutrients such as carotenoids, lycopene and anthocyanin, all of which are essential for maintaining body health. They work both alone and together in synergistic combinations that help promote overall wellbeing.



Specially designed added value, that extra + from which Naturally Plus gets its name.

Supplements from Nature with Added Value

We ensure that strict quality assurance programs are used at all stages of production, from growing raw materials and nutrient extraction to delivery of the product into the hands of our distributors. Rest assured, Naturally Plus products are safe.

Aliment Industry Co., Ltd.

Naturally Plus consigns the final production stage of SUPER LUTEIN to Aliment Industry Co., Ltd.

Raw ingredients are tested for microbial content, physical properties and chemicals.

Safe, reliable products of the highest quality are manufactured according to ISO9001, ISO22000 and Health Supplement GMP standards.



Raw materials of the highest quality.

FloraGLO™ Lutein

The No. 1 market share for lutein globally, extracted from individually hand-picked African marigolds organically grown and cultivated by farmers contracted with Kemin Health, L.C. (U.S.A). The raw material is derived from lutein esters using a patented production process. Once in pellet form, the material is washed to remove impurities before crystallization, thereby ensuring the production of pure, high-quality crystals. Approved for use by the US Food and Drug Administration, and has received Generally Recognized as Safe (GRAS) certification.



Crocetin

Extracted from high-quality gardenia, crocetin is a material receiving much attention from researchers in the biochemistry field. Collaborating with gardenia farmers in Taiwan, Riken Vitamin Co., Ltd. is experienced at cultivating stable quantities of high-quality gardenia fruit, which are then exported to Japan for extraction and refinement under stringent quality control.



SUPER LUTEIN

Not Something You Want. Something You Need!

Value Your Eyesight

The average person takes eyesight for granted. However, the changing world around us has led to many adverse effects: one being the early onset of macular degeneration. In response to the ongoing need to maintain good eye health, SUPER LUTEIN is specially designed to slow macular degeneration and other vision-damaging processes through its phenomenal nutrient-balanced formula.

Value Your Health

Through the process of aging, there often comes a time that various parts of the body cannot function properly as the result of oxidation. Loaded with nutrients high in antioxidative activity, and thus essential for slowing the aging process, SUPER LUTEIN is an excellent supplement for promoting and maintaining overall health.

Join today and benefit from our member-only privileges!

Naturally Plus products are sold exclusively through our independent distributors and are not available in stores.

Please go to the Naturally Plus website www.naturally-plus.com/en/gl/ to register and immediately begin enjoying our member-only privileges.

To learn more about the various privileges our members have, please go to www.naturally-plus.com/en/gl/

07 | FREQUENTLY ASKED QUESTIONS



QUESTION 1 Is it okay to consume SUPER LUTEIN together with tea or coffee?

ANSWER 1 There has been no report of any interaction between the carotenoids found in SUPER LUTEIN and caffeine. While it can be consumed together with tea or coffee, we recommend that it be consumed together with warm water.

2 What time of day should I take it?

It can be consumed at anytime during the day. The capsules are small and soluble, and the main ingredients are basically food extracts, so it can be taken together with water without chewing. The daily recommended amount does not have to be taken at one time, and can be consumed at various times throughout the day if so desired.

3 Will I gain weight when taking SUPER LUTEIN?

The total calorie count for the daily recommended amount of 3 capsules is 10.1kcal. Taken regularly this amount will not result in any weight gain problem.

4 I have food allergies. Is SUPER LUTEIN safe for me to consume?

Please do not consume SUPER LUTEIN if you are allergic to wheat, fish or gelatin, which are ingredients present in small quantities. The wheat germ used is crushed before the oil is extracted and refined; as such, the oil may contain a small amount of protein. Please be especially careful if you are allergic to wheat. If you are worried about any allergy, please start by taking only 1 capsule per day and gradually increase the amount to the daily recommended usage of 3 capsules over a period of 1-2 weeks. Should allergenic symptoms appear, stop taking SUPER LUTEIN immediately and consult your healthcare professional.

5 Where should I store SUPER LUTEIN?

Please store in a cool, dry location away from direct sunlight.

- SUPER LUTEIN capsules have a soft-gel casing that may be sensitive to warmer temperatures such as being left in the car or set next to household appliances that emit heat.
- Do not store in the refrigerator or freezer.
- High temperature > Capsules may breakdown, resulting in content leakage
- Drying > Capsules may harden and become fragile
- Humidity > Capsules may stick together

07 | FREQUENTLY ASKED QUESTIONS



QUESTION 6 I am taking warafin. Is it safe to consume SUPER LUTEIN? Does it contain Vitamin K?

ANSWER 6 Vitamin K is not added to SUPER LUTEIN; however, trace amounts of approximately 0.08µm per daily recommended amount of 3 capsules can be found. No reaction caused by the interaction of any carotenoid and warafin has been reported to date.

- If you have further concerns, please consult with your healthcare professional.

7 Is it okay to consume SUPER LUTEIN when pregnant or breastfeeding?

There is no problem if you are consuming SUPER LUTEIN using the recommended amount of 3 capsules per day.

- SUPER LUTEIN is safe to consume by women breastfeeding, and there has been no report regarding adverse effects of carotenoids during pregnancy. β-carotene is found naturally in maternal milk.
- If you have any concerns, please consult with your healthcare professional.

8 I am receiving dialysis treatment: I am prohibited from taking phosphor, potassium and sodium. Is it okay to consume SUPER LUTEIN?

The only phosphor and potassium content in SUPER LUTEIN is that found in the raw ingredients.

There are no additions. As the amount is negligible, there should be no problem if the daily recommended amount is consumed. The sodium content is 2.22mg per daily recommended amount of 3 capsules, and this level is considered safe.

- If you have any concerns, please consult with your healthcare professional.

9 Will my hands and feet turn yellowish in color if I consume SUPER LUTEIN?

It is normal for the palms of the hands and soles of the feet to turn yellowish, similar to the reaction from eating many oranges. This is due to the presence of carotenoids from fruits and vegetables. It is a natural reaction and will not negatively affect your health in any way. If you are concerned, please reduce your daily consumption. Reducing daily consumption, or stopping altogether, will reverse said symptoms.

10 Why does the color vary from capsule to capsule?

Carotenoids, the main raw ingredient of SUPER LUTEIN, are gathered from nature. The color of SUPER LUTEIN capsules may vary depending on the origin of the raw materials and/or the season they were harvested.

Addresses & Contacts



Naturally Plus Direct Marketing Co.,Ltd.

Inquiry by e-mail is accepted at:

npgl@naturally-plus.com.hk

www.naturally-plus.com/gl/en/