

Nutritional InSIGHT



Inside this issue:

Enteric coated Fish Oil 2

Fish Oil & Crohns Disease 2

Doctor's "InSight" 2

Fun Facts for Healthy Living 1

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Fish Oil: It's Essential & We've Got You Covered!

Researchers have found that a high intake of omega-3's and fish may reduce the risk of Age-Related Macular Degeneration by up to 38%. Our bodies cannot manufacture omega-3's, which is why it is critical to consume them in our

diets. Omega-3 fatty acids, particularly DHA and EPA, have been proven to support the cardiovascular, immune, reproductive and nervous systems. This means they reduce the risk of heart disease, high blood pressure and

stroke and reduce the inflammation of Crohns Disease and rheumatoid arthritis. Eye benefits include decreased incidence of dry-eye syndrome.



*Dear Patient,
I hope you enjoy our first edition of "Nutritional InSight." It is intended to keep you informed of current research in the field of ocular nutritionals so you can make informed decisions about your health. The nutrients used in our vitamins have tremendous cross-over benefits that we thought you'd love to know about. Eating well is vital to every function we hope our bodies will perform, so please enjoy some fish for dinner tonight!
Warm regards, Susan*

On-going Government Sponsored Research

The Age-Related Eye Disease Study completed in 2001 (AREDS 1) sponsored by the Federal Government's National Eye Institute (NEI), has become the gold-standard for nutritional standards. They found that taking

high, therapeutic levels of antioxidants and zinc can reduce the risk of developing advanced age-related macular degeneration (AMD) by about 25%. The NEI has since launched a second study, (AREDS 2) to be

completed in 2013, and one of its chief objectives is to evaluate the effects of Omega-3 (EPA and DHA) on progression to advanced AMD. These findings will help to make future recommendations.



Susan Ackerson
Chief Operations Officer

...Fun Facts For Healthy Living.

- A diet rich in omega 3s and 6s includes salmon, tuna, mackerel, walnuts, and olive oil,.
- Many studies, including one by the U.S. Department of Agriculture, have found that ALA, the omega-3 source from flax seed, does not convert well to DHA in the body.
- According to the National Institute of Health, **fish and fish oil supplements are most effective** in reducing all-cause death and cardiovascular disease issues, including sudden or cardiac death.

*"I can prescribe **Macula Therapy Formula** confidently to my patients because the omega 3 source is fish instead of the many OTC products that use flax seed."*

Dr. Sheldon Smith
Suburban Eye Care
Livonia, MI



A diet that regularly includes sushi may lead to a healthier 2010.

Vision Vitamins, Inc **Enteric Coats** Its Fish Oil

Enteric-coated is a special coating on a medication to delay its release until it passes from the stomach to the intestines. This helps to eliminate the G.I. disturbances that can often occur with fish oil. Our newly re-formulated *Macula*

Therapy Formula™ features enteric-coated, pharmaceutical grade fish oil. One softgel per day will deliver the daily dose of omega-3's needed to nourish the macula. Supplementing the diet with omega-3's on an on-going basis is necessary to gain all of

its health benefits. We are pleased to offer an effective, palatable product at a good price.



Omega-3 Reduces Crohn's Disease Flare-ups

Preventing a flare up with any autoimmune disease is always a goal. In a recent study conducted in Italy, the researchers found that in patients

with Crohns disease in remission, an enteric-coated fish oil is effective in reducing the rate of relapse based on a one-year, double-blind, placebo-

controlled study. After one year, 59% of patients in the fish oil group remained in remission compared to 26% in the placebo group.