

WHITE PAPER:

PROTECTIVE ROLE OF LUTEIN AND ZEAXANTHIN ISOMERS AGAINST HIGH-ENERGY BLUE LIGHT EXPOSURE: A NEED ACROSS ALL AGE GROUPS



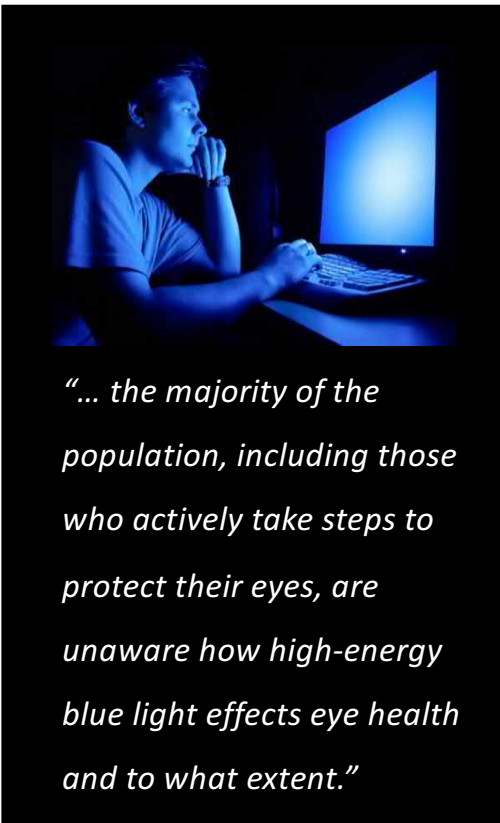
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PROTECTIVE ROLE OF LUTEIN AND ZEAXANTHIN ISOMERS AGAINST HIGH-ENERGY BLUE LIGHT EXPOSURE: A NEED ACROSS ALL AGE GROUPS

The interest in supplements supporting eye health is increasing and evident in the category's growth: \$430 million in 2013 and representing a 53% growth since 2006. Sales among current users of eye health supplements have nearly doubled from 7% in 2011 to 12% currently because of new concerns effecting eye health including exposure to high-energy blue light and sensitivity to glare. While the growth in sales among current eye supplement users is growing, there is a gap in the broader population that remains untapped and it is this group that may be most susceptible to issues related to eye health and likely to gain the most benefit from long-term supplementation.

A "Digital" Lifestyle Increases Blue Light Exposure Risk – A New Concern for All Age Groups

Traditionally, the primary focus within the eye health category has been on an increasingly aging population who is aware of their need for prevention or to address age-related eye conditions. However, the majority of the population, including those who actively take steps to protect their eyes, are unaware how high-energy blue light effects eye health and to what extent.



Statistics detailing the magnitude of blue light exposure demonstrates that all age groups are susceptible to its effects on eye health:

- By 2020, 90% of all indoor light sources are estimated to be LED/CFL
- 88% of American adults have a smart phone, 57% have a laptop, 19% own an e-book reader, and 19% have a tablet computer
- Children ages 2 to 5 watch more than 3.5 hours of television in an average day
- Children 8 to 10 spend about 5.5 hours each day using media, but they're actually exposed to almost 8 hours of media because they use multiple media simultaneously
- Seventy-two percent of children age 8 and under have used a mobile device for some type of media activity, up from 38% in 2011
- Time spent online by teens (ages 13 to 17) rose 37%, to just over 4 hours per day, compared to 2012
- Adults spend on average 9.5 hours per day in front of media screens

Developing supplement formulas for this at-risk population translates into new market opportunities across all age groups to include infants, children, adolescents, millennials and healthy adults. Currently, most eye health formulas cater to the approximately 45 million adults with age-related eye conditions. However, the growing category of "digital users" represents a group of 194 million adults at risk for developing eye-related issues due to high-energy blue light exposure and a potentially 235% increase in the eye health supplement category.

*HIGH-ENERGY BLUE LIGHT EXPOSURE continued****High-Energy Blue Light & Eye Health: Consequences of Increasing Exposure***

The light the human eye responds to is a narrow band of electromagnetic radiation between 390 to 700 nanometers and within this band, blue light makes up some of the highest energy - between 400 to 500 nanometers. Unlike UV-light exposure, which is almost exclusively from the sun, blue light is emitted from a multitude of sources including sunlight, digital devices (e.g. computers/laptops, smartphones, television screens) and energy-efficient indoor lighting, specifically compact fluorescent and LED bulbs. Therefore, compared to UV-light, daily exposure to blue light from both outdoor and indoor sources is significantly greater.

Absorption of almost all ambient UV-light occurs primarily in the cornea and crystalline lens and results of long-term exposure can manifest within the outer layers of the eye as cataracts. Blue light, however, penetrates deeper into the eye and has the potential to damage retinal structures through photochemical and photo-oxidative reactions in the retinal pigment layer. Therefore, UV-light from the sun may be less of a causative factor for conditions associated with retinal damage (such as AMD) and there are several studies to suggest this. Short-term exposure of blue light manifests as eye fatigue, eye strain and headaches, where long-term exposure may lead to gradual loss of visual function. In a mouse model, it was shown that damage from high-energy blue light can occur within three hours of exposure with significant photoreceptor loss after three weeks. The mechanisms by which blue light damages the eye are multifactorial but primarily mediated through photo-oxidative reactions and the generation of

reactive oxygen species (ROS). Due to its high metabolic rate and exposure to high-energy blue light, the retinal pigment epithelial cells (RPE) are a primary target of photo-oxidative damage.

Short-term effects of high-energy blue light manifest as “eye fatigue” and are characterized by symptoms including blurry vision, dry eyes and headaches. In a mouse model, it was shown that damage from high-energy blue light can occur within 3 hours of exposure with significant photo-damage to RPE is a vicious cycle of oxidative stress and inflammation: oxidative stress triggers an inflammatory response and, in turn, inflammation enhances the production of reactive oxygen species (ROS). Without adequate protection, increased oxidative stress inactivates a major proteolytic pathway called the ubiquitin-proteasome pathway (UPP). The UPP functions to degrade unneeded or damaged proteins in all cells and plays a major role in the regulatory mechanism central to cellular processing that includes inflammation, immune and stress responses, and antigen processing. A fully functioning UPP is required for cells to cope with various stress, including oxidation. However, extensive oxidative insults, as seen in RPE exposed to blue light, can impair UPP, resulting in the accumulation of damaged proteins, dysregulated cell processing and increased inflammation. Since the RPE is a major source of pro-inflammatory



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HIGH-ENERGY BLUE LIGHT EXPOSURE continued

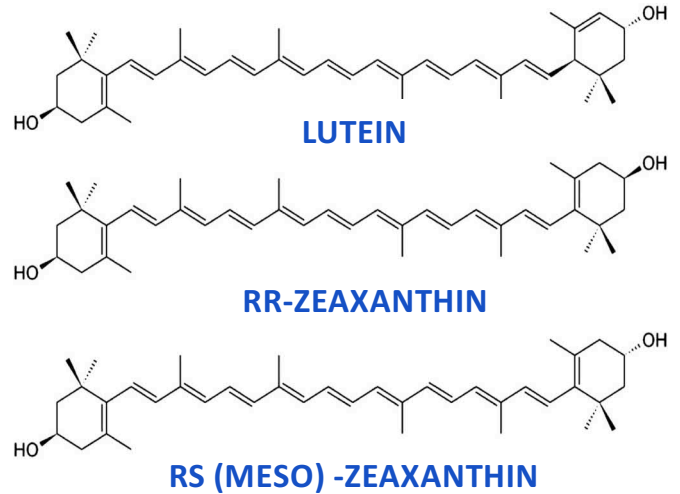
mediators and a primary target of photo-oxidative impairment of UPP, the formation of ROS from high-energy blue light may contribute to inflammation and eye-related issues, like AMD.

The damaging effects of blue light is a cumulative process and often the result of a lack of protection by endogenous mechanisms and antioxidants. Several nutrients play critical roles in protecting the retina from photo-oxidative damage and perhaps none are more important than the macular carotenoids: lutein and the zeaxanthin isomers.

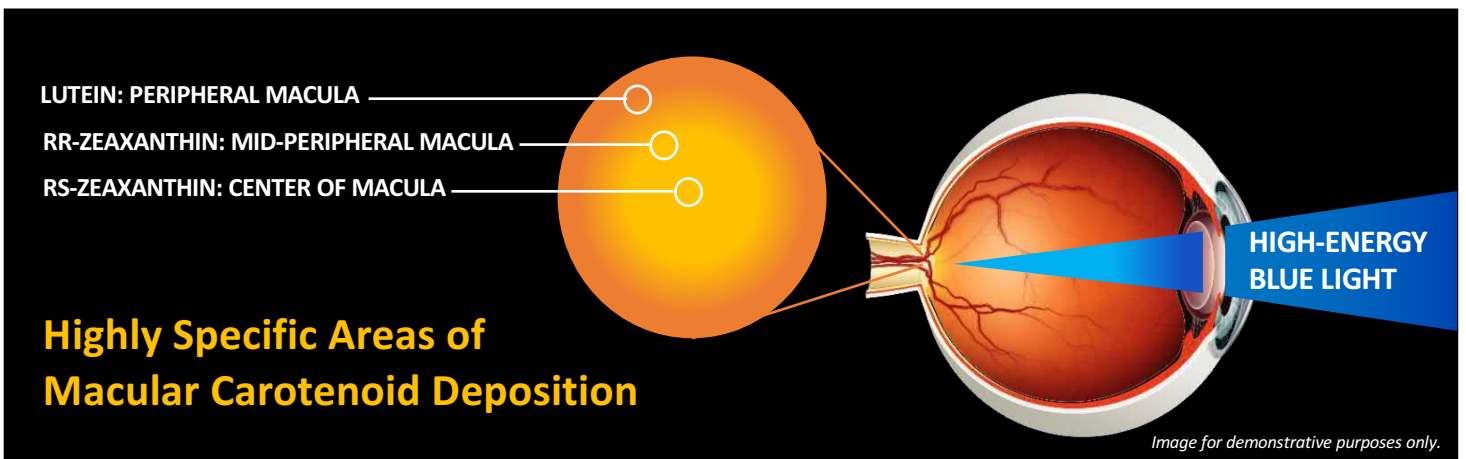
The Macular Carotenoids: Preferential Protectors Against High-Energy Blue Light

Lutein and the two zeaxanthin isomers – RR-zeaxanthin (3R,3'R-zeaxanthin) and RS-zeaxanthin (3R,3'S-RS-zeaxanthin) – are the only three carotenoids found in the eye, specifically in the macula – the area of the retina responsible for highest visual performance and susceptible to the greatest amount of photo-oxidative damage. The location of their respective areas of deposition is highly specific: lutein is preferentially deposited in the peripheral macula, RR-zeaxanthin in the mid-peripheral macula and RS-zeaxanthin in the center of the macula.

Increased dietary intake of lutein and zeaxanthin is associated with increased macular pigment density (MPOD – the thickness or density of the protective layer of carotenoids in the macula) in healthy adults. Epidemiological studies have reported an inverse association between dietary intake of lutein and zeaxanthin and the risk of developing age-related ocular diseases such as AMD and cataracts. Researchers, including Bone and Snodderly, have established that the basic biology of the macular carotenoids is protecting the retina and supporting visual performance by acting as blue light filters, quenching ROS and inhibiting lipid peroxidation of cellular membranes generated from photo-oxidation.



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HIGH-ENERGY BLUE LIGHT EXPOSURE continued

Bian et.al also suggest that aside from its primary role as an antioxidant, lutein and the zeaxanthin isomers mitigate the inactivation of UPP and partially reverses photo-oxidation-induced inflammation of RPE. Ensuring optimal levels of all three carotenoids is critical to protecting the eye against high-energy blue light. Lutein and the zeaxanthin isomers absorb different wavelength bands of light and together, the three absorb a *broader* spectrum of high-energy blue light, which offers greater protection of retinal tissue. Supplementation with zeaxanthin resulted in increased levels in the macula and protected against light-induced photoreceptor death. After long-term deficiency, supplementation with lutein or zeaxanthin protected the fovea from blue light damage. Long-term supplementation with all three carotenoids has demonstrated improvements in eyesight, including visual performance and acuity, reduced glare sensitivity, enhanced contrast sensitivity, improved vision in dim light, and reduced chromatic blur.

The specialized locations and functions of each macular carotenoid suggests that the best way to support eye health and visual performance is to consume all three macular carotenoids through diet or supplementation. Given that the average US dietary intake of lutein and zeaxanthin is far below levels shown in research to be beneficial (less than 2 mg lutein and 0.5 mg zeaxanthin), supplementation may be a more viable approach to maintain optimal levels of the macular carotenoids and protect the eyes against high-energy blue light.

Lutemax 2020 – A Balanced Macular Carotenoid Matrix to Protect Against Blue Light

While lutein is a potent antioxidant that provides a significant amount of the total carotenoid content of the eye, healthy eyes require more than lutein alone and a formula containing all three offers greater protection of retinal tissue. Another advantage of a complete macular carotenoid formula is that it improves serum and retinal uptake, increases macular pigment optical density faster than demonstrated in previous studies and, therefore, confers greater antioxidant protection. In a 12-week randomized, double-blind, placebo-controlled study in young, healthy subjects, Lutemax 2020 supplementation led to a statistically significant increase in serum lutein and zeaxanthin concentrations within two weeks after supplementation vs placebo. More importantly Lutemax 2020 resulted in a rapid retinal response, significantly increasing MPOD over placebo in as little as 8-weeks, and the spatial profile of the macular pigment was improved with increased central deposition. In an in vitro model, Lutemax 2020 enhanced catalase activity and inhibits cholinesterase, enzymes associated with increased antioxidant protection during exposure to sources of ultraviolet and high-energy blue light and reducing eye fatigue, respectively. OmniActive has conducted multiple human clinicals on Lutemax 2020 from short duration to 12 month studies, findings of which have been or will be presented at various international events, including the Macular Carotenoid Conference, Cambridge, July 2015; Experimental Biology, San Diego, April 2016; ARVO, Seattle, May 2016; ISER, Tokyo, September 2016.

The B.L.U.E. Study – Proven Benefits of Lutemax 2020 While Using Digital Devices

The B.L.U.E. (an acronym for Blue Light User Exposure) study is the first of its kind to demonstrate how macular carotenoids support visual function and reduce the symptoms of prolonged screen time, including sleep quality, eye strain and fatigue and headache frequency. B.L.U.E. was a 6-month randomized, double-blind, placebo-controlled trial in young healthy subjects exposed to 6-hours per day of screen time and supplementing with Lutemax 2020 (20mg L/4 mg Zi) or

HIGH-ENERGY BLUE LIGHT EXPOSURE continued

placebo. The result show that MPOD, indicators of visual performance (CFF, contrast sensitivity, disability glare, photo-stress recovery, visual processing speed), and symptoms resulting from prolonged blue light exposure (headache frequency, eye strain, eye fatigue and sleep quality) all significantly improved. The B.L.U.E. study demonstrates a direct link between supplementation with macular carotenoids and their protective qualities against persistent blue light exposure, which addresses the growing concern of prolonged 'screen time' that is happening across all age groups.

ABOUT LUTEMAX 2020:

Lutemax 2020 is a premium lutein with enhanced levels of zeaxanthin isomers in a balanced 5:1 ratio - as found in natural dietary sources - and contains significantly higher levels of zeaxanthin isomers than other lutein ingredients. OmniActive provides a wide range of delivery forms of

Lutemax 2020 – including powders, beadlets and oil suspensions – to address any formulation needs. Lutemax 2020 is produced under a fully vertically integrated supply chain, which means OmniActive controls the entire process from seed development and cultivation of the marigold flowers to finished ingredients. Built-in redundancies across the operation guarantee a consistent supply of high quality ingredient. Using OmniActive's oil suspension and OmniBead technologies, OmniActive's Lutemax 2020 formulations are highly stable and offer formulators a wide range of specifications to cover all product development needs.

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OmniActive Health Technologies offers a range of quality ingredients, which are innovative and scientifically validated for dietary supplementation, nutritional fortification, functional food/beverage, coloring, flavor enhancement and personal care applications. We address complex challenges for customers in the dietary supplement, food and beverage space using technology-driven, sustainable solution with application support within a global regulatory framework. Whether you're looking for a new ingredient to add to a finished product, or technology to enhance an existing ingredient, you'll find unmatched innovation at OmniActive.

Our core products are carotenoids, spice, plant extracts and specialty functional ingredients. We leverage our international R&D strengths to deploy an array of state of the art manufacturing technologies in extraction, purification, isolation and delivery of nutritional actives. Our manufacturing operations are located at multiple sites in India and are cGMP and HACCP system compliant. For more information on OmniActive or our award-winning ingredients, technologies, education initiatives, marketing campaigns or research, visit omniactives.com.



Lutein For Every Age™: Early and consistent lutein intake may help maintain healthy eyes of all ages. Lutein For Every Age™ is an award-winning, educational campaign created by OmniActive Health Technologies to raise awareness of the benefits of early and consistent lutein intake to maintain proper eye, skin, cognitive and general health throughout a lifetime. For more information, visit LuteinForEveryAge.org.

What's Your



What's You're B.L.U.E.™: What's Your B.L.U.E.™ (Blue Light User Exposure) is an exciting new initiative based on scientific research and OmniActive's clinical studies to spread awareness on high-energy blue light exposure, its sources and ways to help protect the eyes from its effects with the support of the macular carotenoids. For more information, visit whatsyourblue.info.

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

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