

Ingredients formulated for the eyes

The research background for omega 3?

Omega 3 fatty acids are considered essential fatty acids because they are vital for human health but cannot be made in the body. Several research studies^{1&4} have shown that the higher the dietary intake of omega 3 the lower the incidence of age-related macular changes.

Cost effective

Viteyes products are supplied in **three month bottles** resulting in more competitive pricing and reduced packaging. Based on the RRP of 90 days supply, Viteyes Original is **less expensive than other comparative formulas** such as Preservision™.

Are there any side-effects or contra-indications with Viteyes®?

No other supplements containing the same vitamins should be taken in conjunction with Viteyes products.

Smokers should not take products containing high doses of vitamin A (Original, Original + Lutein & Advanced).

Viteyes products can sometimes cause stomach upset which is often alleviated if taken with food.

The high dose of vitamin A in some Viteyes products can cause slight discolouration of the skin.

Long term intake of zinc may lead to anaemia.

During the ten year study conducted by the NEI and in subsequent follow-ups there has been no statistically significant increase in any serious adverse condition.



Tablet/Capsule	Number per day	Pack size	Vitamin A	Vitamin C	Vitamin E	Zinc	Copper	Lutein	Zeaxanthin	Omega 3	✓	
Viteyes® Originals	Capsules	2	90 days	15mg	500mg	400mg	80mg	2,000µg	6mg	-	✓	
Viteyes® Advanced	Capsules	2	90 days	15mg	500mg	332mg	80mg	2,000µg	10mg	3.5mg	✓	
Viteyes® II	Softgel	3	30 or 90days	-	500mg	332mg	80mg	2,000µg	10mg	2mg	1,000mg	✓
Eye Essentials	Caplets	1	90 days	-	-	-	-	-	15mg	4.75mg	-	✓
ICaps®	Tablets	1	30 days	0.8mg	125mg	50mg	20mg	1,000µg	10mg	-	-	
Ocuvite® Complete	Capsules	1	30 days	-	180mg	30mg	15mg	-	10mg	2mg	500mg	
Preservision™ Softgels	Softgel	2	30 days	17.2mg	452mg	268mg	69.6mg	1,600µg	-	-	-	
Vitalux® Plus	Capsules	1	28 days	-	60mg	20mg	10mg	250µg	10mg	-	-	
Macusshield®	Capsules	1	30 days	-	-	-	-	-	10mg	2mg	-	
Nutrof® Total	Capsules	1	30days	-	60mg	10mg	10mg	500µg	-	-	198mg	

We acknowledge all trademarks

Not all vitamin supplements are the same.



Why choose? With Viteyes you can have it all.

Vitamin and mineral food suppl

Why Viteyes®?

There are many nutritional supplements on the market. Very few of them offer as wide a range of products with research to back-up their claims to help promote macular health and reduce the risk of developing age related changes. Viteyes is one that does and is made with high quality, carefully chosen ingredients.

Unique combinations

Viteyes are the **only products available** which combine the exact formula recommended by the National Eye Institute with **lutein** (6mg in Original plus Lutein, 10mg in Advanced and Viteyes II) **zeaxanthin** (3.5mg in Advanced, 2mg in Viteyes II) and **omega 3** (Viteyes II). **Beta-carotene free** options for those who prefer to avoid beta-carotene (Lutein BC Free, Advanced BC Free and Viteyes II).

The research background for high dose vitamins and minerals

Viteyes formulas are all based on extensive eye health research. At the heart of the range is the ground-breaking, ten year study conducted by the US National Eye Institute (NEI)¹. This proved that a high dose of specific vitamins and minerals (vitamins A (as beta-carotene), C, E, zinc and copper) could help reduce the risk of developing certain age related macular changes. The Royal College of Ophthalmologists Interim Recommendations for the Management of Patients with Age-related Macular Degeneration (AMD) - AMD Interim Guidelines – version 3: Nov 2007 states that a product based on this formula should be recommended to patients.

The research background for lutein & zeaxanthin

Lutein and zeaxanthin are important, naturally occurring pigments at the back of the eye, known as macular pigments. They are yellow in colour and filter damaging high-energy blue wavelength light. They are also antioxidants and therefore protect against the damage caused by free radicals. Importantly, zeaxanthin is not found naturally in the body, but synthesised from our diet and utilised by the body, especially the eye.

Research conducted by the US North Chicago VA Medical Centre² and other studies³ has demonstrated that carotenoids have an important role to play in maintaining visual performance and macular health.

Vitamin and mineral food supplements to support and maintain ocular health and visual performance



Viteyes II is the latest addition to our extensive range and offers the ultimate combination of vitamins and minerals for eye health. It builds on ongoing eye health research at the United States National Eye Institute¹ and numerous other research findings^{2, 3 & 4}. It provides a high dose of **vitamins C & E, zinc, copper** as well as **10mg of lutein, 2mg of zeaxanthin** and **1,000mg of Omega-3**.

Arguably the most comprehensive eye health supplement on the market.

Available in bottles of 90 (1 month supply) or 270 (3 months supply)

Only
£59.99
3 month bottle



Viteyes Advanced builds on both our Original and Original plus Lutein products. The Original formula, is combined with **10mg lutein, 3.5mg zeaxanthin** and the antioxidants bilberry extract, grape seed extract, alpha lipoic acid and selenium.

Only
£57.00
3 month bottle



Viteyes Original Plus Lutein not only contains the vitamins and minerals from our Original Formula, but also contains the benefits of **6mg of lutein**. This is an antioxidant carotenoid found in fruits and green leafy vegetables as well as the macular region of the healthy retina.

Only
£40.50
3 month bottle



Viteyes Original forms the basis for all of our key products. Based on extensive eye health research at the United States National Eye Institute¹. It provides various vitamins and minerals including **vitamins A, C & E, zinc** and **copper**. These have all been shown to have an important role to play in maintaining visual performance and ocular health.

Only
£40.50
3 month bottle



Viteyes Omega 3 provides high potency Omega 3 in a convenient one a day form. Each dose contains 1,000mg of natural fish oil which provides the following Omega 3: **300mg (EPA)** eicosapentaenoic acid & **200mg (DHA)** docosahexaenoic acid.

Only
£25.50
3 month bottle

NEW PRODUCT
with lutein, zeaxanthin
and omega 3 - contains
no beta-carotene



Viteyes Advanced Beta-Carotene Free is based on our Advanced formula with **10mg lutein, 3.5mg zeaxanthin** and other antioxidants. It excludes beta-carotene which, in high doses, has been shown to increase the risk of lung cancer among smokers.

Only
£57.00
3 month bottle





Viteyes Plus Lutein Beta-Carotene Free builds on our Original Formula with the addition of **6mg of lutein**. It excludes beta-carotene which, in high doses, has been shown to increase the risk of lung cancer among smokers.

Only
£40.50
3 month bottle



Eye Essentials rounds out our line of eye health food supplements. This once a day capsule contains **15mg lutein** and **4.75mg zeaxanthin**. This makes it one of the most potent lutein based supplements on the market.

Only
£57.00
3 month bottle

FOOD SUPPLEMENT FACTS The ingredients for each product based on the daily dose detailed below as 'Number per day'	Viteyes Original	Viteyes Original + Lutein	Viteyes Advanced	Viteyes II	Viteyes Advanced BC Free	Viteyes + Lutein BC Free	Eye Essentials	Viteyes Omega 3
Vitamin A (100% as beta-carotene)	15mg (25,000IU)	15mg (25,000IU)	15mg (25,000IU)	-	-	-	-	-
Vitamin C (as ascorbic acid)	500mg	500mg	500mg	500mg	500mg	500mg	-	-
Vitamin E (as dl_Alpha Tocopheryl Acetate ¹ or Natural d-Alpha Tocopheryl Succinate ²)	400mg ¹ (400IU)	400mg ¹ (400IU)	322mg ² (400IU)	322mg ² (400IU)	322mg ² (400IU)	400mg ¹ (400IU)	-	5mg ¹ (5IU)
Zinc (as zinc oxide)	80mg	80mg	80mg	80mg	80mg	80mg	-	-
Copper (as cupric oxide)	2,000µg	2,000µg	2,000µg	2,000µg	2,000µg	2,000µg	-	-
Lutein 	-	6mg	10mg	10mg	10mg	6mg	15mg	-
Zeaxanthin 	-	-	3.5mg	2mg	3.5mg	-	4.75mg	-
Selenium (selenomethionine)	-	-	200µg	-	200µg	-	-	-
Bilberry Extract	-	-	40mg	-	40mg	-	-	-
Grape Seed Extract	-	-	50mg	-	50mg	-	-	-
Alpha Lipoic Acid	-	-	50mg	-	50mg	-	-	-
Omega 3 (from Fish Oil ¹ or Marine Lipid Concentrate ²)	-	-	-	1,000mg ¹	-	-	-	500mg ²
Eicosapentaenoic Acid (EPA)	-	-	-	650mg	-	-	-	300mg
Docosahexaenoic Acid (DHA)	-	-	-	350mg	-	-	-	200mg
Number per day (size in mm)	2 Capsules (23.29x8.53)	2 Capsules (23.29x8.53)	2 Capsules (23.29x8.53)	3 softgels (23.29x8.53)	2 Capsules (23.29x8.53)	2 Capsules (23.29x8.53)	1 Capsule (21.69x7.62)	1 Softgel (24.72x9.06)
Number per bottle (no. of months supply)	180 (3 months)	180 (3 months)	180 (3 months)	90 or 270 (1 or 3 months)	180 (3 months)	180 (3 months)	90 (3 months)	90 (3 months)

Other ingredients (vary from product to product but include): Gelatin, microcrystalline cellulose, croscarmellose sodium, stearic acid, silica, calcium silicate, magnesium stearate, silicon dioxide and pharmaceutical glaze (shellac & talc).

Please note: Viteyes II, Omega 3, Original, Original Plus Lutein and Viteyes Plus Lutein BC Free all contain FISH. Viteyes products are not suitable for vegetarians or vegans.

Viteyes are made of highly soluble, easy to swallow capsules which can even be pulled apart to take with food.

Viteyes contain no yeast, wheat, wheat gluten, lactose, soy protein, dairy, preservatives or flavour.

Where to buy Viteyes: The Viteyes range is sold through opticians, pharmacies, health food stores, certain ophthalmic clinics or direct from Butterflies Healthcare. If your local store does not already stock the product you require please ask them to contact their wholesaler or ring 0845 838 6704.

¹ Age-Related Eye Disease Study Research Group. Arch Ophthalmol. 2001; 119: 1417-1436

² Richer S et al. "Double masked, placebo-controlled, randomized trial of lutein with antioxidant supplementation in the intervention on atrophic age-related Macular degeneration: The Veterans LAST study (Lutein Antioxidant Supplementation Trial)" Optometry 2004; 75: 216-30

³ Kumari Neelam; Ruth E. Hogg; Michael R. Stevenson; Elinor Johnston; Roger Anderson; Stephen Beatty; Usha Chakravarthy. "Carotenoids and Co-Antioxidants in Age-Related Maculopathy: Design and Methods" Ophthalmic Epidemiology 2008; 15(6): 389-401

⁴ Tuo, J., Ross RJ, Herzlich AA, Shen D, Ding X, Zhou M, Coon SL, Hussein N, Salem N Jr., Chan CC. "A high omega-3 fatty acid diet reduces retinal lesions in a murine model of macular degeneration" Am J Pathol. 2009 Aug; 175(2): 799-802