

# Rationale For Opthid™

The eye is an intricate biological organ, not merely a window for vision. Its complexity and dynamic capabilities lie beyond our full understanding.

Although made of tissues, it is able to construct translucent corneal surfaces and a lens (opacity is called cataract) that automatically changes shape to accommodate far and near sight (problems here cause near or farsightedness). It has its own fluid circulation called vitreous and aqueous humors (improper function causes glaucoma). Specialized tissue photo-

receptors in the back of the eye (the retina) are connected to visual neurons which course to the brain to give us sight and permit biological signals from light that affect biological rhythms and myriad metabolic and behavioral processes. Diseases of the retina include age-related macular degeneration and diabetic retinopathy.

It is a marvel that the thousands of things that must coordinate to give sight ever work. The fact that for most individuals they work for a lifetime is miraculous. The loss or impairment of sight does not end life but it certainly limits its scope. Doing everything that can be done to maintain good vision is a good investment of our time and effort.

Modern living is hard on the eyes. Staring at books, televisions and computer screens all day long, and spending the majority of time in confined buildings under artificial light is not what our eyes are designed for. We are genetically adapted to out-of-doors living, natural sunlight, and eye exercise accommodating from near to far sight in open areas. The fixed stare of modern circumstances weakens the eye much like a leg will lose muscle when kept in a cast. Our organism is adapted from antiquity to naturally cycle with the seasonal changes in natural light, not to be forced into artificial rhythms made possible with artificial light.

The eye is in a constant state of turnover requiring excellent circulation, the removal of wastes, and the delivery of nutrients. Our modern world exposes the eye to both internal and external poisons. Additionally, the processed food mainstay is unbalanced, deficient, and laden with toxins. The right natural nutrients needed by the eye are just not there for the majority.

When we depart from our genetic roots problems eventually develop. Unfortunately, when vision fails we don't fix the underlying cause but rather merely address symptoms. Glasses are nothing more than crutches for the eyes and

## OPHTHID™ Nutrient Support Formula W Y S O N G

### PURPOSE:

A nutritional supplement designed to support the health of the eyes (cornea, iris, lens, retina, vitreous and aqueous humors).

### INGREDIENTS:

Natural Phytonutrient Extracts and Concentrates of Bilberry, and Ginkgo biloba; Natural Source Vitamin C (Acerola Juice Extract, Black Currant, Rosehips); n-Acetyl Cysteine, Lutein.

- Contains no additives -

### DIRECTIONS:

**Suggested Dosage:** Two capsules twice daily. Opthid™ is best assimilated if swallowed with meals. For best results, Opthid should be used as part of the Wysong Optimal Health Program™.

Opthid is designed to be synergistically enhanced by Wysong vitamin, mineral, enzyme, probiotic, antioxidant, and essential fatty acid Foundation Formulas™.

For long-term usage discontinue two days out of every week and five successive days every month to decrease the potential for intolerance developing.



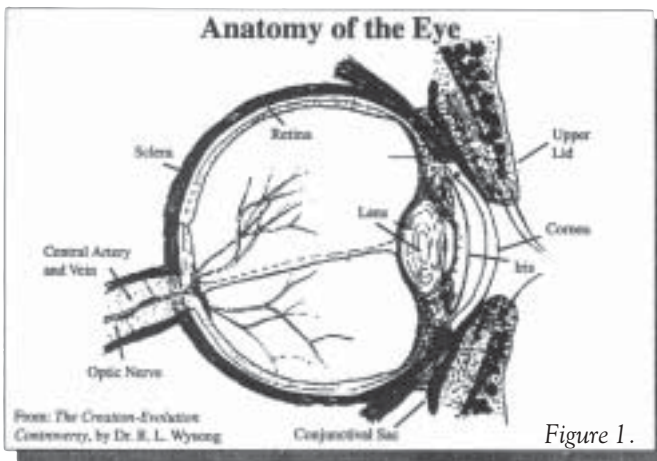


Figure 1.

know will eventually prove that all eye diseases are nutritionally influenced. Health of the body as a whole or of any singular part cannot be separated from the food which nourishes it.

Ophid nutrients, taken in conjunction with Wysong Founda-

tion Formulas (a daily supplement program of vitamins, minerals, enzymes, antioxidants, essential fatty acids and probiotics), addresses the following underlying causes of impaired vision:

1. Insufficient pigments in the retina.
2. The breakdown or weakness of connective collagen in the eye structures.
3. Oxidative damage and free radical pathology.
4. Poor circulation and vascular damage.
5. Slow regeneration of visual pigment.
6. Degeneration of the retina and macula.
7. Loss of translucency and flexibility of the lens.

For example, plant flavonoids, especially the anthocyanosides derived from bilberry, have been shown in controlled studies to:

1. Improve day vision.
2. Strengthen collagen in blood vessel walls.
3. Decrease collagen break down and improve its cross linking which precedes an

increase in intraocular pressure and loss of peripheral vision.

4. Decrease intraocular pressure.
5. Improve capillary blood flow and help prevent microhemorrhage.
6. Speed the regeneration of rhodopsin (visual purple) in retina rods, which increases night time acuity, speeds adjustment to darkness, and recovery after glare.
7. Decrease eyestrain such as at computer terminals.
8. Improve the vision of the near sighted.

Plant carotenoids in Ophid, particularly lutein and zeaxanthin, have also been proven in controlled studies to:

1. Prevent the oxidation of lipids, which are abundant in the retina.
2. Absorb blue light that is photo damaging to the retina.
3. Retard the generation of lipofuscin and its damage to the visual retina.
4. Restore the only pigments in the macula (a portion of the retina critical to central fine vision). In this regard it is interesting that beta-carotene, the carotenoid commonly found in carrots and traditionally considered an "eye food," is not even present in the macula.
5. Help prevent oxidation of the lens.
6. Quench the triplet state of photo-sensitizers and singlet oxygen, a potent oxidizer.

There are some 700 known carotenoids; 40-50 are found in foods, but only 14 have been identified in blood

only further weaken them. Surgery and drugs may be the only recourse in advanced conditions but never fully repair, and may in themselves lead to serious side effects.

Returning to our environmental roots to the degree it is possible is a basic Wysong health theme. Lifestyle and diet need to be changed if optimal health, and with that excellent vision, is to be achieved. Additionally specific changes in how we use our eyes and even eye exercises can do much to prevent sight abnormalities and even reverse existing glasses-dependent conditions.

Ophid™ is a specially designed nutritional supplement targeting ocular tissue and function. It is to be used in conjunction with the healthy lifestyle recommendations in the Wysong Optimal Health Program. Ophid contains natural nutrients commonly deficient in the modern diet and proven through controlled scientific study to be greatly beneficial.

Ocular nutrient deficiency or imbalance can increase susceptibility to a variety of eye diseases including macular degeneration, cataracts, retinopathy, glaucoma, conjunctivitis and vision deficiencies. This is based upon what we know by scientific study. What we don't

### Molecular Structure of Lutein

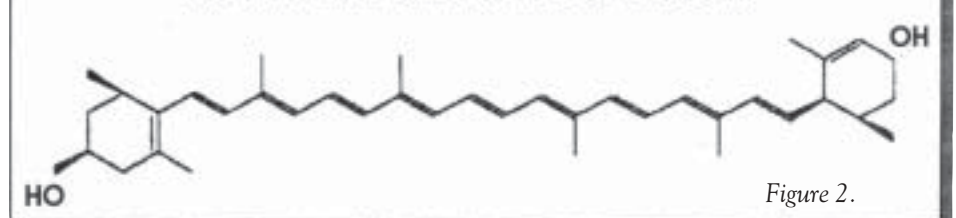


Figure 2.

serum. In one study of 50,000 women it was found that there were 50% fewer cataracts in those who consumed the highest levels of lutein, an apparently extremely important carotenoid. It has also been demonstrated in clinical studies that those who consume lutein-rich foods have less incidence of macular degeneration by a factor of one-half.

Adult macular degeneration is the leading cause of blindness over the age of 40. Fourteen million in the U.S. are afflicted and there is no treatment or cure. It is a slow, progressive, painless disease. After diagnosis it can take up to ten years before there is a noticeable loss of vision. Nutritional prevention is therefore key.

Other important nutrients in Opthid include the amino acid N-acetyl cysteine that is a precursor to glutathione, a particularly important antioxidant for the lens of the eye, and ginkgo biloba, a phytonutrient capable of increasing ocular microcirculation.

Carotenoid Content of Vegetables (micrograms per 100 grams)				
Vegetable	A-Carotene	B-Carotene	Lycopene	Lutein
Broccoli	---	700	---	1,900
Brussel Sprouts	---	480	---	1,300
Cabbage	---	80	---	150
Carrots	3600	7900	---	260
Corn	50	51	---	780
Green Beans	630	44	---	740
Kale	---	4,700	---	21,900
Leaf Lettuce	1	1200	---	1,800
Peas (Green)	16	350	---	1,700
Spinach	---	4100	---	10,200
Winter Squash	12	820	---	38
Summer Squash	12	420	---	1,200
Tomatoes	---	520	3,100	100

Table 1

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

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