

Food FOR Thought

Inspired by Cell Tech Distributors

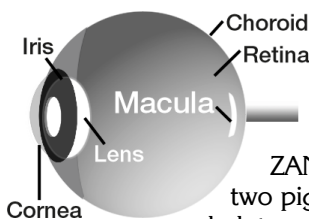
Sharing a Passion for Your Health

Volume 5, Issue 1

Concern About Eye Health Motivates Consumers

Many Americans suffer some type of visual impairment, and the rate is expected to increase as baby boomers age over the next 30 years. According to the 2000 Gallup study on eye health, 43% of adults age 40 and over are likely to take supplements to support the health of their eyes. Most are motivated by concern about such age-related health issues as macular degeneration (AMD) and cataracts. These conditions affect more than half of those over age 65, causing blurred or clouded vision, light distortion, and potentially blindness.

Research Points to Role of Lutein and Zeaxanthin Carotenoids



Researchers are excited about the possible role played by the antioxidant carotenoids lutein (pronounced LOO-teen) and zeaxanthin (pronounced zee-uh-ZAN-thin), in the diet. They are the two pigments located in the eye's macula lutea, the area of the retina responsible for central and high-acuity vision. As antioxidants, they support the photo-receptor membranes and the retina; they also work to screen out damaging blue light.

Many hopeful studies have shown that a daily intake of lutein and zeaxanthin can be a powerful tool to maintain eye health as we age, as reported in "The Role of Lutein in Human Health," an article by Andrew Shao, Ph.D, published in the Summer 2001 issue of the *Journal of the American Nutraceutical Association (JANA)*.^{*} This article provides "a comprehensive review of the available evidence supporting a beneficial role for lutein in human health."

In an editorial in the same issue of JANA, Dr. Stuart Richer, an eye surgeon and educator at Chicago Medical School, comments that "the eyes mirror health...lutein is positioned to have an important, if not essential role, in 21st century eye care."

Consumers Share Stories

Healthy Vision with Green Foods

I have experienced better visual acuity in my up-close work since using the blue-green algae-based supplements. Since I have a sewing business, I really appreciate the boost my vision gets from the Cell Tech products!

—Margaret Marean

Nutrition For Your Eyes...and More



As far back as 1980, scientists could show in laboratory research that lutein and zeaxanthin obtained from the diet are required for healthy macular pigment. Today, the National Cancer Institute and the USDA recommend five to six milligrams of these carotenoids daily. However, the average American only takes in two milligrams per day! Dark green leafy vegetables like kale, collard, and turnip greens are good sources. Cell Tech's new liquid supplement

Vision, with zeaxanthin plus five milligrams of lutein in each tablespoon, is a simple way to add these remarkable nutrients to your family's diet.

A delicious lemon-flavored liquid concentrate containing Omega Sun[®] fortified with the important carotenoids lutein and zeaxanthin, Vision provides a new opportunity to support eye health with nutrition.* With mixed carotenoids, Omega-3 fatty acids, minerals, and many other nutrients provided by blue-green algae, this excellent whole-food based supplement offers well-balanced nutrition for the entire body.

Vision, Item # 34-202-00

Night Lights Not Bright Lights

Since using Cell Tech products, I've noticed that lights coming at me at night don't bother me so much. I feel the nutrients in the algae have made a big difference in my night driving!

—Lorelei Wilson

Other Liquid Supplements



Reality™

A popular apple-flavored energy drink concentrate with a broad array of micronutrients from liquid Omega Sun algae, Reality provides a quick delivery system for mental focus and a natural boost in energy without preservatives, added sugars, or stimulants.

Reality, Item # 34-200-00



Resistance™

With a delicious cinnamon flavor blended with liquid Omega Sun algae and WGP™ Beta Glucan for immune support, Resistance is a refreshing way to support your body's natural defenses.

Resistance, Item # 34-201-00

Resistance Helps Family Stay Healthy

My three-year-old son LOVES Resistance in his apple juice. Extra servings (one each morning and afternoon) help us deal with the challenges of the winter season by keeping us healthier.

—Tonya Brandenburg

Reality Gets the Job Done

My husband wanted to tackle cleaning the garage, but was not feeling energized, so he took a “shot” of Reality and within half an hour was out there moving stuff around and got the job done! It looks great and I’m glad Reality motivated him.

—Nancy Burton

An Alkalizing Drink to Boost Natural Immunity

Mix juice from half a lemon with 20 ounces of spring water and sweeten with two tablespoons of Resistance. Sprinkle in a quarter teaspoon of cayenne for added benefit. Perfect for an added edge to stay healthy through the winter! I call it “Lemon Resistini!”

—Jean Kerbel

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- **Nutrition for Your Eyes**
- **Carotenoids Play an Important Role**
- **Easy Liquid Supplements for the Whole Family**



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