

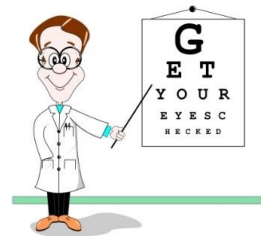
## VITAKIDS RECOMMENDS

### ADULTS

- Lutein & Zeaxanthin
- Bilberry
- Astaxanthin
- L-Carnosine
- Vitamin A
- Essential Fatty Acids: Omega 3
- A high potency Multivitamin & Mineral

### CHILDREN

- Bilberry
- Essential Fatty Acids: Omega 3
- A high potency Multivitamin & Mineral



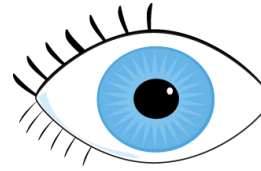
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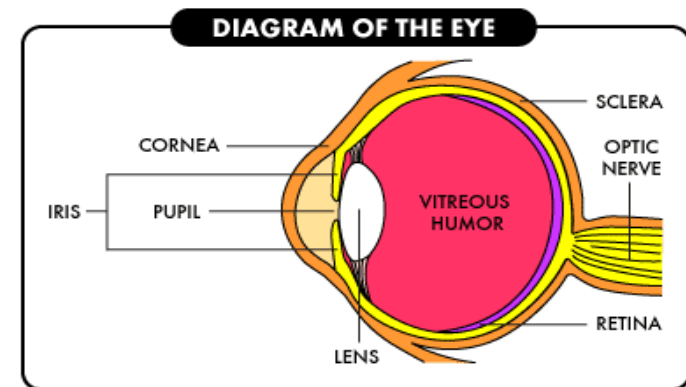
## Maintaining Healthy Vision



Seeing is an incredibly powerful ability. Most of us rely on it for almost everything we do. Vision problems are getting more common in Singapore amongst all age groups. With one of the fastest ageing populations in the world, eye/vision problems remains the 5th most common medical condition among the elderly aged 65 and older. Even more shockingly, about 16% of kindergarten children are short-sighted, according to the Health Promotion Board (HPB) figures from 2011, up from 7% in 2009.

### The Human Eye

Our eyes are like the camera, helping to see the world around us. They are always working to control the amount of light that enters each eye and focus light on to the back of the eye. They quickly convert light into nerve impulses that the brain can recognize and process, and thus an image is perceived.



### Why is it important to take care of your eyes?

Poor vision makes it harder to carry out many of the daily activities we are so used to. The good news: Many eye problems and diseases can be treated if caught early. Vision problems are more common once we grow older and older. Hence, preventive measures should be taken right from the young age to maintain healthy eyes.

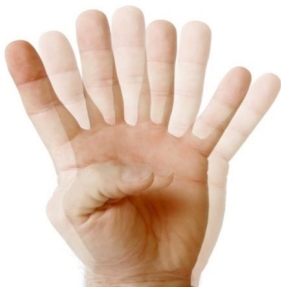
## What if you do not care for your eyes?

Poor care for your eyes can lead to different types of visual problems among all ages.

### Factors causing poor vision

Common Vision Problems		
Children/Teenagers	Adults	Elderly
Refractive error (myopia, hyperopia, astigmatism) - the eye is unable to focus light properly on the retina causing blurred vision.	Floaters - experience drifting of certain particles in the eye.	Cataracts - clouding of the lens in the eye leading to a decrease in vision
Amblyopia (Lazy Eye) - reduced vision in an eye that has not received adequate use during early childhood.	Dry eyes - unable to produce enough natural tears that keep the eye moist	Glaucoma - Optic nerve damage and vision loss
Conjunctivitis (pinkeye) - reddening of the white part of the eye	Age-related Macular Degeneration - loss in sharpness of vision	Diabetic Retinopathy - disorder of the blood vessels in the retina of patients with diabetes

- Over-straining your eyes (e.g. staring at the computer screen for too long)
- Ageing
- Smoking
- High exposure of UV radiation
- Genetically inherited
- Age-related diseases (Diabetes, High blood pressure)
- Reading in the dark



In addition, many common eye diseases often have no warning signs. Remember to visit your eye care professional regularly as an eye care exam is the only way to detect these diseases in their early stages.

## Here are some tips to maintain healthy vision:

- Eliminate or minimise intakes of nicotine, sugar and caffeine which affects normal vision.
- Avoid or quit smoking.
- Wear sunglasses to protect eyes from extreme glare and UV rays.
- Keep blood pressure, sugar levels and cholesterol under control.
- Schedule eye exams from an optical professional.
- Know your family’s eye health history.
- Clean your hands and your contact lenses properly to avoid the risk of infection.
- Rest your eyes once every 20 minutes for 20 seconds when using electronic devices
- **Maintain a healthy diet:**
  - ⇒ A well-balanced diet with plenty of fruits and vegetables to equip the body with essential nutrients and antioxidants.
  - ⇒ In particular, eat plenty of dark leafy greens such as spinach, kale, or collard greens, and fish that is high in omega-3 fatty acids

### Important nutrients to maintain good eyesight:

Omega-3 fatty acids	-Reduce inflammation and promote healthy blood vessel growth and circulation in the eyes
Vitamin A & Beta Carotene	-Deficiency of these nutrients may lead to eye problems. They function as antioxidants.
Astaxanthin	-Protects eyes from the sun’s harmful UV rays
Lutein & Zeaxanthin	-Prevent macular degeneration due to the ageing process
Bilberry	-Contains bioflavonoids which increase retinal pigments that allow the eye to tolerate light. They open blood vessels and lower blood pressure, improving blood circulation to the eye.
Alpha-Lipoic Acid & L-Carnosine	-Antioxidants that have been shown to support healthy vision because of their role in managing blood sugar levels.