

Over age 50?

Important information
about your eyes.

Vitalux*
Healthy Eyes™

> Healthy Eyes. Healthy Body.

 **NOVARTIS**
OPHTHALMICS

 **vitalux***
Healthy Eyes™

	Yes	No
I am over 50 years of age.	<input type="checkbox"/>	<input type="checkbox"/>
I try to eat a reasonably balanced diet.	<input type="checkbox"/>	<input type="checkbox"/>
My health is important to me.	<input type="checkbox"/>	<input type="checkbox"/>
I would be devastated by vision loss.	<input type="checkbox"/>	<input type="checkbox"/>

A Healthy Outlook



If you are like most baby boom Canadians over age 50, you probably work hard, play hard, and do not plan to slow down or stop anytime soon. In fact, most likely you are planning ahead for a long, active and fulfilling retirement well into your 70s and 80s. And why shouldn't you? You try to eat right, exercise and visit the doctor regularly. But, are you looking after your eyes? Your eyes have special nutritional needs to help keep them healthy and ward off disease. One such disease, Age-related Macular Degeneration (AMD), is the leading cause of blindness in people over age 50.



> What is Age-related Macular Degeneration (AMD)?

AMD is an age-related degenerative disease of the macula, a small area at the very centre of your retina that allows you to see details directly in front of you such as words on a page, images on television, or someone's face.

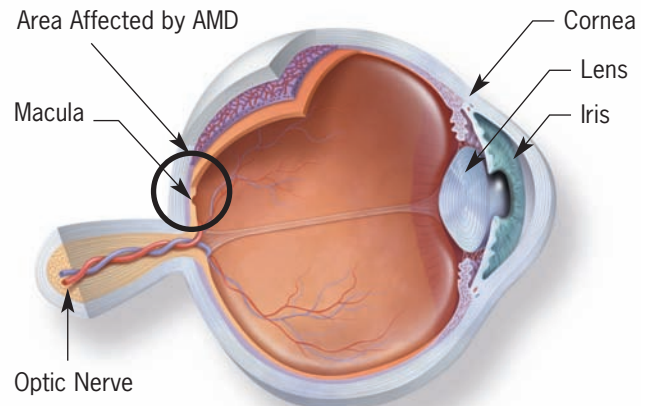
By damaging the macula, AMD can slowly take away central vision, sometimes to the point of being unable to drive or even to read.

Currently, more than 2.1 million Canadians over age 50 are suffering varying degrees of vision loss from AMD with 78,000 more diagnosed each year. Since there is no

cure for AMD, it makes sense to focus on keeping our eyes as healthy as possible and managing the risks associated with the disease. A number of these AMD risk factors have been identified, some of which you can control or modify and some you cannot.

There are several factors that can help determine your risk of developing AMD. Some factors, such as age or family history are non-modifiable, meaning you cannot change them. Others, involving lifestyle and behaviour, are called modifiable risk factors and they can be changed if you choose to do so.

> The eyeball with detail of the Retina and area affected by AMD.



> What are the risk factors?

Non-modifiable risk factors:

Age: The most significant risk factor for developing AMD is age. Adults in their 50s, 60s and beyond are at risk of developing AMD, and risk increases with advancing age – from 8.5% for people 43 – 54 years of age to a high of 36.8% for people over age 75.

Aging brings a number of physiological changes that occur slowly and often imperceptibly throughout our bodies:

- Our metabolic rate slows down making it more difficult to keep off excess weight.
- Our nutritional needs change.
- Eating habits may change and many of us do not eat as well as we think we do.
- Certain vitamins and nutrients are more easily depleted from our bodies.

These and other factors associated with aging are all thought to play a role in the development of AMD.

Family history: Clinical studies have determined that individuals with a parent or sibling with AMD may be up to 3 times more likely to develop AMD themselves. If you know or suspect that a family member has AMD, reducing your risk becomes that much more important.

Gender: Females may be at greater risk.

Race: People with light coloured skin may be more likely to develop AMD than dark skinned people.

Iris colour: People with light coloured irises may be more susceptible.



Modifiable risk factors:

Diet: A diet low in antioxidant vitamins and minerals is a significant risk factor.

Smoking: Smokers are up to six times more likely to develop AMD.

Excessive sunlight exposure: Blue light from the sun can damage the retina.

Excessive weight/obesity: Higher body mass index can increase the risk for progression to the advanced forms of AMD.

As with any disease, symptoms may develop in people with no risk factors or, conversely, never develop in those with all risk factors.

What is known is that there tends to be a strong association between the number of risk factors present and the likelihood of developing AMD.

> What is the link between antioxidants and the risk of Age-related Macular Degeneration?

Oxidative stress

Oxidative stress results when your body produces too many free radicals and doesn't have enough antioxidants available to balance them. Oxidative stress is thought to play a significant role in the development of AMD because the retina is particularly vulnerable.



Free radicals are destructive molecules created by our body's normal metabolic processes. If left unbalanced in the eye, free radicals can lead to cell damage and the loss of central vision. Antioxidants play an important role in protecting against cell damage because they neutralize the negative effects of free radicals. Antioxidants are vitamins and minerals that mostly come from the foods that we eat. It is important to ensure an adequate supply of antioxidants every day in order to reduce oxidative stress and the resulting cell damage thought to contribute to the development of AMD.

What are Lutein and Zeaxanthin and why are they important?

A healthy, well-functioning macula has a very high density of lutein and zeaxanthin. These two important antioxidants can only be obtained through diet and have been shown in studies to provide a protective effect against AMD. It has also been shown that people with AMD have a lower density of lutein in their macula than those without the disease. Fortunately, lutein density in the macula can be restored to normal levels with a high



intake (6 to 10 mg per day) of lutein. Therefore, getting more lutein through diet and/or supplements can provide your body with more to use in preventing oxidative damage and maintaining the health of your macula.

Isn't a healthy diet enough?

The old saying, "you are what you eat", is true. A healthy diet delivers plenty of health benefits and is an important part of keeping your eyes healthy. Specific antioxidants have been shown to help reduce the risk of developing AMD. However for many of us, eating enough of the right foods, especially the fruits and vegetables that provide these antioxidants, can be difficult.

In fact, while the Canada Food Guide recommends that all adults over age 50 eat seven servings of vegetables and fruit per day, the amount that many Canadians in that age group actually consume is well below that.

This means that the diets of many Canadians do not provide the high levels of antioxidants necessary to reduce the risk of developing AMD. As a result, the use of supplements such as Vitalux* Healthy Eyes™ can be a convenient way to ensure adequate daily antioxidant intake.

> What is Vitalux* Healthy Eyes™?

Vitalux* Healthy Eyes™ has been specially formulated to reduce the risk of developing AMD and promote overall general health. It is a unique, all-in-one ocular and multivitamin for adults over the age of 50. As an eye vitamin, it contains the specific antioxidant vitamins and minerals – including 10 mg of lutein – that have been proven beneficial to eye health. As a multivitamin, it contains

the same vitamins and minerals found in daily multivitamins that benefit overall general health.

There is no need to take a multivitamin in addition to Vitalux* Healthy Eyes™. Vitalux* Healthy Eyes™ – one convenient product for healthy eyes and a healthy body.



> What steps can you take to keep your eyes healthy?

If you think you might be at risk, consider the following...

- Know the risk factors and which ones apply to you.
- Change your habits to eliminate modifiable risk factors.
- Eat a diet rich in antioxidants, especially dark green leafy vegetables like spinach which contain high levels of lutein.
- Visit your eye doctor regularly.
- Talk to your eye doctor about taking Vitalux* Healthy Eyes™ multivitamins.
- Visit www.vitaluxhealthyeyes.ca to learn more about Vitalux* Healthy Eyes™.

With no cure for AMD, it is best to be proactive and reduce your risks wherever you can.



> Important information for smokers and recent ex-smokers.

Smokers and recent ex-smokers should always consult their doctor before taking any medication containing beta-carotene.

For more information visit:

www.vitaluxhealthyeyes.ca



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