

Windows to the Soul
Your Sight Matters



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**BRIGHT EYE
FORMULA**

Educational Purposes Only

The Challenge

Family health history—Be aware of yours. If you answer yes to one or more of these listed traits, your risk for sight-threatening eye diseases increases. Do you or any of your family suffer from diabetes or have a history of high blood pressure? Are you over the age of 65? Are you an African-American over the age of 40?

Changes in your vision—Look for warning signs. If you start noticing changes in your vision, start our **Bright Eye Formula** immediately. Some trouble signs to look for are double vision, hazy vision and difficulty seeing in low light conditions. Other signs and symptoms of potentially serious eye problems that warrant immediate attention include red eyes, frequent flashes of light, black floaters, and eye pain and swelling.

Exercise more frequently—According to the AAO, some studies suggest that regular exercise such as walking can reduce the risk of age-related macular degeneration (AMD) by up to 70%.

Eating lots of sugary, starchy foods—May make eyes more vulnerable to AMD—America's top cause of vision loss. A study in the Archives of Ophthalmology suggests that junk food may be bad for your eyesight. Fat-filled snack foods may also heighten the risk of developing AMD. Vegetable, monounsaturated and polyunsaturated fats, along with linoleic acid, are the types of fat that put junk food enthusiasts at higher risk for the eye disease. The foods that contain these fats are highly-processed, store-bought junk foods. Included in the study were: margarine, commercially-prepared pie, cake and cookies, peanut butter, potato chips, french fries, and nuts.

A balanced diet helps—Make healthier choices. Numerous studies have shown that eating a regular diet consisting of plentiful amounts of fruits and colorful or dark green vegetables provide antioxidants which can possibly reduce the risk of cataracts. However, our food supply is very vitamin and mineral depleted from poor, unbiblical farming practices. Farmers do not let the ground rest or rotate crops, among other poor practices. See link here—[Facts about Farming and Which Affect Our Food](#). Therefore, we need to take multimineral/multivitamin supplements. Four capsules of our **Herb Power 21** could be like eating several plates of food.

Don't smoke—Many dangers of smoking have been well documented. When it comes to eye health, people who smoke are at greater risk of developing AMD, cataracts, uveitis and other eye problems.

The Solution

Who doesn't want good vision? This means seeing true colors and having good night vision, which ensures fewer accidents in the car or at home. Good vision also means seeing loved ones more clearly and seeing better to read. **Bright Eye Formula** contains numerous eye and vision-supporting herbs which contain powerful antioxidants to help you lessen the risk of vision loss and achieve good vision. This 100% food formula helps repair AMD eye damage and aids the retina in better absorbing light. It also protects against cell damage in the eyes, supports good eye moisture, and relieves allergy-inflamed tissues and pain, to name a few of the many **Bright Eye Formula** benefits. The eyes require enzymes which no other organ or system in the body needs, such as lutein and zeaxanthin. We must get them from our diet; our bodies cannot produce these enzymes.

Better Vision to See the Bright Side Better!

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

Rosemary

- Boosts production of antioxidant enzyme in eye cells
- Potential to slow down and treat macular degeneration
- Ability to protect retinas from toxicity and degeneration induced by light
- Helps protect part of the eye that converts light to electrical signals, enabling visual perception

Kale

- Helps prevent age-related eye diseases
- Helps reduce disability from glare, enhance contrast and reduce photostress recovery times
- Contains carotenoids such as lutein and zeaxanthin, which promote vision and health of the retina

Broccoli

- Contains powerful antioxidants that help fight the free radicals responsible for aging
- Rich in beta-carotene, vitamin A, phosphorous, B complex, vitamin C and E—nutrients great for eyes
- Helps repair damage from harmful radiation coming from our cell phones or being in front of a screen

Tomato

- Protects eyes from light damage
- Has vitamin C to protect from eye problems such as age-related macular degeneration (AMD) and cataracts
- Contains powerful antioxidants—lycopene, lutein, and beta-carotene that help combat AMD

Carrot

- Naturally has lutein—an antioxidant that protects the eye from damaging light
- Contains vitamin A to help protect the surface of the eye and contributes to strong vision
- Rich in lutein which increases the density of pigment in the macula, which protects the retina
- Protects against Xerophthalmia—a disease which causes dry eyes, swollen eyelids and corneal ulcers

Bilberry

- Relieves fatigue, pain, heaviness, and discomfort of the eye
- May help glaucoma, cataracts, dry eyes, AMD and retinitis pigmentosa
- May help to reduce eye fatigue brought on by watching TV or computer use

Eye Bright

- Soothes tired and inflamed eyes
- May be helpful in dealing with conjunctivitis or blepharitis
- Contains flavonoid quercetin to relieve hay fever and especially runny eyes
- Acts as an astringent to help dry up secretions and relieve inflammation of mucous membranes
- Has phytonutrient thought to reduce allergic responsiveness by inhibiting the release of histamines

Ginkgo

- May help combat AMD, which can lead to central vision loss
- Improves blood flow to the brain, causing neuroprotective properties to help the eyes
- Supports blood flow to sensitive tissues such as the optic nerve, which may ease the course of glaucoma

Cayenne

- Helps increase circulation to the eyes
- Acts as a catalyst to improve efficacy of other herbs in this formula
- Contains vitamin A known for improving eyesight and preventing night blindness