



## “More Antioxidant Plus!” by Dr. Keith Manuel

The enhanced AmeriSciences Antioxidant Plus is another prime example of AmeriSciences giving its clients exactly the product supplement they need. A philosophy that AmeriSciences practices to separate themselves from the competition is very basic: Simply produce a better product.

As you know, the products of AmeriSciences truly surpass the quality of existing products in the nutraceutical industry by their self-imposed standards, but did you also realize they evolve as need requires and research dictates? In the same fashion in which weight loss and energy products evolved to the revolutionary AmeriSciences' Slim Science Weight Loss Program, now Antioxidant Plus has grown. This process is an art form that only the most expert nutritional scientists can perform, so, when I state that AmeriSciences Antioxidant Plus has more, I mean that it has simply gotten better. It is truly the character mark of a quality company motivated by excellence, who will enhance an already excellent product based on new research rather than profits. In fact the enhanced version of AmeriSciences Antioxidant Plus was “robusted” in the last few months at significant company expense but yet the cost to the consumer did not change.



Affecting ten million nationwide has given Age Related Macular Degeneration top billing as the leading cause of irreversible blindness in the United States. However, studies have shown that ARMD and its effects can be countered or reversed by taking the right combination of lutein, vitamins and antioxidants. Supporting these studies, *JAMA* has recommended that “... supplementation with 6 mg of lutein daily may decrease the occurrence of macular degeneration by more than 50%.” By taking into consideration this plus other new research, AmeriSciences has now reformulated its Antioxidant Plus to the highest level of effective premium ingredient specifications so that thousands can lead healthier and more productive lives.

A reported \$14 billion in sales of nutritional supplements in 2003 points to a growing public awareness. Accordingly, over the next five years, supplement sales for the back of the eye are expected to double to more than \$80 million annually. This growing acceptance reflects eye doctors utilizing the role of nutritional supplements as well as increasing patient awareness of nutrition when faced with potential blindness. In addition, fueling physician confidence has been a better understanding of AMD epidemiology and numerous AREDS follow-up studies.

This mounting clinical evidence base has driven AmeriSciences to take a leadership role amongst supplement distributors and set new standards for quality and content. Like any other ethical doctor having taken the Hippocratic oath, we owe it to our patients to not only provide the best advice, but the best quality supplements to preserve their most precious sense – eyesight!

Nutrient	FDA Daily Recommendation	AmeriSciences Formula
Vitamin C	60 mg	120 mg
Vitamin E	30 IU	50 IU
Vitamin A	5,000 IU	8,000 IU
Lutein	Not established	20 mg

**REFERENCE:** “AREDS-based Supplements Gaining Momentum for Back of the Eye Health,” *Ophthalmic Market Perspectives*, 7/07/04; *Optometry: Journal of the American Optometric Association*, 4/2004.

*Dr. Keith Manuel serves as a leading member of the AmeriSciences Scientific Advisory Board (SAB), the AmeriSciences Executive President's Partnership Club (Executive PPC) and earned the AmeriSciences 2003 Attribute Award for Excellence in Performance. Dr. Manuel serves as Adjunct Faculty at the University of Houston College for Optometry, consults in many areas of space research and provides all vision care for NASA's Astronaut Corps. Additionally, he is on the medical staff for Baylor College of Medicine Dept. of Ophthalmology, Laser Refractive Service. Dr. Manuel holds the rank of Colonel and has been a special assistant to the U.S. Air Force Surgeon General of Optometry Affairs. Dr. Keith and Donna Manuel live in the Clear Lake City-Bay Area of Houston.*