

New Generation One-A-Day Multivitamin Supplement by *Fortifeye Vitamins*

Total Body Health and Vision Support in One Tablet a Day



Are vitamin supplements as beneficial as claimed in some of today's advertising? Can a One-A-Day Multivitamin really contain the vitamins and minerals necessary to promote wellness?

Nutrition supplements have become the latest rage in America due to the positive spin the health and wellness experts have promoted through the media. Health supplements and diet supplements are being marketed on infomercials all over television, radio and the Internet with incredible deals to promote the sale of these vitamin supplements. Everyone is claiming to have the best vitamin or best supplement, so who should you believe?

We all want to live a long, healthy and prosperous life, however many of us fall short of reaching our lifetime goals because of poor health. Proper nutrition is one of the most important single factors in maintaining our health. Most people in today's society are not getting the required vitamins and minerals from the foods they are eating. We have become a society living 'life on the go' that is fueled by fast food and junk food. Our typical diet is caloric dense and nutrient deficient. Americans consume a diet that is unbalanced—with too many omega-6 fatty acids and not enough omega-3 fatty acids—leading to increased inflammation and disease in the body. Our foods are processed, sugar- and salt-laden, filled with trans fats, hydrogenated oils, high fructose corn syrup, synthetic dyes and artificial sweeteners. These poor nutritional habits combined with a sedentary lifestyle are why the health of the American people is becoming compromised. America is home to the most obese people in the world. According to the CDC (Center for Disease Control and Prevention) obesity in adults has increased by 60% within the past twenty years and obesity in children has tripled in the past thirty years. A staggering 70% of American adults are overweight or obese and obesity related deaths have accelerated to more than 300,000 a year, second only to tobacco related deaths.

How high an ORAC (oxygen radical absorbency capacity) is your multivitamin?

Most nutritional experts recommend 6-13 servings of fruits and vegetables a day. Americans are falling short of this amount and are becoming more and more nutritionally compromised. 80% of American children and almost 70% of adults are not even consuming five portions of fruits and vegetables a day. The population that consumes the least amount of vegetables and fruits are more predisposed in developing disease and illness. These large and growing groups of people are nutritionally compromised and more prone to develop free radical damage in their bodies and eyes. Can a one-a-day multivitamin really help with these nutrition deficiencies? Many people are misled into believing they can go to the local drug store or warehouse club and purchase a multivitamin supplement that will counteract the poor diets they are on. Many of the health supplements and multivitamins that are sold at the local drug store or commercial warehouse clubs are filled with red, yellow and blue dyes, synthetic nutrients and trans fats—all of the things that are bad for you!

Many of the multivitamins and health supplements have only 'window dressing' amounts of specific nutrients, not enough to even register in your blood. These supplements often times have minimal antioxidant power and yet they 'sell like hot cakes' due to aggressive advertising and promotions. Many of these vitamins

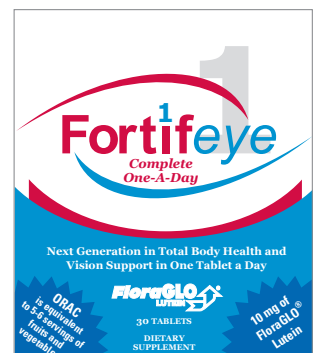
are not USP certified and may not have any absorption value at all! Studies done at Jean Mayer USDA Human Research Center on Aging at Tufts University suggest that consuming fruits and vegetables with a high ORAC (oxygen radical absorbency capacity) value may help slow down the aging process in the body and brain. Studies have also indicated that taking a vitamin supplement with a high ORAC value may also improve antioxidant status in the human body. However, most of the typical one-a-day multivitamin supplements you purchase over the counter have an ORAC value of less than 100. These types of multivitamins are not very useful at combating against free radical damage. Remember—"you get what you pay for".

Best vitamin supplements to combat free radical damage.

Fortifeye Vitamins is embracing the latest science on free radical damage, antioxidant therapy and ORAC research in the continuous development of their vitamin supplements. *Fortifeye* is using this science combined with intracellular blood tests to maximize cellular absorption of each *Fortifeye* product. After six years of research and development *Fortifeye* has released their newest multivitamin supplement called *Fortifeye One-A-Day Multivitamin*. This is a nutraceutical (vitamin and mineral) formula taken once a day that has an ORAC value of approximately 4250 per serving in each tablet. This is equivalent in antioxidant power to approximately five or six servings of fruits and vegetables a day. *Fortifeye's* goal was to develop a multivitamin that was made to support total body and vision health that was convenient, affordable and based on the latest research. *Fortifeye One-A-Day Multivitamin* is all natural without any synthetic nutrients, dyes, trans fats or artificial sweeteners. *Fortifeye One-A-Day Multivitamin* is great for anyone that wants to insure that they are getting enough antioxidants during the day to combat against free radical damage and aid in the total health of their body and eyes.

High bioavailability and packed with powerful antioxidants.

Fortifeye has taken a powerhouse combination of 50 total body and vision specific nutrients and combined them all into one USP certified tablet. *Fortifeye One-A-Day Multivitamin* has been created by doctors who understand that quality counts. Each nutrient was chosen based on the highest manufacturing standards and metabolic uptake ability by the body (called bioavailability). This formula was created to minimize nutritional deficiencies and maximize the total antioxidant function at a cellular level. Some newly researched nutrients like **resveratrol, green tea, curcumin, rutin, zeaxanthin, tocotrienols, vitamin B and vitamin D** along with the 'super berries' have been added to this formula to gain some of the exciting health benefits. These nutrients are powerful antioxidants that may also help inhibit the formation of "bad" blood vessels (anti-VEGF, which means anti-vascular endothelial growth factor) and are considered natural anti-inflammatory agents. These specific nutrients are being studied for their potential benefits in cancer, arthritis, diabetes, cholesterol, heart disease, eye diseases and as neuroprotectants.



Many studies now suggest that increasing intake of dark green leafy vegetables and darkly pigmented berries may also benefit macular degeneration and overall health. **Kale, spinach and blueberries** along with bilberries and **grape seed extract** have been included in the *Fortifeye One-A-Day Multivitamin* formula. In addition, 10 mg of lutein and 1.575 mg of **zeaxanthin** have been added to help replenish the macula pigment density, filter out the dangerous blue light and also act as a powerful antioxidant to neutralize free radicals in the eye and body.

Macular degeneration and proper nutrition.

Current science indicates that macula density in the retina progressively decreases as macular degeneration progresses. Lutein and zeaxanthin are proving to be beneficial for both macular degeneration and cataracts. The total antioxidant value (ORAC value) of *Fortifeye One-A-Day Multivitamin* is one of the highest available in the industry for one tablet at 4,250. This is equivalent to approximately 6 servings of fruits and vegetables a day. *Super foods* like **gogi, acai, mangosteen, blueberry, grape seed extract, pomegranate, cinnamon and cocoa** were blended to increase the ORAC to these levels. **Acetyl-L-carnitine, alpha lipoic acid and CoQ-10** were introduced to support mitochondria health and aid in neuroprotection. **All eight forms of vitamin E** (four tocopherols and four tocotrienols) are utilized in this formula to maximize free radical quenching. The most absorbable form of **zinc** called *Opti Zinc* is used to increase bioavailability. Vitamin A deficiencies are very rare in developed countries—and too much does pose some serious health risks—so **no vitamin A** is found in *Fortifeye One-A-Day Multivitamin*. Beta carotene has been linked to lung cancer in smokers and studies now indicate that beta carotene may block the absorption of lutein, so **no beta carotene** is found any of the *Fortifeye* products. Many other nutrients are used in this comprehensive one-a-day formula in precise ratios to aid in maximum cellular absorption.

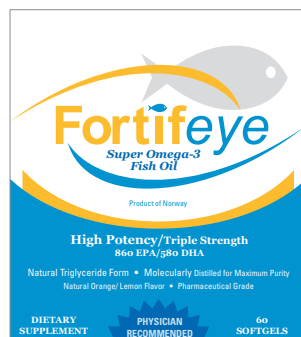
Fortifeye One-A-Day Multivitamin can be used alone or in combination with Fortifeye Super Omega or Fortifeye Dry Eye Therapy Extreme to combat against free radical damage in the eyes and body.

Choose the best multivitamin supplement for your eyes and whole body.

When *Fortifeye* vitamins are combined with lifestyle changes and dietary modifications significant improvements in the health of the eyes and body can be achieved. *Fortifeye One-A-Day Multivitamin* is recommended to anyone wanting to become proactive in their future health. If you are like most Americans you are not getting the required amounts of proper nutrition through your current diet. It is time that you become proactive in your health and consider taking a good multivitamin supplement. Do your own research and compare what *Fortifeye Complete One-A-Day* has to offer as compared to what is available at the stores. See the Supplement Facts at the bottom of this page. If you are looking for a great multivitamin that is truly based on legitimate science and is actively being studied and constantly being enhanced, then *Fortifeye Complete One-A-Day Multivitamin* may be for you.

For best results, also take a triglyceride based omega three fish oil.

Go to www.fortifeye.com and see the many benefits *Fortifeye* vitamins have to offer. I do highly recommend everyone who takes a good multivitamin to also take a good **triglyceride based** omega three fish oil supplement. *Fortifeye Super Omega*, pictured to the right, is one of the most concentrated and



purest omega three fish oils available. The combination of *Fortifeye Complete One-A-Day* and *Fortifeye Super Omega* may help improve your quality of life through proper nutrition.

Dr. Michael P. Lange

Board Certified Optometric Physician

Certified Nutrition Specialist

www.fortifeye.com

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Author: Dr. Michael P. Lange is a Board Certified Optometric Physician and a Certified Nutrition Specialist who started Lange Eye Care and Associates in Ocala Florida in March 1993. Lange Eye Care has grown to nine locations throughout the state of Florida with three Lasik centers. The Lange Eye Institute at The Villages in central Florida is home base for many of the nutritional studies that *Fortifeye* is involved in. Dr. Lange is one of the first doctors in the industry to utilize intracellular blood tests and blood absorption studies to improve the *Fortifeye* vitamin line. Dr. Lange travels the world for nutritional research gathering valuable information to continuously improve *Fortifeye* vitamin formulations. Dr. Lange is still involved in the clinical practice of eyecare. He is a guest lecturer, contributing author to many eyecare magazines, and a daily syndicated talk show host of 'Ask The Doctor' which broadcasts every weekday at 9am and Saturdays at 2pm from Tampa Bay on radio stations throughout the country and video streaming all over the world via the Internet.

For a three month supply, 20% discount, and auto-shipping choose our *Auto-Ship Program* product.

Supplement Facts

Serving Size: 1 tablet
Servings Per Container: 30

Per One Tablet	Amt/Serv	%DV
Vitamin C (as ascorbic acid)	250 mg	475
Vitamin D (as cholecalciferol)	500 IU	125
Vitamin E (as d-alpha-tocopheryl succinate, mixed tocopherols: d-alpha-, beta-, gamma-, delta-tocopherols and tocotrienols: d-gamma-, apha-, delta -tocotrienols)	15 IU	50
Thiamin (as thiamin mononitrate)	6 mg	400
Riboflavin	3.25 mg	191
Niacin (as niacinamide)	13 mg	65
Vitamin B6 (as pyridoxine HCl)	8 mg	400
Folate (as folic acid)	100 mcg	20
Vitamin B12 (as cyanocobalamin)	125 mcg	2,084
Biotin	175 mcg	59
Pantothenic acid (as D-calcium pantothenate)	20 mg	200
Calcium (as dicalcium phosphate and calcium citrate)	40 mg	4
Phosphorus (as dicalcium phosphate)	22.5 mg	3
Iodine (as potassium iodide)	46.5 mcg	31
Magnesium (as magnesium oxide)	16.5 mg	4
Zinc (as OptiZinc® monomethionine)	13.5 mg	90
Selenium (as selenomethionine)	33.5 mcg	48
Copper (as copper gluconate)	.67 mg	34
Manganese (as manganese gluconate)	.67 mg	34
Chromium (as chromium dinicotinate glycinate)	50 mcg	42
Coenzyme Q10	23 mg	*
Alpha-Lipoic acid	66.5 mg	*
Boron (as boron chelate)	66.5 mcg	*
Bromelain	6.5 mg	*
Acetyl-L-Carnitine HCl	66.5 mg	*
Hesperidin complex	3 mg	*
N-Acetylcysteine	50 mg	*
Quercetin dehydrate	6.5 mg	*
Rutin	3 mg	*
Taurine	83 mg	*
Turmeric root extract (95% curcuminoids)	10 mg	*
Vanadium (as vanadium amino acid chelate)	3 mcg	*
Lycopene	1 mg	*
FloraGLO® Lutein	7.5 mg	*
Zeaxanthin	1.575 mg	*
Tocotrienols	10 mg	*
Resveratrol	10 mg	*
Bio Active High ORAC	256 mg	*

Antioxidant Blend:
Green tea leaf extract, lycium berry extract (from 30 mg of 5:1 extract), kale/spinach/blueberry complex, bilberry fruit extract, grape seed extract, acai (Euterpe oleracea) fruit extract, cocoa extract, pomegranate fruit extract, cinnamon bark extract, mangosteen fruit extract.