

# ogel<sup>®</sup>

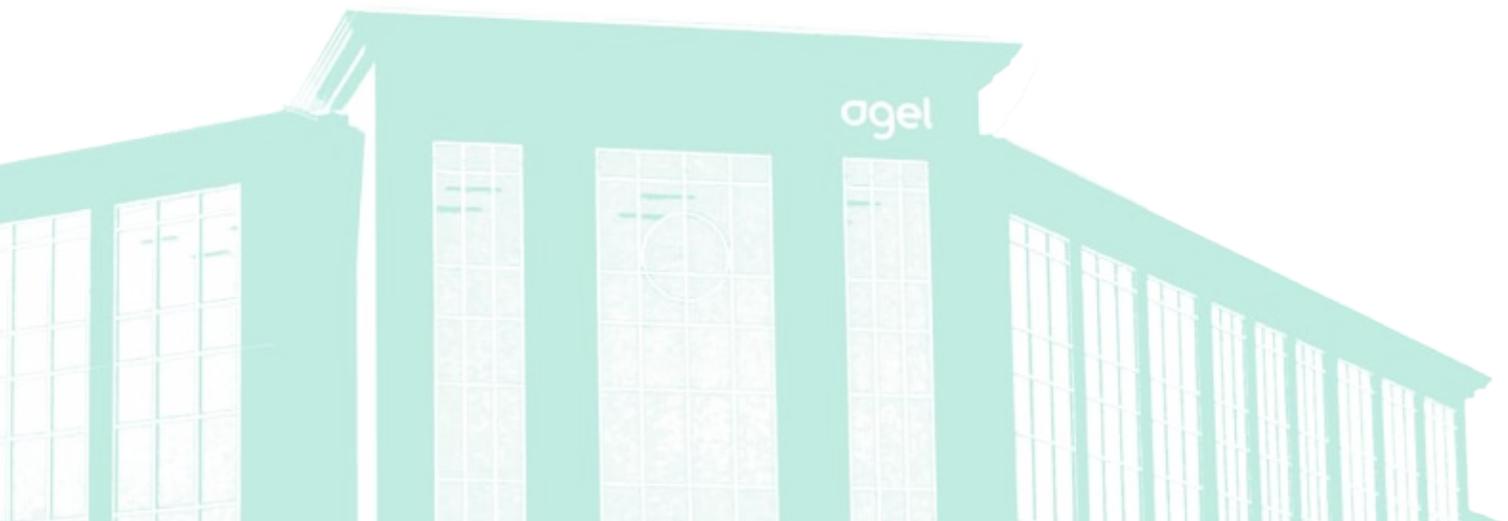


PRODUCT PROFILE

# Contents

---

- 1** Introduction
- 2** Marketing Summary
- 3** Research Monograph
- 4** Scientific Summary & Current Use
- 6** Product Label
- 7** Safety Cautions & Assessment
- 8** Age Guidelines for Use/Shelf Life
- 9** Glossary
- 10** References & Additional Resources





## PRODUCT PROFILES

*who we are...*

### Agel Vision

The Global Leader in Suspension Gel Technology based Nutritional Products

### Agel Purpose

AGEL and our Product Profiles in *Innovation, Research, Quality and Safety* provide the necessary components for a confident, well-informed community of empowered team members through:

- Safe and beneficial products
- Clear and organized information
- Compliance to well-defined systems



# Marketing Summary

*Upgrade your eyes*

## Support Eye Health

Agel® SEE is specifically designed to support eye health and normal eye function. With an advanced formula designed to target the specialized tissue in and around the eye, SEE gets results. SEE is the only eye care product on the market that is combined with Suspension Gel, an advanced nutrient delivery system. There are so many factors that can contribute to poor eyesight; fight those with SEE.\*

## Benefits Include\*

- Increases cellular hydration in the eye. This helps support normal healthy eye function.
- Highly specialized nutrients with proven results like beta carotene, which is a well-known ingredient for its beneficial effects on eye health.
- Contains a powerful blend of bilberry fruit extract, grape seed extract, and lutein, which work together to protect delicate eye tissue and offer powerful antioxidants which are essential for the support of healthy eyes.\*
- Vegetarian and non-gluten ingredients.
- Low glycemic ingredients.

# Research

## MONOGRAPH

### Product History & Traditional Use

SEE is a new product introduction to Agel in 2012. Its formulation is a result of careful research and contains key ingredients that support normal eye function and health.

The ingredients in SEE have been well studied and researched and have been shown to contribute to the overall support of healthy eye tissue, normal eye function, and vision. B vitamins and zinc have powerful benefits when it comes to eye health, while Bilberry fruit extract, grape seed extract and lutein have powerful antioxidant properties that further benefit healthy eyes. B vitamins are naturally present in food and so the history of their use stretches back to the beginning of mankind, but they were not discovered and isolated until fairly recently. In 1934, three American scientists won the Nobel Prize in Medicine for identifying Vitamin B12 as a vitamin, and soon after (in 1948), pure Vitamin B12 was produced for the first time. Studies have been conducted on folate and its effect on human health since the 1920's, and modern research continues to confirm that folate is important for the support of many different bodily functions, including the healthy function of the eyes. Soon afterwards, in the 1930's, Vitamin B6 was identified and isolated and has been the topic of much research since that time. Zinc has been used for medical purposes in Babylon, Assyria, and Palestine as far back as 1400 BC. Between late 1200 and early 1300 AD, Marco Polo reported that zinc was being produced in Persia, where early Persians used zinc for eye treatments as well as other medical uses.

Bilberry has a long history of use in Europe, and it was used by British pilots during WWII to help improve the quality of their night vision. Bilberry contains powerful anthocyanosides, which are a type of antioxidant that is beneficial for overall health and the support of healthy eye function. Grape seed has long been used in Indian folk medicines for the treatment of various ailments and has powerful antioxidant properties. Grape seed and other parts of the grape plant have a long history of use because of their nutritional and medicinal benefits. Lutein is an important carotenoid that is naturally synthesized by plants such as dark leafy green vegetables and has been thoroughly researched to show its positive effect on eye health. People have long known that dark leafy green vegetables such as spinach and kale are good for eyesight, but it wasn't discovered until more recently that lutein is one of the key components that causes these plants to be so beneficial for the support of healthy vision.

Each of these components are desirable for their roles in maintaining vision, but combined they provide a powerhouse of support for eye function, vision, and health.

*\*Traditional use claims have not been verified by modern scientific research.*

# Scientific Summary

## & CURRENT USE

*Agel SEE is a blend of powerful nutrients formulated in a suspension gel dosage form to deliver the protection you need.*

| SEE INGREDIENT     | NUTRIENT TYPE                         | TRADITIONAL USE*             | CURRENT USE**                            |
|--------------------|---------------------------------------|------------------------------|--|
| Beta-Carotene      | Beta-Carotene                         | Antioxidant                  | Dietary Supplement, Food, Pharmaceutical |
| Lutein             | Lutein                                | Nutrient & System Strengthen | Dietary Supplement, Pharmaceutical       |
| Bilberry Extract   | Anthocyanidins                        | Nutrition                    | Supplement                               |
| Grape Seed Extract | Proanthocyanidins                     | Nutrition                    | Supplement                               |
| Mixed Tocopherols  | Tocopherols                           | Nutrition, Detoxification    | Supplement, Pharmaceutical               |
| B Vitamins         | B6 (Pyridoxine), B12 (Cyanocobalamin) | Energy, Endurance, Vitality  | Foods, Supplement, Pharmaceutical        |

### Beta-Carotene

is a carotenoid that is used as a dietary supplement ingredient in SEE. The beta-carotene in SEE provides about 1,667 IU per serving or about 33% of the US RDI. As this is a fat-soluble nutrient, excessive dosages of beta-carotene should be avoided. However, two servings per day for a normal healthy adult should not be a concern. The SEE formulation is designed to incorporate a balanced amount of beta-carotene and other nutrients to provide long lasting protective benefits.

### Lutein

is another carotenoid contained in SEE. In the body, lutein is present in the central area of the retina. While it is a fat-soluble nutrient, typically dosages of lutein are small and due to this overdose is rarely a concern. Lutein is primarily derived from the marigold flower and has been widely shown to be an eye-strengthening ingredient.

*\*Traditional use claims have not been verified by modern scientific research.*

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

## Bilberry Fruit Extract

acts to support healthy vision and has been used for this purpose throughout much of history. It does this by providing a good source of anthocyanidins and flavonols, both of which offer superior antioxidant abilities.

## Grape Seed Extract

is packed with beneficial compounds that are shown to preserve the health of the retina.

## Mixed Tocopherols

is a blend of alpha, beta, delta, and gamma forms of Tocopherols (Vitamin E). This is yet another fat soluble nutrient for the support of eyes and vision health.

## B Vitamins

have been used throughout history. Foods rich in B vitamins were considered healthy, energizing and restorative and have been sought after for these reasons. Modern research has shown us the benefits of B vitamins and the protective effects that they have.



*\*Traditional use claims have not been verified by modern scientific research.*

# Product Label

## Supplement Facts

Serving Size: 1 Packet (10 g) Servings Per Container: 30

| Amount Per Serving               | % Daily Value * |      |
|----------------------------------|-----------------|------|
| Calories                         | 15              |      |
| Calories from Fat                | 10              |      |
| Total Fat                        | 1 g             | 2%   |
| Cholesterol                      | 0 mg            | 0%   |
| Total Carbohydrates              | 2 g             | 1%   |
| Sugars                           | 2 g             | †    |
| Vitamin A (as beta carotene)     | 1,667 IU        | 200% |
| Vitamin E (as mixed tocopherols) | 10 IU           | 35%  |
| Vitamin B6 (as pyridoxine hcl)   | 2 mg            | 100% |
| Folate (as folic acid)           | 200 mcg         | 50%  |
| Vitamin B12 (as cyanocobalamin)  | 2 mcg           | 35%  |
| Zinc (as zinc gluconate)         | 4 mg            | 30%  |

**Agel Proprietary SEE Blend** 65 mg †  
    Bilberry Fruit Ext., Grape Seed Ext., Lutein.

\* Percent Daily Values are based on a 2,000 calorie diet.  
† Daily Value not established.

Agel® **SEE** is specifically designed to support eye health and normal eye function. With an advanced formula designed to target the specialized tissue in and around the eye, **SEE** gets results. **SEE** is the only product on the market that is combined with Suspension Gel, an advanced nutrient delivery system. There are so many factors that can contribute to poor eyesight; fight those with **SEE**.\*

### Nutritional Supplement

Patent Pending Suspension Gel Technology.

\* This statement has not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

**Other Ingredients:** Water, Fructose, Safflower Seed Oil, Natural Flavor, Citric Acid, Xanthan Gum, Guar Gum, Potassium Sorbate.



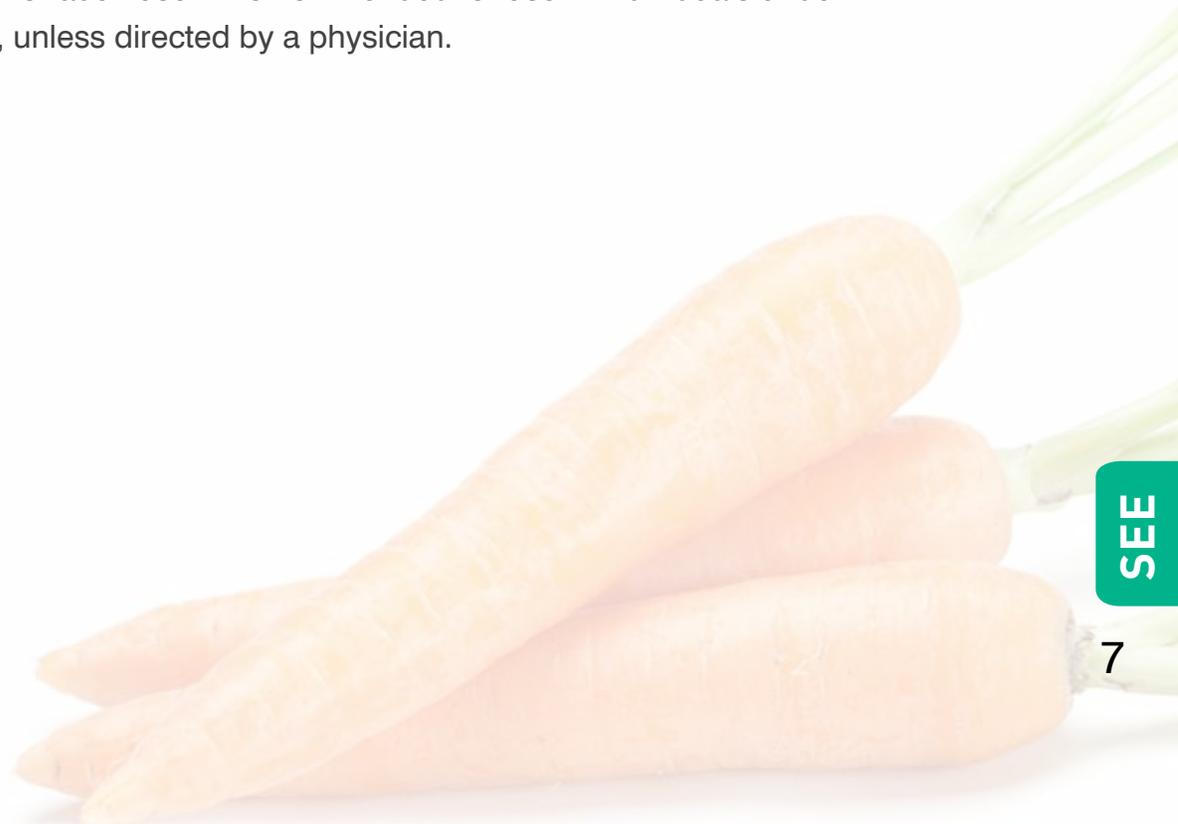
# Safety Cautions

## & ASSESSMENT

### Key Ingredients

Beta Carotene, Mixed Tocopherols (Vit E), Vitamin B6, Folate, Vitamin B12, Zinc, Bilberry Fruit Ext, Grape Seed Ext, Lutein

- 1** Pregnant or lactating women (or those planning pregnancy) should consult their physician prior to using this product.
- 2** If you are planning a surgery, disclose use of Agel SEE and all other dietary supplements to your physician.
- 3** A dosage of one Agel SEE packet a day can be safely used by most people, unless there is a reason not to use this product.
- 4** SEE is intended for adult use. It is not intended for use in individuals under 18 years of age, unless directed by a physician.



# Age Guidelines

## FOR USE

| AGE GROUP CLASS | APPROXIMATE AGE           | USE RECOMMENDATION             |
|-----------------|---------------------------|--------------------------------|
| Newborn         | Birth to one month of age | Not recommended for use        |
| Infant          | One month to 2 years      | Not recommended for use        |
| Child           | 2 years to 12 years       | Not recommended for use        |
| Adolescent      | 12 years to 18 years      | Consult a physician before use |
| Adult           | 18 years and older        | 1 packet daily                 |

## Agel Guidelines

- 1** Individual conditions should be considered when considering use, including weight, sex, pre-existing medical conditions, sensitivity or allergic reactions to ingredients, use of prescription medication or other drugs.
- 2** Individuals should begin Agel product use with one Agel product at the lowest dosage and increase dosage and add other complementary Agel products as needed.

## Product Shelf Life

Agel SEE has a shelf life of 18 months when stored under ambient conditions

# Glossary

## Beta Carotene

Beta Carotene is a yellow orange phytonutrient-pigment that is easily converted within the body to form vitamin A.

## Bilberry Fruit Extract

Bilberry fruit extract is known to have properties that may help reduce blood-vessel leakage and has been long studied for its vision related benefits.

## Folate

Folate or folic acid is a vital nutrient for proper growth and cellular health. Many studies have linked folate intake with a lower risk of vision problem.

## Grape Seed Extract (GSE)

The phytonutrient rich extract taken from the seeds of grapes. GSE is particularly high in the antioxidant group oligomeric proanthocyanidins (OPCs), which are the simplest forms of flavanols.

## Lutein

Lutein is a carotenoid frequently derived from marigold flowers. Supplementation of lutein has been shown to support macular health.

## Mixed Tocopherols

A powerful fat soluble antioxidant that is essential to combat damage caused by free radicals.

## Retina

The retina is the nerve layer that lines the back of the eye, senses light, and creates impulses that travel through the optic nerve to the brain.

## Rods and Cones

Types of photoreceptors in the eyes. Rods are responsible for vision in low light and function in black and white. Cones are active at higher levels of light and responsible for color vision.

## Vitamin B6

B6 is involved in many metabolic processes, including the breakdown of amino acids, fats, and carbohydrates. It also releases glycogen from the liver to supply energy, as well as the synthesis of antibodies, red blood cells, DNA, and elastin.

## Vitamin B12

Vitamin B12 is necessary for the synthesis of RNA and DNA. It also helps to maintain nerve tissues and is active in glucose metabolism.

## Zinc

This is a mineral that helps promote a healthy immune system, healing and proper cell function. Research indicates that zinc might offer benefits to your eyes, helping to maintain eye health.

## Macula

The Macula is a small spot in the back of the eye on the retina where vision is the most acute.

# References

- Ozawa Y, Sasaki M, Takahashi N, Kamoshita M, Miyake S, Tsubota K. 2012. "Neuroprotective effects of lutein in the retina". *Curr Pharm Des* 18(1): 51-6.
- Wong IY, Koo SC, Chan CW. 2011 Feb. "Prevention of age-related macular degeneration". *Int Ophthalmol* 31(1): 73-82.
- Krishnadev N, Meleth AD, Chew EY. 2010 May. "Nutritional supplementns for age-related macular degeneration". *Curr Opin Ophthalmol* 21(3):184-9.
- Pemp B, Polska E, Karl K, Lasta M, Minichmayr A, Garhofer G, Woltz M, Schmetterer L. 2010 Jan. "Effects of antioxidants (AREDS medication) on ocular blood flow and endothelial function in an endotoxin-induced model of oxidative stress in humans". *Invest Ophthalmol Vis Sci* 51(1): 2-6.
- Jia Z, Song Z, Zhao Y, Wang X, Liu P. 2011 Jan 20. "Grape seed proanthocyanidin extract protects human lens epithelial cells from oxidative stress via reducing NF-KB and MAPK protein expression". *Mol Vis* 17: 210-7.
- Kowluru RA, Zhong Q. 2011 Noz 7. "Beyond AREDS: is there a place fro antioxidant therapy in the prevention/treatment of eye disease?". *Invest Ophthalmol Vis Sci* 52(12): 8665-71.
- Schneider MP, Schlaich MP, Harazny JM, Raff U, Ritt M, Ott C, Schmieler RE. 2011 May. "Folic Acid treatment normalizes NOS-dependence of vascular tone in the metabolic syndrome". *Obesity* (Silver Spring) 19(5): 960-7.

If you would like to review associated publications in more detail we suggest you use PubMed, the information portal provided by the US National Library of Medicine and the National Institutes of Health. PubMed is a service of the U.S. National Library of Medicine that includes over 17 million citations from MEDLINE and other life science journals for biomedical articles back to the 1950s.

To find a reference on PubMed, copy the reference for the article you want to read from the Agel references (or website) page and paste it in the "Search PubMed for" entry box on the following web page: <http://www.ncbi.nlm.nih.gov/sites/entrez?db=pubmed>

## Additional Resources

- [Agel Product Profiles and Organization](#)
- [Agel Suspension Gel Technology FAQ](#)
- [US Regulatory Requirements](#)
- [European \(EU\) Regulatory Requirements](#)
- [Agel Primary Use for All Agel Products](#)
- [Responsible Use of Agel Nutritional Supplements](#)
- [Agel Compliant Claim Guidelines for All Products](#)
- [Agel Product Shelf Life \(All Products\)](#)
- [Agel Quality \(QA/QC 2011\)](#)
- [Product Profiles Listing of Item Numbers and Release Dates](#)
- [Product Certification \(Halal and Kosher Lists\)](#)
- [Agel Glossary \(All Products\)](#)