VisionEssence™ stands alone in combining all the nutrients listed above. It provides 15 mg of lutein and 4 mg of zeaxanthin. It also provides a full 15 mg of vinpocetine and 500 mg of L-Taurine. It provides 100 mg each of black currant extract, quercetin, and vitamin C for powerful antioxidant support. And its 250 mg of blended schizandra, goji, and salvia extracts equates to over 2500 mg of raw herbal value.*

Because vision challenges have become so prevalent in modern society, there are many vision supplements to choose from. However, we guarantee that VisionEssence™ will outperform any other vision supplement you have ever used, because its ingredients produce a synergy absent from other products. Part of this synergy comes from our unique combination of major nutrients. But equally important is the herbal base that deals with the underlying issues identified by the world’s great holistic medical traditions. Supporting these issues makes a product that is far stronger than the sum of its parts, and puts VisionEssence™ in a league of its own.*

The Pure Essence Guarantee
At Pure Essence, providing the world’s best supplements is not a career; it’s a calling. We have no wish to profit from your purchase if you don’t profit from our products. So you have nothing to lose, and everything to gain. As with all Pure Essence products, VisionEssence™ is guaranteed to your complete satisfaction. If you are less than delighted with your results, please return any unused portion along with your sales receipt to your local merchant for a complete refund.

References

Pure Essence Laboratories, Inc.
P.O. Box 95397, Las Vegas, NV 89193
(888) 254-8000 - Fax: (702) 990-7405

*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.
Vision: The Most Precious Sense

Your eyes are your windows to the world. They reveal your first impression of everything around you. It is perhaps for this reason that most people list vision as the sense they most fear losing.

Being overweight, having diabetes or high blood pressure, spending long periods focusing on computer or television screens, and using tobacco in any form increases the risk of vision loss. Other factors are also involved, but the point is to be sure you eat sensibly, limit your exposure to environmental toxins, get sufficient rest, and exercise at least moderately.*

Beyond Lifestyle

While lifestyle is important in vision health, it can’t overcome age-related vision problems. Fortunately, science has identified many nutrients that support healthy vision and might help turn back the clock. Among these are lutein, zeaxanthin, vinpocetine, L-Taurine, quercetin, vitamin C, and the anthocyanins found in specific fruits. Herbs like schizandra, goji, and salvia have also been used in holistic medical systems for this purpose.*

While it is possible to get these nutrients in foods, getting them all in amounts that best support vision is a challenge. For that reason, millions now use vision supplements.*

Lutein and Zeaxanthin

Lutein and zeaxanthin belong to the xanthophyll family of carotenoids. They are yellowish in color and occur naturally in green leafy plants, egg yolks, and brightly colored fruits and vegetables. By helping to prevent oxidative stress, they are thought to protect macular integrity.*

Studies published in Nutrition & Metabolism, the American Journal of Epidemiology, Ophthalmology, Archives of Ophthalmology, and Investigative Ophthalmology and Visual Science show that these nutrients increase the density of macular pigment. This, in turn, increases the macula’s ability to resist damage from the sun’s most intense rays.*

Lutein and zeaxanthin may also support night vision and the ability to distinguish fine visual details. Studies show that they are more effective as a group than individually.*

Vinpocetine

Vinpocetine is derived from the periwinkle plant. It has long been used to support memory, problem-solving, and cognitive functions. It supports these functions by increasing the production of ATP in brain cells, and increasing blood flow to the brain (Clinical Neuropharmacology, 2002, Volume 25, No. 1); (Journal of the Neurological Sciences, 2005, Volumes 229-230, No. 1); (European Journal of Neurology, 2001, Volume 8, No. 1).*

Vision health is closely linked to blood flow. Any inhibition of blood flow through the micro-vessels (capillaries) in the eye can degrade the macula and increase intraocular pressure.*

European studies with more than 300 combined subjects concluded that vinpocetine is beneficial for various vision complaints. We believe it is a vital addition to any well-designed vision support system.*

L-Taurine

Studies have shown that those whose diets are low in the amino acid L-Taurine suffer from higher rates of macular degeneration. Taurine’s role in supporting vision may be due to protecting specialized cells (called rods and cones) that are instrumental in vision. Protecting these cells is especially important to those who are at high risk for vision challenges.*

Black Currant, Vitamin C, Quercetin

As vinpocetine supports healthy blood flow through capillaries in the eyes, these profound antioxidants protect the integrity of the capillaries themselves. Black currant is rich in the anthocyanin family of antioxidants and has been shown, along with vitamin C, to reduce eye fatigue and support eye comfort. Quercetin supports the architecture of the lens of the eye. By supporting healthy capillaries and guarding against oxidative damage, these nutrients play important roles in promoting healthy vision.*

Schizandra, Goji, Salvia

Schizandra is highly regarded as a liver system protectant in Traditional Chinese Medicine, which holds that healthy vision depends on healthy liver function. It is included to gently support liver function in the ways that are most critical to vision.*

Goji berries are also known as lycii berries. These berries are regarded by Traditional Chinese Medicine as the most treasured of all vision tonics. Naturally, they also provide liver support.*

Salvia has long been used in Traditional Chinese Medicine to support healthy blood circulation. As mentioned elsewhere, it is an important factor in supporting vision.*

### VisionEssence™

**SUGGESTED USE:** Two capsules daily.

**AVAILABLE SIZES:** 60 Capsules

**Supplement Facts**

<table>
<thead>
<tr>
<th>Ingredient Amount Per Serving</th>
<th>%DV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vitamin C (as ascorbic acid) 100 mg</td>
<td>60</td>
</tr>
<tr>
<td>L-Taurine 500 mg</td>
<td>-</td>
</tr>
<tr>
<td>Black Currant (10% anthocyanins) 100 mg</td>
<td>-</td>
</tr>
<tr>
<td>Organic Goji berries (20% polyphenoloids) 100 mg</td>
<td>-</td>
</tr>
<tr>
<td>Quercetin 100 mg</td>
<td>-</td>
</tr>
<tr>
<td>Schizandra berry (2% total schizandrin) 100 mg</td>
<td>-</td>
</tr>
<tr>
<td>Salvia root (8:1) 50 mg</td>
<td>-</td>
</tr>
<tr>
<td>L-Leucine 40 mg</td>
<td>-</td>
</tr>
<tr>
<td>Alpha Lipoic acid 25 mg</td>
<td>-</td>
</tr>
<tr>
<td>BioVincil® (Vinpocetine) 15 mg</td>
<td>-</td>
</tr>
<tr>
<td>Lutein (from LUTEMAX™ [2020]) 15 mg</td>
<td>-</td>
</tr>
<tr>
<td>Zeaxanthin isomers (from LUTEMAX™ [2020]) 5 mg</td>
<td>-</td>
</tr>
<tr>
<td>3R,3’R Zeaxanthin (from OmniXan™) 1 mg</td>
<td>-</td>
</tr>
</tbody>
</table>

*Daily Value not established. Estimated Whole Food Value 9,550 mg

**Other Ingredients:** cellulose, silicon dioxide, vegetable capsule. **Storage:** Keep tightly closed at room temperature. **Caution:** Keep all supplements out of children’s reach.

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