



Quality Products for Health and Well-Being



Rodney O. Horton, O.D.  
Chief Scientific Officer

## NEWS RELEASE

# MAXIVISION® PRODUCTS UPGRADED!

MAXIVISION® supplements are dynamic products designed to be the most progressive, safest, cost effective, evidence-based products available. MAXIVISION® formulations are the culmination of all current research in conjunction with an Advisory Board composed of leading doctors and researchers. By combining the relevant information from every study, MAXIVISION® products provide the most advanced, progressive protocols available for maintaining overall health and maximizing visual function.

In line with our mission and goals, new research has revealed important information which has been incorporated into the MAXIVISION® formulas. Modifications have been made to the original formulations and several new evidence-based nutrients have been added. These upgrades provide enhanced and improved products for patient care.

Product labels have also been redesigned in conjunction with the updates to create a new and updated appearance, and each product has its own unique color for easy recognition.

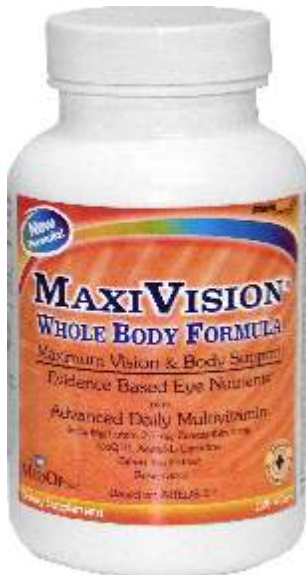


**If you have any questions or need additional information, please contact one of our  
Customer Service Representatives Toll Free at: 1-888-290-6294**



Quality Products for Health and Well-Being

630 Brooker Creek Blvd., Suite 350 · Oldsmar, FL 34677  
Phone: 1-888-290-6294 · Fax: 1-888-910-9900 · web: [www.medop.com](http://www.medop.com) · email: [sales@medop.com](mailto:sales@medop.com)



The Whole Body and Ocular Formulas remain the premiere formulations of the MAXIVISION® Product Line. They are the most comprehensive and progressive combination of nutrients providing the greatest benefit for patients concerned about developing macular degeneration (prevention) or patients who have been diagnosed with macular degeneration (treatment). The Whole Body Formula is a multivitamin which includes all of the ocular nutrients in the Ocular Formula.

The following nutrients have been added to the Whole Body Formula and the Ocular Formula: CoQ10, Acetyl-L-Carnitine, Resveratrol and Green Tea Extract.

The following nutrients have been enhanced or modified in the Whole Body Formula and the Ocular Formula: Zeaxanthin, Vitamin D3, Vitamin E, and Vitamin A. There is no beta-carotene in the Ocular Formula or Eye Formula.

### CoQ10/Acetyl-L-Carnitine

CoQ10 (20 mg/dose) and Acetyl-L-Carnitine (200 mg/dose) have been shown to reverse early macular degeneration by increasing mitochondrial function in the retinal cells. The mitochondria function as the energy source in the individual cells. This is a new area of research which has been shown to be helpful in macular degeneration and is being termed mitogenic treatment of macular degeneration. The study is commonly known as the Phototrop Study and a copy is available upon request.



### Resveratrol

Resveratrol (5 mg/dose) is another mitochondrial nutrient which also has anti-aging properties. The 5 mg/dose is approximately equivalent to the amount of Resveratrol found in a bottle of red wine.

### Green Tea Extract

Green Tea Extract (150/ 50 mg/dose) is particularly beneficial in the treatment of vascular conditions. The 150 dosage is equal to approximately two to three cups of green tea per day, without any caffeine or sugar. EGCG is the most active component in the Green Tea Extract.

### Zeaxanthin

New research has shown zeaxanthin is useful for increasing macular pigment density, which is analogous to the function of lutein. Lutein and zeaxanthin constitute the pigments in the macular area of the retina. This increased 4 mg/dose provides a 5:1 ratio of lutein (20 mg/dose) to zeaxanthin (4 mg/dose) which is the same ratio currently being used in the new Age Related Eye Disease Study 2 (AREDS2).

### MedOp, Inc.

630 Brooker Creek Blvd., Suite 350 · Oldsmar, FL 34677  
Phone: 1-888-290-6294 · Fax: 1-888-910-9900 ·  
web: [www.medop.com](http://www.medop.com) · email: [sales@medop.com](mailto:sales@medop.com)

If you have any questions or need additional information, please contact one of our Customer Service Representatives Toll Free at:

**1-888-290-6294**

### Vitamin D3

Vitamin D3 has been shown in a major study to help prevent macular degeneration. The 1,200 IU/dose is triple the amount in the original formula. Benefits from increased vitamin D have been reported in various studies and the scientific community is calling for the FDA to markedly increase the Recommended Daily Allowance (RDA)

### Vitamin E

Vitamin E is all natural and has been upgraded to include mixed tocopherols, the finest grade of vitamin E.

### Vitamin A

With the reduction of beta-carotene to only 500 IU and the addition of 2,500 IU of retinyl palmitate in the Whole Body Formula, there are no concerns regarding smokers using this product. The contraindication of smokers taking high doses of synthetic beta-carotene is based on approximately 25,000 IU or higher per day. The original AREDS used 28,640 IU/dose of beta-carotene and thus smokers were advised not to take it. The Ocular Formula and the Eye Formula do **not** have any beta-carotene. **(NOTE: THERE ARE NO CONTRAINDICATIONS WITH ANY OF THE MAXIVISION OR MAXITEARS PRODUCTS FOR SMOKERS)**. This change is based on a major study showing beta-carotene has no effect on macular degeneration and therefore it is not needed in an ocular formulation. In fact, one study group in the AREDS2 does not have any beta-carotene. A copy of this study is available upon request.

**Note:** These modifications and newly added nutrients will provide the most advanced protocol for prevention and treatment of macular degenerative conditions.





- The Omega-3 Formula remains the same with 1,000 mg of EPA/DHA per dose, which is the same amount currently being used in the AREDS2. This is also the same amount the American Heart Association recommends for treating cardiovascular disease.

- Concentrated molecular distilled salmon oil is encapsulated in new technologically advanced enteric coated softgels.

- These new enteric coated softgels eliminate the annoying fish burp, fish taste or fish smell that patients often times experience with regular fish oil softgels.

**MAXIMUM BENEFICIAL PROTOCOL:** Patients taking MAXIVISION® Whole Body Formula or Ocular Formula, combined with the Omega-3 Formula, are utilizing the most comprehensive treatment protocol available. If a patient has a concurrent dry eye condition, MAXITEARS Dry Eye Formula can be substituted for the Omega-3 Formula because it also contains the high EPA/DHA content plus several other nutrients specific for dry eye conditions. By treating two conditions, MAXITEARS Dry Eye Formula is a very cost effective product.

**MedOp, Inc.**

630 Brooker Creek Blvd., Suite 350 · Oldsmar, FL 34677

Phone: 1-888-290-6294 · Fax: 1-888-910-9900 ·

web: [www.medop.com](http://www.medop.com) · email: [sales@medop.com](mailto:sales@medop.com)

If you have any questions or need additional information, please contact one of our Customer Service Representatives Toll Free at:

**1-888-290-6294**



- MAXITEARS has the same amount of the concentrated salmon oil as the Omega-3 Formula (1,000 mg of EPA/DHA) plus several other components specific for dry eye (Borage Seed Oil, Cod Liver Oil, Flax Seed Oil, GLA, Mucin Complex, Vitamin D3, Vitamin A, and Turmeric).
- It is encapsulated in the same enteric coated softgels as the Omega-3 Formula.
- These new enteric coated softgels eliminate the annoying fish burp, fish taste or fish smell that patients often times experience with regular fish oil softgels.
- Vitamin D3 (600 IU) and Vitamin A (1,000 IU) as retinyl palmitate have been added.
- Turmeric Root has been increased to 200 mg/dose.
- With these additions, MAXITEARS treats patients with dry eye syndrome and supplies the optimal omega-3 fatty acids EPA/DHA for retinal and overall health. This avoids the necessity of buying separate products while increasing compliance at a cost effective price.

**MedOp, Inc.**

630 Brooker Creek Blvd., Suite 350 · Oldsmar, FL 34677

Phone: 1-888-290-6294 · Fax: 1-888-910-9900 ·

web: [www.medop.com](http://www.medop.com) · email: [sales@medop.com](mailto:sales@medop.com)

If you have any questions or need additional information, please contact one of our Customer Service Representatives Toll Free at:

**1-888-290-6294**



The Eye & Body Formula and the Eye Formula are essential formulations containing evidence-based nutrients derived from the National Institute of Health studies. The list of nutrients is not as extensive and the concentration is not as high compared to the Whole Body Formula or the Ocular Formula. However the Eye & Body and Eye Formulas contain the same nutrients and same concentrations of nutrients being used in the AREDS2 study. They do not contain CoQ10, Acetyl-L-Carnitine or Resveratrol. Patients with financial considerations may want to consider these products.

The following nutrients have been added to the Eye & Body Formula or the Eye Formula: Taurine and Green Tea Extract.

### Taurine

Taurine (400 mg/dose) is an amino acid involved in the mitochondria function of producing energy inside retinal cells.

### Green Tea Extract

Green Tea Extract (50 mg/dose EGCG) is particularly beneficial in the treatment of vascular conditions. The dosage is equal to approximately one to two cups of green tea per day without any caffeine or sugar. EGCG is the most active component in the Green Tea Extract.

The following nutrients have been enhanced or modified in the Eye & Body Formula and the Eye Formula: Vitamin D3, Lutein, Zeaxanthin and Vitamin E.



### Vitamin D3

Vitamin D3 (1,000 IU/dose-600 IU/dose) has been shown in a major study to help prevent macular degeneration. The 1,000 IU dose is 2.5 times the amount in the original formula. Numerous benefits from increased vitamin D have been reported in various studies and the scientific community is calling for the FDA to markedly increase the Recommended Daily Allowance (RDA).

### Lutein/ Zeaxanthin

Lutein has been increased from 6 mg up to 10 mg/dose and Zeaxanthin has been increased to 2 mg/dose. Numerous research publications have confirmed the benefits of 10 mg of lutein per day relating to improvements in visual function. New research has show Zeaxanthin is useful for increasing macular pigment density, which is analogous to the function of lutein. Lutein and Zeaxanthin constitute the pigments in the macular area of the retina. AREDS2 is currently in progress and one of the study groups is using 10 mg of lutein and 2 mg of Zeaxanthin per dose. This increased dose of Lutein and Zeaxanthin provides a 5:1 ratio of lutein to Zeaxanthin, which is the same ratio currently being used in the new Age Related Eye Disease Study 2.

### MedOp, Inc.

630 Brooker Creek Blvd., Suite 350 · Oldsmar, FL 34677  
Phone: 1-888-290-6294 · Fax: 1-888-910-9900 ·  
web: [www.medop.com](http://www.medop.com) · email: [sales@medop.com](mailto:sales@medop.com)

If you have any questions or need additional information, please contact one of our Customer Service Representatives Toll Free at:

**1-888-290-6294**

### Vitamin E

Vitamin E is all natural and has been upgraded to include mixed tocopherols, the finest grade of vitamin E.

### Vitamin A

With the reduction of beta-carotene to only 500 IU and the addition of 2,500 IU of retinyl palmitate in the Eye & Body Formula, there are no concerns regarding smokers using this product. The contraindication of smokers taking high doses of synthetic beta-carotene is based on approximately 25,000 IU or higher per day. The original AREDS used 28,640 IU/dose of beta-carotene and thus smokers were advised not to take it. The Ocular Formula and the Eye Formula do **not** have any beta-carotene. **(NOTE: THERE ARE NO CONTRAINDICATIONS WITH ANY OF THE MAXIVISION OR MAXITEARS PRODUCTS FOR SMOKERS)**. This change is based on a major study showing beta-carotene has no effect on macular degeneration and therefore it is not needed in an ocular formulation. In fact, one study group in the AREDS2 does not have any beta-carotene. A copy of this study is available upon request.

**Note: The Eye & Body Formula and the Eye Formula include the same nutrients used in the Age-Related Eye Disease Study (AREDS) and the Age-Related Eye Disease Study 2 (AREDS2), with the exception of beta-carotene.**





- Lutein Formula is based on the AREDS2 plus it contains natural spinach powder.
- Contains Lutein 10 mg/dose, zeaxanthin 2mg/dose and spinach powder 355 mg/dose.
- Based on the 5:1 ration of lutein to zeaxanthin used in the AREDS2.
- Can be used as a stand alone product or added to any of the other products to increase the lutein/zeaxanthin dosage.
- Some research studies have used as high as 40 mg of lutein per day in clinical trials. Lutein Formula can be added to any product to increase the amount of lutein/zeaxanthin per day.
- Lutein Formula can be added to any AREDS type product to provide the same lutein/zeaxanthin content currently being used in the AREDS2.

## Macula Formula: "Based on AREDS & AREDS2"



- Macula Formula is based on the original AREDS formula, with high levels of Zinc (69.6 mg/dose), Vitamin C (452 mg/dose), Vitamin E (400 IU/dose) and Copper (1.6 mg/dose). However it also contains the same concentrations of Lutein (10 mg/dose) and Zeaxanthin (2 mg/dose) being used in the AREDS2. The formula does not include beta-carotene.
- This is for patients and practitioners who desire to use the original AREDS formulation with the high amount of Zinc, but also want to include the Lutein and Zeaxanthin from the AREDS2 study for maximum visual benefits.
- This product is a hybrid of the AREDS and the AREDS2 studies.

These formulations include the same nutrients used in the Age-Related Eye Disease Study (AREDS), with the exception of beta-carotene, and the Age-Related Eye Disease Study 2 (AREDS2), which is currently in progress.

### MedOp, Inc.

630 Brooker Creek Blvd., Suite 350 · Oldsmar, FL 34677

Phone: 1-888-290-6294 · Fax: 1-888-910-9900 ·

web: [www.medop.com](http://www.medop.com) · email: [sales@medop.com](mailto:sales@medop.com)

If you have any questions or need additional information, please contact one of our Customer Service Representatives Toll Free at:

**1-888-290-6294**

## FAQ's:

### How much Lutein/Zeaxanthin do you need per day?

- Researchers are trying to determine the optimal amount of lutein and zeaxanthin for prevention and treatment of macular degenerative disease.
- The Whole Body Formula and the Ocular Formula contain the highest concentration of lutein (20 mg/dose) and zeaxanthin (4 mg/dose) of any product on the market.
- This is an important concept! Lutein is believed to be time and dose related. That means the concentration achieved in the human body is dependent on the amount you consume and the length of time you consume it.
- Most of the studies have been done with 10 mg/day of lutein, which is the same amount being used in the AREDS2 study. The Lutein Antioxidant Supplement Trial (LAST), a study published by Dr. Stuart Richer, a leading researcher in this area, used a dose of 10 mg of lutein per day. The study lasted 12 months. Dr. Richer found a direct up-sloping graph of increasing macular pigment density for the whole 12 month period, it did not peak. This indicates that the macular pigment density never achieved maximum levels, which means the patients never attained maximum treatment. If the study had used 20 mg of lutein per day, the macular area would have possibly attained a higher macular pigment density more rapidly (more up-sloping graph). This would imply the disease process would have been arrested more quickly and the treatment would have been more effective. Further studies are needed to clarify concept.

### Price Increase: "Effective with new labels"

- These product modifications and the addition of new nutrients will require a price increase due to the increased cost of manufacturing.

### AREDS/AREDS2 National Institutes of Health (NIH) Studies

- The Age-Related Eye Disease Study (AREDS) published in 2001 was a groundbreaking study that created the foundation for treating macular disease with supplements.
- The information from that study continues to be scrutinized and updated.
- Further research has shown that beta-carotene, one of the original components of AREDS, is not involved in macular disease and therefore not needed in an ocular supplement.
- The high amount of zinc used in the original AREDS caused some serious side effects, sometimes requiring hospitalization. Researchers are now questioning the high amount of zinc and many feel the high amount may not be necessary. The Upper Tolerable Limit of Zinc is 40 mg/day.
- Several new scientific studies have shown Lutein and Zeaxanthin, pigments found in the macular area, along with the Omega-3 fatty acids EPA/DHA are helpful in macular disease.
- The National Institute of Health (NIH) Age-Related Eye Disease Study 2 (AREDS2), currently in progress, is testing Lutein (10 mg/dose), Zeaxanthin (2 mg/dose), Omega-3 fatty acids EPA/DHA (1,000 mg/dose), no beta-carotene, and reduced amounts of zinc (25 mg/dose) to determine if they can help prevent macular degeneration from developing into the later stages of the disease.



#### MedOp, Inc.

630 Brooker Creek Blvd., Suite 350 · Oldsmar, FL 34677  
 Phone: 1-888-290-6294 · Fax: 1-888-910-9900 ·  
 web: www.medop.com · email: sales@medop.com

If you have any questions or need additional information, please contact one of our Customer Service Representatives Toll Free at:

**1-888-290-6294**