

# Kinohimitsu EyeBright

*An instant wake-up call for your eyes*



# Proprietary Notice

KINOHIMITSU

The copyright in this work is vested in Kino Brands Pte Ltd. The recipient, must not reproduce or use the work either in whole or in part or for tendering, manufacturing purposes or any other purpose without obtaining Kino Brands Pte Ltd's prior agreement or consent in writing. A further condition of such reproduction or use is that this notice must be included in the reproduction or use.

This work also contains proprietary information belonging to Kino Brands Pte Ltd. This confidential information is to be used by the recipient only for the purpose for which it is supplied. The recipient must therefore obtain Kino Brands Pte Ltd's consent in writing before the recipient or any other person communicates any information (whether orally or in writing or any other manner whatsoever) on the contents or subject matter of the work or part thereof to any third party. The third party to whom the communication is made includes an individual firm or company or an employee or employees of such a firm or company.

The recipient further acknowledges that Kino Brands Pte Ltd has copyright in the work. The recipient manifests, by its receipt of the work, its acknowledgment of Kino Brands Pte Ltd's copyright in the work, its acceptance that the work is confidential information, and its compliance with the terms contained in this notice.

© **Copyright** 2015 Kino Brands Pte Ltd. This document contains proprietary information, which is protected by copyright. All rights are reserved. No part of this document may be photocopied, reproduced or translated to another language without prior consent of Kino Brands Pte Ltd.



**Product Name:** Kinohimitsu EyeBright

**Benefits:**

- Combats free radicals and filter damaging blue light.
- Improves the condition of eye problems.
- Relieves tired eyes and reverses dry eyes syndrome.
- Promotes focusing.
- Keep eyes fresh and bright all day long.

**Key Ingredients:**

FloraGlo® Lutein, DHA, Lycopene, Purple Rice Extract, Beta-carotene, Maqui Berry

# The Importance of Vision Health

**“Your eyes not only affect how you see, but how you feel.”**

Caring for your vision can lead to a better quality of life. **Your eyesight impacts your performance at work, school, and home.** When your vision health is at its best, you perform better in all aspects of your life.

However, over time free radicals and environmental exposure such as blue light could damage of eyes, leading to premature macula degeneration and other eye discomforts such as chronic dryness and red veins; similarly eye fatigue may link to symptoms like dark eye circle and eye puffiness. Not to mention, eye strain also leads to headaches, fatigue, and other discomforts that keep you from feeling your best.

# Understanding Your Eyes

Did you know as you age your eyes can lose vital nutrients?

## CONJUNCTIVA

Certain nutrients may help maintain the tear film and eyes moisture

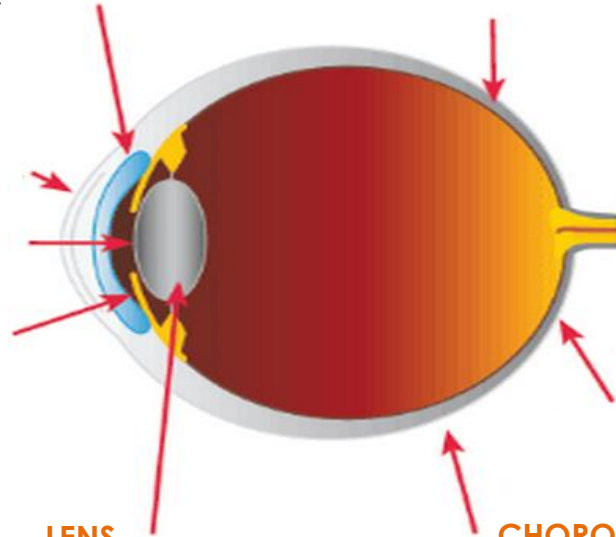
## MACULA

Antioxidants, including lutein & zeaxanthin, in the macula may help to maintain eye health as we age.

## CORNEA

## PUPIL

## IRIS



## OPTIC NERVE

Vitamins B1, B2, B6 & B12 are essential to the optic nerve.

## RETINA

Vitamin A & zinc are well known to help maintain the health of the retina.

## LENS

Vitamin E & C may help protect the lens. Vitamin C is concentrated in the aqueous humour.

## CHOROID

Antioxidants help to maintain integrity of choroidal blood vessels.

# What Your Diet May Be Missing?

## Eye healthy foods

- Many dark leafy greens and brightly colored vegetables are rich in **Lutein**.
- Oil-rich fish such as tuna and salmon along with nuts and fortified eggs are an excellent source of **DHA**.
- Unfortunately, many of us, **especially children and elderly**, do not consume enough of these eye-healthy foods in our daily diets.

**So, how much would you have to eat per day...**

..... to equal the amount of **Lutein** in 1 sachet of **Kinohimitsu EyeBright**

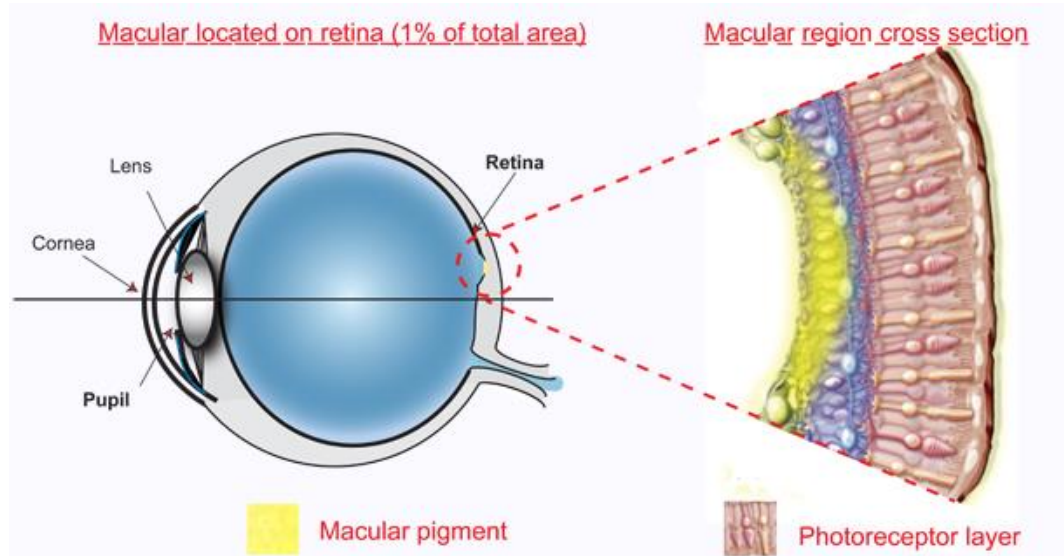


# EYEBRIGHT

For Your Vision Health

## What is Lutein?

Lutein is a xanthophyll and one of 600 known naturally occurring carotenoids. It is naturally deposited as a protective layer in the macula, a small spot in the back of the eye responsible for central vision. This layer, known as macular pigment, works like internal sunglasses inside your eyes protecting them from damaging light.





# Key Ingredients

# KINOHIMITSU

## PROTECT



Combats free radicals and filters damaging blue light to protect retina and optic nerves.



## MAQUI BERRY EXTRACT

The rich content of anthocyanin, particularly delphinidin, is excellent in preventing degenerative conditions of eyes by inhibiting light-induced damage on retina.

## STRENGTHEN



## PURPLE RICE EXTRACT

( Patents: JP 2012-062258; JP 2012-036146; JP 2004-099578 )

The anthocyanin content is able to reduce eyes fatigue and effective for improving visual acuity.



## NOURISH

## LYCOPENE (TOMATO EXTRACT)



The best inner moisturiser to relieve eye dryness and restore charming blink in eyes.

## BETA-CAROTENE (DUNALIELLA)



Improves the eye conditions such as poor night vision, dry eyes, eyes inflammation and reduces the risk of age-related macular degeneration (AMD).

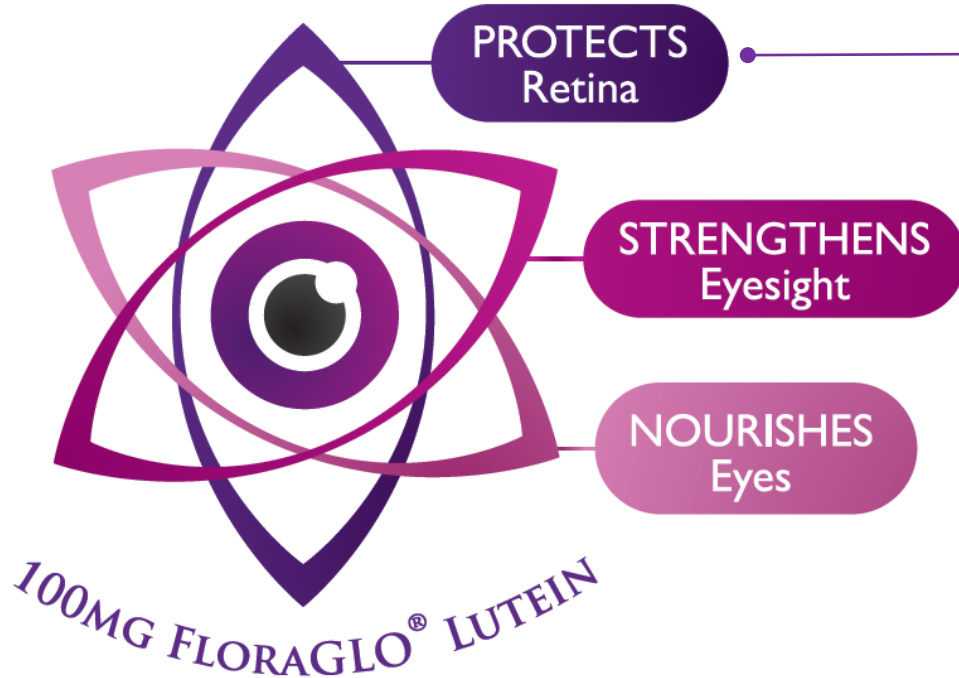
## DHA (ALGAE)



Ensures retina functions properly and able to reverse the symptoms of dry eye syndrome.

# How does it work?

~ The 3 main functions

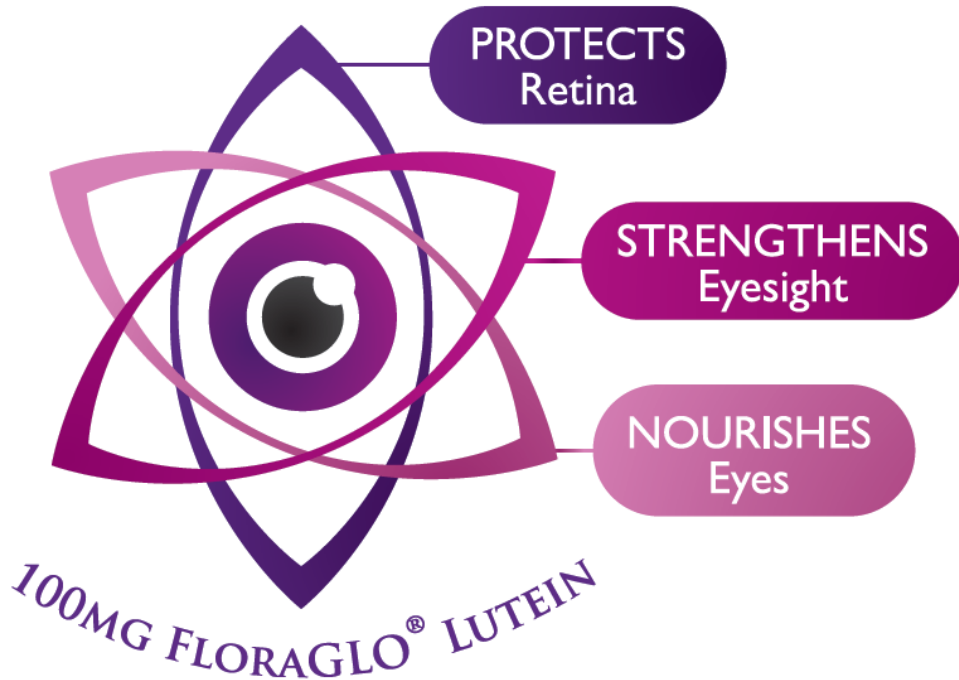


## PROTECT

FloraGLO® Lutein and Maqui Berry protect retina and ocular tissues to prevent age-related macular degeneration (AMD) and cataracts.

# How does it work?

~ The 3 main functions

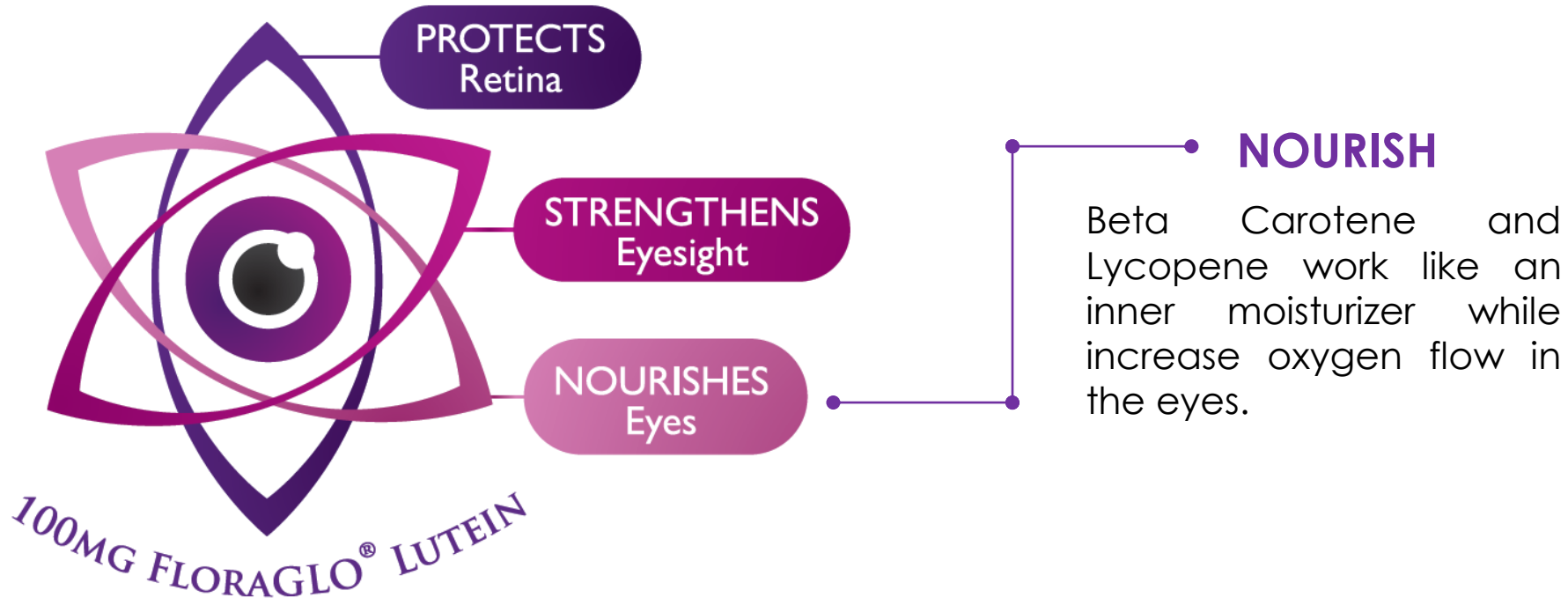


## STRENGTHEN

Purple Rice Extract and DHA helps to strengthen the optic nerve tissue and maintain the major antioxidants in the lens of the eye.

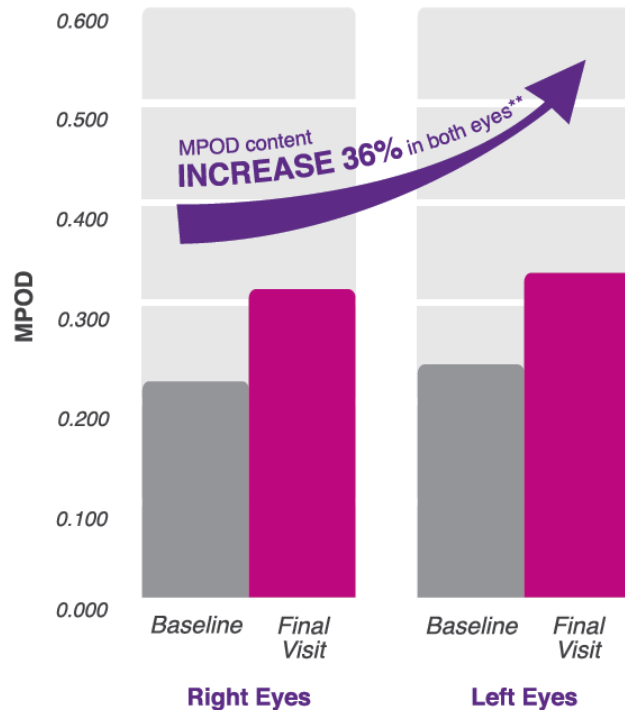
# How does it work?

~ The 3 main functions



## Clinically Proven

Evidence continues to accrue that lutein plays an important role in health. A total of 29 studies have been completed in human using FloraGLO® Lutein. These studies have been published in scientific journals, suggesting consumption of FloraGLO® may provide significant benefits to the eyes.



**36%**  
**MPOD content**

The study showed a 36% (mean) increase of MPOD in both eyes after the subjects have taken 10mg FloraGLO® Lutein daily over a period of 12 months.

\*\* Reference:

Richer, S. *et al.* (2004). Double-masked, placebo-controlled, randomized trial of lutein and antioxidant supplementation in the intervention of atrophic age-related macular degeneration: the Veterans LAST study (Lutein Antioxidant Supplementation Trial)", *Optometry*, Vol. 75, no. 4, pp. 216-230.

# Who should take?



All age group



Dry / fatigue  
eyes



Farsightedness /  
nearsightedness



Contact lenses  
user



Poor night  
vision



Long hours  
driving



Long hours  
reading



Prolonged  
exposure to  
sun



Prolonged  
exposure to  
electronic devices

# Unique Selling Point



## EYEBRIGHT

### Hassle-free

Perfect, high strength formula;  
just 1 sachet per day

---

### Easy Consumption

Easily dissolve in the mouth  
with delicious taste

---

### 100% Plant Source

Suitable for vegetarian

VS



## Eye Formula In The Market

Multiple softgels  
per day

---

Difficult to swallow or  
possible of choking

---

Animal-derived gelatin

# THE SPECIALITY OF KINOHIMITSU EYEBRIGHT



**Advanced Technology**  
Quick dissolve  
granules



**High  
Antioxidants**



**Comprehensive  
Formula**

- 100mg FloraGLO® Lutein
- DHA
- Lycopene



1 sachet is equivalent to  
**17 CUPS**  
of spinach



**Patented  
Ingredient**

# KINOHIMITSU





# Recommended Consumption

## Usage:

Take 1 sachet a day before breakfast.  
Consume directly or mix with 50ml water.

Serve with a chilled water for delicious taste.



**For kids:**  
Consume directly for fun and richer mouth feel.



**Thank you!**