

A large background image of a woman with dark hair, smiling and covering her eyes with her hands. The image is in black and white, except for her eyes which are in color. Decorative pink and blue wavy lines are in the top right and bottom left corners.

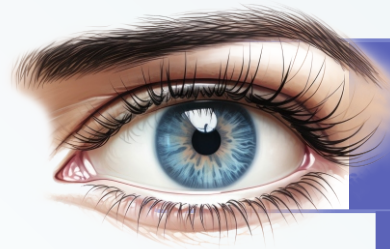
BLUE LIGHT

Silently Strains The Eyes



 **OPTIVITPLUS**

Carotenoids Act As Nature's Shield, Softening Blue Light's Impact On The Eye



MACULAR CAROTENOIDS

(Lutein, Zeaxanthin, and Meso-zeaxanthin)



**Antioxidants Eliminate
ROS Oxidative Stress**

Reduces Protein, Lipid, DNA damage

**Cellular
Damage**



**Reduces
Light Exposure**

Blue Light Filter

Apoptosis

UV, Visible Light Filter

**Activation of
Photoreceptors
e.g. Lipofuscin,
Rhodopsin**



All Eyes On Vision Health

Nutrition solutions are targeting unique challenges to EYE HEALTH from the BLUE LIGHT of ubiquitous screens. More than 2.2 billion people around the world have a near or distance vision impairment, according to the World Health Organization. In about half of those cases, impairment could have been prevented or hasn't yet been addressed.

B.L.U.E.(Blue Light User Exposure)



Causes Loss of Eye sight.

1. Age-related macular degeneration.
2. Blue light, technically high energy vision lights (HEV) is in violet/blue band of visible spectrum, can cause inflammation and damage, causing cataracts, causing retina related muscular degeneration.
3. Digital effects, Blue light, LED light, Computer monitors, cell phones, TV screens. UV rays, increased use of mobile phones, computers, and tablets, Esports, Gaming, Pollution.
4. Reduced. Immune function causing fatigue. & other Ocular discomforts.

OPTIVIT PLUS OFFERS NUTRITION SOLUTIONS FROM B.L.U.E.(Blue Light User Exposure)

- This formulation is designed to provide targeted antioxidant support and nutritional protection for the retina, macula, and overall visual function.
- The key actives work synergistically to address oxidative stress, phototoxicity, vascular health, and neuroprotection, all of which are central to preserving vision.

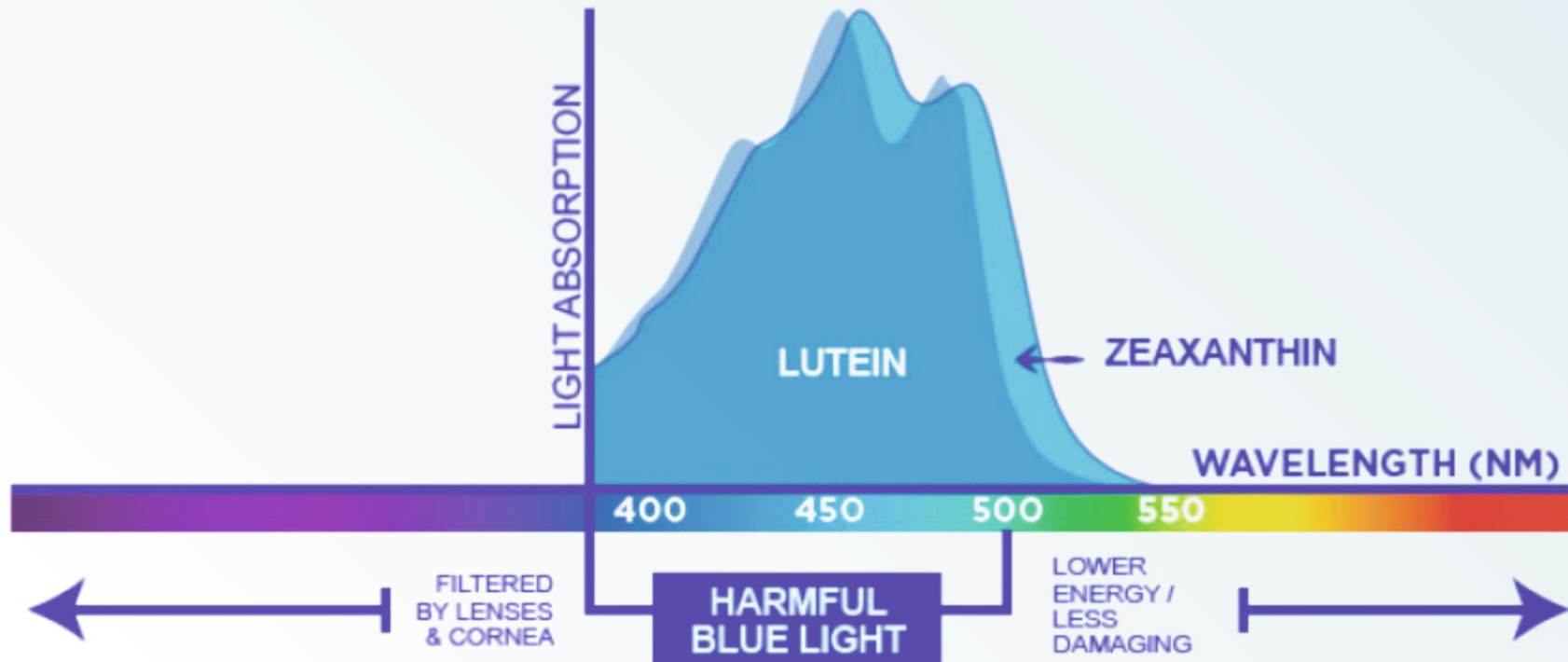


Lutein (10 mg) & Zeaxanthin (5 mg)

- These are **primary macular pigments concentrated in the fovea.**
- These antioxidants **protect the eyes by filtering harmful blue light.**
- Clinical studies show **benefits against digital eye strain, fatigue, headache, and glare.**
- They reduce photoreceptor oxidative stress, and improve macular pigment optical density (MPOD).

Astaxanthin (4 mg)

- **Potent antioxidant with high singlet oxygen quenching activity.**
- Demonstrated **benefits in visual fatigue, ocular surface health, and tear film stability.**
- Improves **retinal blood flow and reduces oxidative injury to photoreceptors.**
- **Reduces depression, fatigue, and improve blood flow.**
- It protects red blood cells from oxidative damage and lipid peroxidation.
- Improves blood circulation that may relax eye muscles like the ciliary and sphincter pupillae muscles.



UVA rays are closer to visible light rays and have lower energy than UVB and UVC rays. UVA rays can still pass through the cornea and reach the lens and retina inside the eye and overexposure to UVA rays may cause damage to the retina. It has been linked to the development of cataracts and macular degeneration.

UVB is the type of ultraviolet radiation that can cause direct damage to the eyes, leading to both short-term problems like photokeratitis (a painful sunburn of the eye) and long-term issues such as cataracts and macular degeneration. Protection from both UVA and UVB rays is crucial for maintaining good eye health, which can be achieved by wearing sunglasses that block 100% of UV rays and other protective gear like hats.

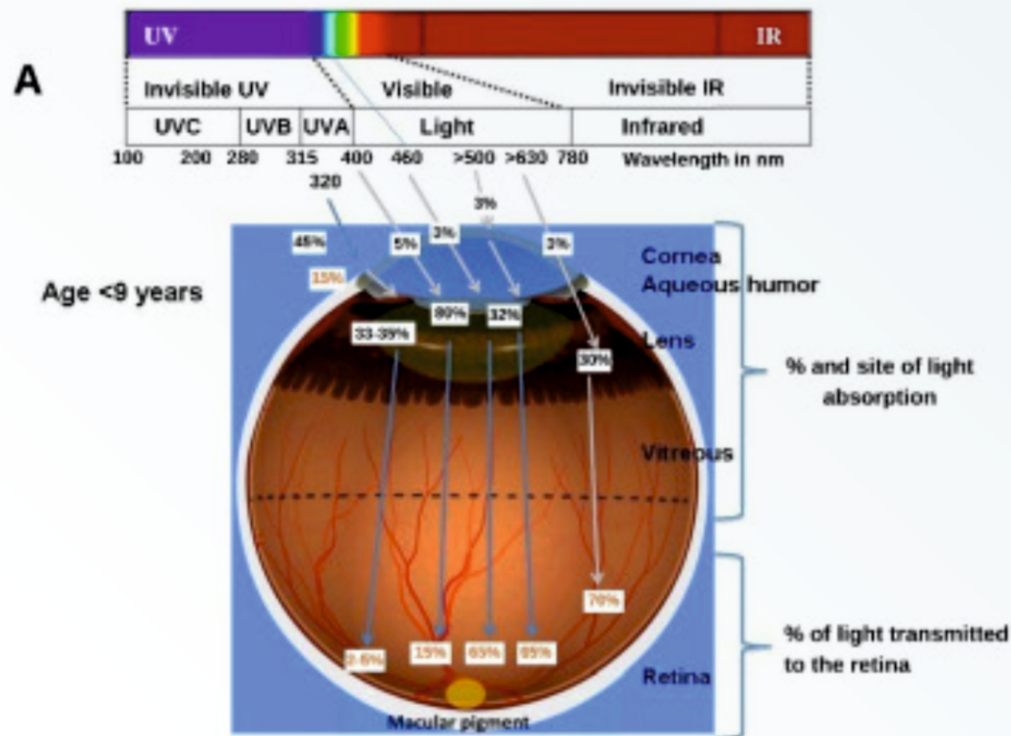


UVC radiation poses a significant risk to the eyes, with acute exposure causing painful, temporary damage to the cornea known as **photokeratitis ("sunburn of the eye")**. While most solar UVC is blocked by the ozone layer, artificial sources like germicidal lamps and welding torches are a concern.

OPTIVITPLUS Offers Nutrition Solutions From Blue Light of Ubiquitous Screens



blue-light; brain development; carotenoids; cognitive function; eye development; lutein; macular pigment; nutrition; oxidative stress; visual function; zeaxanthin.



B

Wavelengths transmission	UVA	Blue Light (400 – 500 nm)	
		400nm	460-480nm
Population			
Children <9y	2-5 %	15%	65%
Children ≥10 years old up to young adulthood	1-2%	15%	60%
Adults 60-70 years old	1-2%	1%	40%

Moukarzel AA, Bejjani RA, Fares FN. J Med Liban. 2009 Oct-Dec;57(4):261-7. PMID: 20027805 Review.



Blue-light reflectance imaging of macular pigment in infants and children.

Bernstein PS, Sharifzadeh M, Liu A, Ermakov I, Nelson K, Sheng X, Panish C, Carlstrom B, Hoffman RO, Gellermann W.

Invest Ophthalmol Vis Sci. 2013 Jun 10;54(6):4034-40. doi: 10.1167/iovs.13-11891. PMID: 23652486

OPTIVITPLUS Offers Nutrition Solutions From Blue Light of Ubiquitous Screens

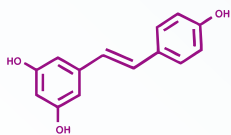


Targeted Carotenoids + Antioxidant Support for Vision Preservation



DHA (60 mg)

- DHA is an essential structural component of the retina, vital for clear vision and healthy eye function.
- It protects retinal cells from oxidative stress and supports long-term eye health, reducing the risk of age-related conditions.
- Enhances photoreceptor resilience, supports membrane fluidity, and reduces apoptosis under oxidative stress.



Resveratrol (5 mg)

- Polyphenol with antioxidant, anti-inflammatory, and anti-angiogenic effects.
- Shown to protect retinal ganglion cells (RGCs) and preserve retinal thickness in glaucoma and ischemia-reperfusion models.



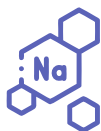
Zinc (13.2 mg) & Copper (1.6 mg)

- Zinc supports retinal enzyme function, macular health, and antioxidant activity.
- Copper inclusion prevents depletion induced by high zinc intake.



Tocotrienol (12.5 mg)

- Tocotrienols are a less common, unsaturated form of Vitamin E.
- Tocotrienols are structurally distinct with a more flexible side chain.
- They exhibit unique benefits, such as superior hypocholesterolemic and neuroprotective properties.



Sodium

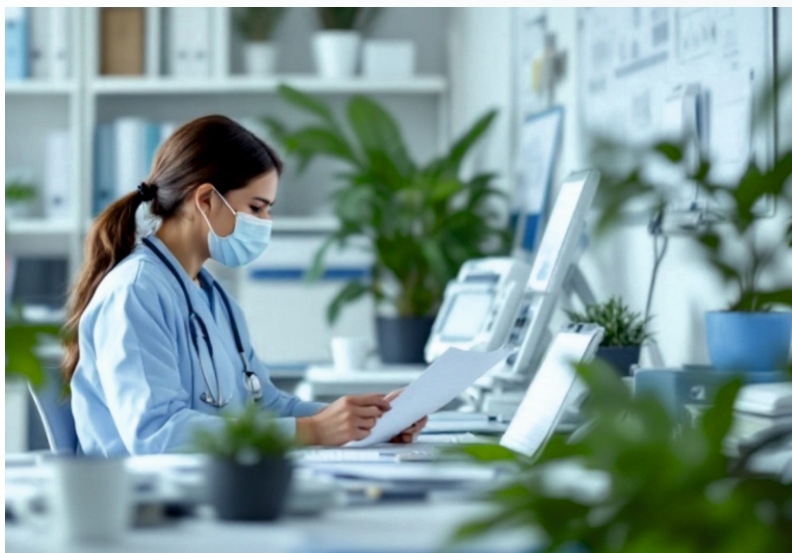
- Sodium plays an essential role in ocular physiology, contributing to tear film osmolarity, corneal hydration, and retinal signal transduction.



Clinical Indications:

This product may be considered as supportive nutritional therapy for:

- **Age-related macular degeneration (AMD):** Reduces risk of progression in at-risk patients.
- **Digital eye strain / visual fatigue:** Particularly in high screen-time individuals.
- **Ocular surface disease (dry eye):** Supports tear stability and reduces oxidative inflammation.
- **Retinal oxidative stress states:** e.g., glaucoma, diabetic retinopathy (adjunctive support).
- **Healthy aging of the eye:** Preservation of visual acuity, contrast sensitivity, and macular integrity.



Nutrient	Amount per Serving	% RDA per Serve*
Sodium	2.50 mg	0.13%
Astaxanthin (Haematococcus pluvialis)	4 mg	-
Zinc (as Zinc oxide)	13.2 mg	77.65%**
Resveratrol	5 mg	-
Lutein (as Lutein ester)	10 mg	-
Copper (as Copper oxide)	1.6 mg	94.12%**
Tocotrienol	12.5 mg	-
Docosahexaenoic acid (DHA)	60 mg	-
Zeaxanthin	5 mg	-

*Per serve % contribution on the basis of 2000 kcal energy for average adult.

** %RDA calculated basis ICMR guidelines for men.

Manufactured and Marketed by



Xena Bio Herbals Pvt. Ltd.,
3-6-294, Hyderguda, Hyderabad-500029, TS, India.
+91 40 2326 6112
prem@xenabioherbals.com
sales@xenabioherbals.com
www.xenabioherbals.com



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