

## **Think Healthy Eyes Think ICaps®**

ICaps from Alcon Laboratories, the world's largest eye-care company, is a dietary supplement for the maintenance of healthy eyes and good visual function. It is the most frequently recommended supplement by UK ophthalmologists\*.

ICaps is a specialised, comprehensive formula of antioxidant vitamins, minerals, and carotenoids which are important to vision. ICaps contains lutein and zeaxanthin, nutrients that occur naturally in the macula and which help to protect the eye by reducing oxidative stress and absorbing damaging blue light. ICaps are recommended by ophthalmologists, opticians and nutritionists to promote healthy eyesight. Research has shown that these natural carotenoids, found in green, leafy vegetables such as spinach, broccoli and cabbage may have a positive effect on the macula and ocular health, particularly in people aged over 40 years.

Many supplements contain 100% RDA (Recommended Daily Amount) of vitamins and minerals which may be sufficient to avoid deficiency but these levels are possibly too low to have a positive effect on eye health. ICaps contains high potency antioxidants, vitamins and zinc at concentrations deliberately set above the RDA to provide maximum benefit. Studies suggest doses above the RDA may be necessary to have any positive effect on eye health.

### **ICaps**

#### **What makes it different?**

- Contains Lutein and Zeaxanthin, natural antioxidants concentrated in the

macula

- Sustained release formula for improved absorption and less stomach upset
- Contains zinc, an important mineral found in high concentrations in healthy eyes
- Uses zinc acetate, one of the better tolerated sources of zinc
- Provides other essential vitamins and minerals important for good visual function
- Compensates for dietary deficiency – positive measures to promote eye health include eating five portions of green vegetables a day – a quantity which is difficult to achieve.
- ICaps has proven bioavailability equivalent to four portions of fruit and vegetables per day and can help bridge the gap caused by diet deficiency.

ICaps retail at £9.95 for a one-month pack of 60 tablets.

ICaps are not recommended for Children or in Pregnancy.

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\* Ocular Nutrition research for Alcon Laboratories November 2004