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FOR IMMEDIATE RELEASE

## **ScienceBased Health Announces Ocular Nutrition Clinical Advisory Panel Optometric Experts Support Company's Initiatives to Elevate the Importance of Nutrition in Eye Care**

Houston, TX – April 8, 2015 – ScienceBased Health (SBH), a leading provider of premium nutraceuticals for eye health, today announced the formation of its Clinical Advisory Panel—experts in optometry who will support the Company's continued efforts to build awareness among eye care professionals of the many benefits of good nutrition for visual health.

Founded by ophthalmologists and optometrists in 1997 to address a need for high-quality, evidence-based nutritional supplements, SBH was the first nutrition company exclusively focused on visual health to gain traction in the ophthalmic market.

"We are thrilled to have on board such accomplished and respected optometric leaders to support our educational initiatives and help us shape new offerings for the optometric market," said Alain Magro, president & CEO, ScienceBased Health.

Joining the Clinical Advisory Panel are: **Douglas K. Devries, OD**, co-founder, Eye Care Associates of Nevada; **Steven G. Ferrucci, OD, FAAO**, chief of optometry and residency director, Sepulveda VA Ambulatory Care Center and Nursing Home and Professor, Southern California College of Optometry at Marshall B. Ketchum University; **Katherine M. Mastrolta, MS, OD, FAAO**, center director of Omni Eye Surgery, New York City, NY; **Jim Owen, OD, FAAO**, director, Encinitas Eye, Encinitas, CA and vice president, business development, nJoy Vision; **Diana Shechtman, OD, FAAO**, professor of optometry at Nova Southeastern University College of Optometry; **Kirk L. Smick, OD, FAAO**, chief of primary care services, Clayton Eye Center, Atlanta, GA; **William Townsend, OD, FAAO**, adjunct professor, University of Houston College of Optometry and president of the Ocular Surface Society of Optometry; and **Walter O. Whitley OD, MBA, FAAO**, director of optometric services, Virginia Eye Consultants, Norfolk, VA.

New Clinical Advisory Panel members join long-standing SBH optometric advisor **Paul M. Karpecki, OD, FAAO**, head of The Ocular Surface Disease Clinic and Director of Clinical Research, The Koffler Vision Group, Lexington, KY.

"I joined SBH's Clinical Advisory Panel because I am impressed with the evidence-based approach in their decision-making processes and product philosophies," said Steven Ferrucci, OD, FAAO. "They carefully analyze relevant studies and rely on the strength of the science to guide their product portfolio. They are also proactive and forward-thinking, rather than

reactionary, which is invaluable in an industry that can be confusing to navigate.”

“Having served as an advisor to SBH for many years, what has most impressed me is their ability to incorporate the best science into nutritional formulations that support patients with a vast array of ocular and systemic health concerns,” said Paul Karpecki, OD, FAAO. “HydroEye is one example that has truly provided a substantial clinical benefit for my dry eye patients.”

The Clinical Advisory Panel will complement the work of SBH's Scientific Advisory Board, which is an integral part of the company's commitment to offer evidence-based products and pursue clinical testing of those products.

SBH Scientific Advisory Board members include: **Ike K. Ahmed, MD, FRCSC**, assistant professor, Department of Ophthalmology, The University of Toronto; **Paul S. Bernstein, MD, PhD**, associate professor of ophthalmology and visual sciences, Retina Division, Moran Eye Center, University of Utah School of Medicine; **Jeffrey B. Blumberg PhD, FACN, FASN, CNS**, professor, Friedman School of Nutrition Science and Policy and Director, Antioxidants Research Laboratory, Jean Mayer USDA Human Nutrition Research Center on Aging, Tufts University; **Alon Harris, MS, PhD, FARVO**, professor of ophthalmology and cellular & integrative physiology, Indiana University School of Medicine; **Douglas S. Koch, MD**, professor and The Allen, Mosbacher, and Law Chair in Ophthalmology, Cullen Eye Institute, Baylor College of Medicine; **Paul S. Koch, MD**, medical director, Koch Eye Associates; **Kelly K. Nichols, OD, MPH, PhD, FAAO**, dean, University of Alabama at Birmingham School of Optometry; **Lisa C. Olmos de koo, MD, MBA**, assistant professor of ophthalmology, Division of Vitreoretinal Surgery, University of Southern California’s Keck School of Medicine, Los Angeles; **Stephen C. Pflugfelder, MD**, director, Ocular Surface Center, Cullen Eye Institute, Baylor College of Medicine; and **John D. Sheppard, MD, MMSc**, ophthalmology program director, Eastern Virginia Medical School, clinical director of the Thomas R. Lee Center for Ocular Pharmacology and President, Virginia Eye Consultants.

### **About ScienceBased Health**

ScienceBased Health®, a privately held company founded in 1997, develops and markets evidence-based nutraceuticals for eye health. The Company’s formulations include: **HydroEye®**, a clinically tested, patented oral formulation for dry eyes; **OcularProtect®**, a comprehensive multinutrient for eyes and overall body health; **MacularProtect Complete® AREDS2**, a powerful formulation to preserve macular and whole body health, based on AREDS, AREDS2 and other advanced research; **OmegaAdvance®**, a premium quality omega-3 supplement; **Optic Nerve Formula®**, a powerful formulation to protect optic nerve health; **DiaVis®**, a specialized formulation to support retinal circulation; and other high quality products. The formulations are based on the latest science, made from premium ingredients and manufactured according to highest quality standards in NSF® certified facilities. For more information, contact ScienceBased Health at: (888) 433-4726 or visit: [www.SBH.com](http://www.SBH.com)

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