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## **SCIENCEBASED HEALTH ANNOUNCES NEW OPTOMETRIC ADVISORY BOARD TO EXPAND AWARENESS OF NUTRITION'S ROLE IN EYE CARE IN OPTOMETRY MARKET**

**New York, NY – Vision Expo East – March 18, 2010** – ScienceBased Health (SBH), a leading provider of premium nutraceuticals for eye health, today announced its new Optometric Advisory Board.

The company is pleased to welcome to its Optometric Board **Kenneth Daniels, OD, FAAO**, Adjunct Assistant Clinical Professor in the Centers for International Studies and National Eye Institute Clinical Investigator at the Pennsylvania College of Optometry; **Paul Karpecki, OD, FAAO**, Research Director, Corneal Services and Ocular Disease, Koffler Vision Group, Lexington, KY; **Jim Owen, OD, FAAO, MBA**, Optometric Director, Alvarado Eye Associates, Encinitas, CA; **Peter Shaw-McMinn, OD**, Assistant Professor of Clinical Studies, Southern California College of Optometry and Senior Partner, Sun City Vision Center; and **Kirk Smick OD**, Chief of Primary Care Services, Clayton Eye Center, Atlanta, GA.

The Optometric Advisory Board will help guide the company's expanded educational focus in the optometry market and work together with SBH's Scientific Advisory Board on other initiatives. The company's Scientific Advisory Board includes: **Paul S. Bernstein, MD, PhD**, Associate Professor of Ophthalmology and Visual Sciences in the Retina Division at the Moran Eye Center, University of Utah School of Medicine; **David S. Boyer, MD**, Senior Partner, Retina-Vitreous Associates Medical Group; **Anne Coleman, MD, PhD**, Professor of Ophthalmology in the Jules Stein Eye Institute of the David Geffen School of Medicine at UCLA and Professor of Epidemiology, UCLA School of Public Health; **Douglas S. Koch, MD**, Professor and The Allen, Mosbacher, and Law Chair in Ophthalmology, at the Cullen Eye Institute, Baylor College of Medicine. **Paul S. Koch, MD**, Medical Director of Koch Eye Associates; **Stephen C. Pflugfelder, MD**, Director, Ocular Surface Center, Cullen Eye Institute at Baylor College of Medicine; and **John D. Sheppard, MD, MMSc**, Ophthalmology Program Director at Eastern Virginia Medical School, Clinical Director of the Thomas R. Lee Center for Ocular Pharmacology and President of Virginia Eye Consultants.

SBH has been partnering with optometrists and ophthalmologists since 1997, providing evidence-based nutritional formulations, education and practice support. With the support of its new Optometric Advisory Board, SBH is looking to expand its educational initiatives in the optometric market.

“For the past 13 years, SBH has been a leader in the field of nutrition and eye health,” said Alain Magro, president of ScienceBased Health. “We began educating eye care practitioners on the



role of nutrition in eye health at a time when there wasn't much awareness about its benefits. Optometrists have been taking a broader and more proactive role in managing their patients' visual health needs. As a result, there has been tremendous growth in the number of optometrists recognizing the important role of nutrition in enhancing patient care. We are thrilled to welcome our new advisors, who will assist us as we increase our level of educational support to the optometric market.”

"Our practice has been working with SBH for over ten years with excellent patient satisfaction," said Kenneth Daniels, OD, FAAO. "After researching the many ophthalmic-based nutritional companies, we found SBH to have the most scientific approach, to be the most proactive in updating its formulations based on new research, and to offer an excellent ongoing practitioner and patient support system.”

“SBH provides the entire nutrition solution for a patient's visual needs,” said Paul Karpecki, OD, FAAO. “The formulations are based on sound scientific research around various eye-related conditions, including dry eye, macular degeneration, glaucoma, and diabetes. The company offers a convenient delivery system to enhance patient compliance as well as excellent support to help busy practitioners offer this important value-add service to their patients in the most efficient manner.”

#### **About ScienceBased Health**

ScienceBased Health, a privately held company, develops and markets evidence-based nutraceuticals for eye health. The formulations, created by leading physicians, nutrition scientists and researchers, are based on the latest scientific research and are recommended by thousands of ophthalmologists and optometrists nationwide. The Company developed **HydroEye®**, a patented, oral formulation for dry eyes; **OcularProtect®**, a comprehensive multinutrient for eyes and overall body health; **MacularProtect Complete®** and **MacularProtect Complete®-S**, powerful formulations, based on AREDS and other advanced research, to preserve macular and whole body health; **DiaVis®**, a formula to protect eyes and overall body health of those with diabetes; and **Optic Nerve Formula®**, a powerful formulation to protect optic nerve health; and other high quality products for eye and body health. The products are made from premium ingredients and manufactured according to highest quality standards in NSF-certified facilities. SBH formulations are available through eyecare practitioners who distribute the products or directly from SBH by calling: 888.433.4726 or visiting [www.sciencebasedhealth.com](http://www.sciencebasedhealth.com).

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