

NATURAL EYE CARE *and you*

HEALTHY
EYES
FOR A
Lifetime

PROTECT
THE
*Eyes &
Vision*

FIGHT
Allergies
THE
NATURAL
WAY

FIND
RELIEF
FROM
*Dry
Eyes*

Q&A

With

Dr. Elise Brisco

"I Want My Patients
to Learn About
Natural Eye Care
From Me"

Ask your
doctor about
natural eye care

Waiting Area Copy

Go from “Arrghh” to “Ahhh!”

The environment can be tough on the eyes. Whether your eyes feel dry, irritated, itchy or red from dryness, allergies or even fatigue, there are natural treatments that can help you and every member of your family.



www.NaturalEyeDrops.com

"Eyes are the most sensitive and fragile of all our organs. Our vision, the most valuable of senses."
—Brian Banks

Ohhh, My Eyes!

By Brian Banks, President

Whether your "ohhh, my eyes" is an expression of dryness, redness, itchiness, floaters or even a vision-related issue, when your eyes aren't feeling their best, chances are that you aren't either. But there

are natural ways to handle symptoms so that your eyes are stronger or more comfortable. That leaves you more able to enjoy the things you love without having to think about how your eyes feel.

In this issue, you'll read about some of the science behind homeopathy and nutraceuticals, especially for conditions like dry eyes, allergies, cataracts and floaters—those little squiggles that appear in some people's field of vision. You'll also read how natural eye care can help every member of your family—including your family pet!

It's no surprise that health care professionals are becoming more interested in natural wellness and prevention of diseases. Our goal is to help doctors to deliver expert natural eye care to their patients. *



Natural Ophthalmics President Brian Banks outside the company's Dillon, Colorado, headquarters

In Memory of Dr. Robert Black *Advocate of Natural Eye Care and Co-founder of Natural Ophthalmics*

The field of natural eye care owes a huge debt of gratitude to Dr. Robert Black. His recent passing leaves a gap in the industry, but his inspiration is lasting. Dr. Black spent his very successful career on the outskirts of a blue-collar, economically challenged town.

As he often explained, he was successful because "my patients' eyes brought them to me, but I not only took care of their eyes, I also took care of their 'whole person.' I studied about the various options to handle the many conditions they faced. I built a large network of natural and integrative doctors, and I always referred them to what I knew to be their best options for improving their lives." He will be greatly missed. *

Advisory Board

The Natural Ophthalmics Advisory Board brings more than 250 years of medical and business experience to the goal of helping doctors deliver expert natural eye care.

Robert Abel, Jr., MD	Edward Kondrot, MD, CCH,
Jeffrey R. Anshel, OD	Co-founder
Elise Brisco, OD, FAAO, FCOVD, CCH	Richard Lackey, CPA, CFP
E. Michael Geiger, OD	Kem Swarts, JD
Edward Glinski, DO, MBA, CPE	Harvey Yamamoto, OD
Marc Grossman, OD, LAc.	
Garry D. Kappel, OD, FCOVD	

Special Thanks

A special thanks goes to these optometrists who shared their stories about natural eye care in their practices.

Elise Brisco, OD, FAAO, FCOVD, CCH	Jo Ann Jeffers, OD
Steven Cantrell, OD	Susan Moss, OD
Michael Dunn, OD	Suzanne Offen, OD, FCOVD

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Table of Contents

Natural Eye Care—What's in a Name?	4
How Does Homeopathy Relate to Conventional Drugs and Herbs?	5
Stop Reaching for the Artificial Tears.....	6
Symptoms of Dry Eye.....	7
Prevent or Slow Down Cataracts and Improve Vision Naturally	7
Itching for Relief.....	8
<i>An Interview With Dr. Elise Brisco—</i>	
<i>"I Want My Patients to Learn About Natural Eye Care From Me" ...</i>	10-11

Dry Eyes
p. 6

Allergies
p. 8

**Natural
Eye Care
for Every
Member of the
Family**

Natural Eye Care for the Littlest Eye	12
Slowing Down Nearsightedness in Children.....	13
Don't Forget the Sunglasses	13


<i>A Lifetime of Vision:</i>	
Keep Your Eyes Healthy and Comfortable.....	14
I Need Longer Arms.....	15
And Toto, Too	15

Children
p. 12

Pets
p. 15



Natural Eye Care: What's in a Name?



The interest in natural health, complementary medicine and wellness is high in this country, with one-third of U.S. adults using complementary health approaches in 2012, according to a survey by the National Center for Complementary and Integrative Health, a division of the National Institutes of Health.

More than 85 percent of Americans use natural supplements for wellness, and more than 40 percent use these products for treating health conditions, according to the survey. According to the National Center for Complementary and Integrative Health, among people with higher levels of education and higher incomes, the percentage of users of complementary and alternative medicine is even higher. *

Natural Health and Conventional Medicine Combine

Many health consumers—and physicians—subscribe to both natural and conventional approaches, creating the specialty of integrative medicine. Integrative medicine is becoming increasingly popular in areas like pain management. A family physician may provide natural medicines and then, if needed, progress to pharmaceuticals. *



No Preservatives

Dr. Steven Cantrell, Optometrist, Webster Groves, Missouri

"Preserved over-the-counter drops often lose effectiveness within a few weeks and leave the cornea in distress. Patients are unhappy and not sure why their contact lenses are not comfortable. Natural Ophthalmics products are prescription-quality while being curative and palliative. They are designed to correct and encourage tear production and to manage chronic symptoms with no preservatives."

Effective Medicine Without Side Effects

Dr. Michael Dunn, Optometrist, Lubbock, Texas



"The biggest advantages of these products are that there are virtually no side effects and all of the eye drops can be used with or without contact lenses in place. There are no steroids in them, and they are sold only through professionals."

How Does Homeopathy Relate to Conventional Drugs and Herbs?

Homeopathy is based on observations of nature documented in writing for more than 2,000 years. It was finally developed into a formal treatment modality in the 1800s. It has withstood the test of time; being based on the laws of nature, little has been nor can be changed. There is a great deal of clinical data and many good books supporting it.

To put everything into perspective, it is good to know that there are three general types of treatments available.

- 1) Manipulative:** directly impose change on tissue or function, usually via drugs or surgery
- 2) Replacement:** replace necessary elements, such as tears, hormones or insulin
- 3) Regulatory:** prompt the body's immune or self-regulating system as with immunizations, allergy desensitization, acupuncture and homeopathy

Homeopathy works via the third process. Here's how that's different. For example, lubricant eye drops replace tears while homeopathic drops stimulate tears. Antibiotics kill bacteria while homeopathic medicines trigger stronger immune response.

Many people confuse herbal remedies with homeopathic medicines. The therapeutic mode of action of the two is completely opposite. Herbs provide a natural pharmacologic and/or nutritional effect. Again, homeopathic medicines trigger the body to respond with its own capabilities to heal or regain balance. *



A Line of Natural Products for Everyone's Eyes

Natural Ophthalmics products come in eye drops or pellets and are available only through a health care provider. There are tear stimulation eye drops, allergy drops and cataract drops. In addition, there are oral pellets for treating conditions such as floaters, eye fatigue and macular degeneration. *

Stimulate the Immune System

Dr. Jo Ann Jeffers, Optometrist,
North Myrtle Beach, South Carolina



"Homeopathy stimulates the body's immune system, so you get to the root of the cause. I ask patients to try the recommended products and come back in a month. They are almost always doing better. Homeopathic products allow your body to heal itself. They really work."

\$PENDING ON CAM*

*Complementary and Alternative Medicine

Conventional medicine out-of-pocket expenses in 2012: **\$328.8 billion**

Complementary medicine out-of-pocket expenses in 2012: **\$30.2 billion**

- Complementary practitioner visits: **\$14.7 billion**
- Nonvitamin, nonmineral natural products: **\$12.8 billion**
- Self-care purchases (homeopathic medicines, self-help materials): **\$2.7 billion**

Source: National Center for Complementary and Integrative Health

Tear Stimulation Drops Do More Than Mask Symptoms

Over-the-counter drops may mask the symptoms, but they're not making you better

Have you ever had one of those days when you feel like you are constantly reaching for a bottle of artificial tears to relieve the dryness in your eyes? Artificial tears are essentially a lubricant for the eye. Artificial tears may provide

some immediate but short-lived relief.

Tear Stimulation Drops are an ideal first line of treatment, especially before taking prescription anti-inflammatory drugs, which can suppress the immune system and cause side effects.

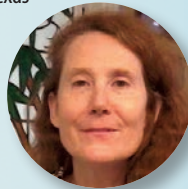
Natural Ophthalmics Drops are preservative-free and professional-quality. They're not available in drug stores because they are symptom-specific formulas and potencies. Your eye doctor will recommend the appropriate treatment for your condition. These drops are safe for children and pregnant or nursing women and don't leave you with that rebound redness effect. Even contact lens wearers can use these drops.

You can use these drops as often as necessary. You should let your symptoms be your guide. Since these drops stimulate your body's own ability to eliminate symptoms, you should use them as soon as you notice the symptoms returning. ✨

Don't Just Mask Symptoms

Dr. Susan Moss, Optometrist, Bellaire and Lubbock, Texas

"Natural Ophthalmics Tear Stimulation Drops support and stimulate the immune system rather than mask it or even suppress it. These drops are nonpreserved and do not sting, and they are great for pediatric patients. Using homeopathic drops is a total win-win. Patients get better, and the drops are a reasonable price."



Women's Tear Stimulation Dry Eye Drops

DRY EYES? TAKE THE TEST

If you answer "yes" to any of these questions, mention your symptoms to your eye care provider. Ask about Natural Ophthalmics Tear Stimulation Dry Eye Drops for Women or the Tear Stimulation Forté Drops.

1. Do you use artificial tears regularly?
2. Do your eyes feel gritty or irritated?
3. Are your eyes frequently red?
4. Do your eyes water excessively?
5. Does your vision fluctuate throughout the day?
6. Do your eyes feel tired or achy?
7. Do you feel the need to blink frequently?
8. If you wear contact lenses, do you remove them before the end of the day because your eyes are uncomfortable?

Symptoms of Dry Eye

- Tired eyes
- Red eyes
- Itchy eyes
- Gritty, scratchy or dry eyes
- Eyes that water or become sticky
- Stye or chalazion
- Blepharitis
- Fluctuating vision that goes in and out of focus



Before You Give up on Contact Lenses...



Dr. Suzanne Offen, Optometrist, Westfield, New Jersey

“Dry eye is a main reason why some people stop wearing contact lenses. There are so many causes for dry eye, and there can be different issues with the three separate layers of the tear film. Many patients don’t realize that they have dry eye until they have started on a dry eye regimen and feel the relief. For many patients, I’ll recommend Natural Ophthalmics homeopathic line of dry eye drops. I personally use the Ortho-K Thin [day-time] Drops, which I think are the greatest drops for contact lens wearers.”



Tear Stimulation Forte Dry Eye Drops

Prevent or Slow Down *Cataracts* and Improve Vision Naturally



Cataract Eye Drops and Pellets with Cineraria and Eyebright



The saying goes: if you live long enough, you will get cataracts. Why? As the crystalline lens ages, it loses flexibility and the ability to focus and then progresses to clouding, which leads to development of cataracts.

There are no blood vessels to the crystalline lens, and the lens is comprised of living cells that need oxygen, nutrients, detoxification and the free-radical-fighting heroes known as antioxidants. To transport these essential elements to the lens, the body must convert them from the blood into the aqueous, which bathes the lens and provides it with everything it needs to remain clear, flexible and healthy.

Natural Ophthalmics Cataract Eye Drops with Cineraria, also available as pellets, are thought to stimulate the transfer of these many needed elements from the blood to the aqueous to nourish the lens and support the elimination of the byproducts of cell metabolism back into the aqueous and out of the eye. If your diet is low in the super nutrients that the eye needs, supplementation is necessary. Total Ocular Function Spray provides very high blood level absorption of the most important ingredients.

If you’ve been told that you’re developing cataracts, ask your doctor about these drops, pellets and spray. Using one or two drops in the affected eye or eyes three times per day could mean delaying or even eliminating the need for surgery. *

Itching for Relief

Here's good news for allergy sufferers

Sneezing. A runny nose. A scratchy throat. These are all symptoms of allergies—but one of the most visible ones is the effect of allergy season on a person's eyes: they're red, puffy and watery. And man, do they itch.

A variety of treatments can be prescribed for allergies—but many of them suppress or mask symptoms. Steroids, mast cell stabilizers and antihistamines hinder the process that the body uses to fight bacteria and viruses. They also could have drug interactions and adverse reactions.

There's a better place to start, and that's with a natural treatment. Natural Ophthalmics Allergy Desensitization Drops contain four homeopathic active ingredients that relieve symptoms and encourage the immune system to become desensitized to allergens. The drops contain micro-dilutions of ingredients that are known to cause allergy if ingested

in large (toxic) doses. Yet in the minute doses, the body reacts by becoming desensitized, ending the itching, burning, watering and redness.

In other words, these drops work in the opposite direction of conventional ocular allergy medications, which block the histamine process and suppress the symptoms. Natural eye drops stimulate the body to counteract the allergy process naturally.

Use the drops as often as necessary, and let your symptoms be your guide. If you feel your symptoms returning, begin using the eye drops again as soon as possible. ✱



Wear Your Contact Lenses All Year Long

Many contact lens wearers find that their allergy symptoms are so bad that there are weeks—or even year-round—when they cannot wear their contact lenses comfortably. Good news: Natural Ophthalmics Allergy Desensitization Drops are OK to use with contact lenses in place. Now you can help your immune system fight allergies—and you don't have to give up your contact lens time to do it. ✱

Allergies Bothering You? Take the Test

If you answer “yes” to any of these questions, ask your doctor if Allergy Desensitization Drops are right for you.

- 1) Have you had itchy eyes in the past year?**
- 2) Have your eyes felt gritty, watery, puffy or very sensitive to light in the past year?**
- 3) Do these symptoms get worse at certain times of year?**
- 4) Have these symptoms ever impacted your daily life? (i.e., called in sick**
- or missed a day of school, stopped wearing contact lenses, skipped a social event)**
- 5) Have you treated the symptoms with an over-the-counter medicine?**
- 6) Have you seen a doctor because of these symptoms?**



Dx Before Rx

It's important to get a diagnosis (a Dx, as doctors call it) before you begin prescribing or Rx-ing your own treatment. What seems like allergy symptoms could actually be something else, such as dry eyes or a bacterial infection. If you treat yourself with an over-the-counter allergy drop, you might be doing more harm than good because you're delaying the time before you begin the appropriate treatment.

With a few simple, painless tests, your eye care provider can determine whether you are suffering from allergies, dry eye or some kind of viral or bacterial infection. *

Vision Improves

Dr. Michael Dunn, Optometrist, Lubbock, Texas

"Natural Ophthalmics has separate eye drops for improving the quality of women's tears, men's tears, eye allergies, cataracts, daytime contact lens wear and night-time contact lens wear.



"I have our patients use the oral eye vitamin spray [Total Ocular Function Spray] and the company's cataract eye drops for eight months and then have them back for a follow-up visit. When they return, their vision has improved. I recommend this protocol to patients who do not want to have surgery or have eye conditions that would cause a higher risk of vision loss post-surgery."

Natural Ophthalmics' Allergy Desensitization Drops help your immune system fight allergies.



80 Percent of My Patients Use Homeopathic Products

Dr. Susan Moss, Optometrist, Bellaire and Lubbock, Texas

"Allergy Desensitization Drops stimulate the body's own ability to eliminate symptoms of ocular allergies. I also have orthokeratology patients. Having Natural Ophthalmics Ortho-K Thick and Thin Drops available improves my Ortho-K patients' satisfaction and overall experience."



An Interview With Dr. Elise Brisco—

"I Want My Patients to Learn About

Elise Brisco, OD, FAAO, FCOVD, CCH, is an optometrist and a clinical certified homeopath (CCH) in Hollywood, California. In her practice, she prescribes traditional and complementary and alternative medicines alike.

Q: *How did your interest in homeopathy and complementary and alternative medicines start?*

A: It started a long time ago, but it became even more pronounced when I became a mother, because my son regularly developed infections. I didn't want to keep pouring antibiotics into his system. I had already found that acupuncture, osteopathy, herbs and homeopathy had helped me battle some of my own allergies, so I began researching homeopathy and eventually became a Certified Clinical Homeopathic doctor (CCH).

Q: *Does natural eye care fit well with a modern optometric practice?*

A: Incorporating an integrative medicine

The Impact of Tiny Substances

Homeopathic medicines include a highly diluted substance that triggers a response in the brain. Dr. Elise Brisco says people shouldn't dismiss the ability of a trace of a substance to have an effect. "Think of drops of blood in the ocean. Sharks will come from miles away. Consider that the airlines don't serve peanuts on board because just those molecules could trigger anaphylactic shock in someone with allergies." *

Natural Eye Care From Me"

approach in my practice makes a lot of sense. It's immuno-supportive, not immunosuppressive. I use homeopathic medicine because it's safe and effective. Homeopathic medicine can trigger or catalyze the body to heal.

We are constantly being bombarded by bacteria, viruses and environmental pollutants, which can stress the immune system and knock it out of balance. Then you're more likely to get sick.

Q: *That helps explain why some complementary and alternative approaches fit in with wellness in general. But how does it apply to eye care?*

A: Repeated infections, such as blepharitis, for example, are connected to the immune system, too. A simple example is dry eye. I used to prescribe nonpreserved artificial tears a lot. But those are a replacement and substitute for real tears. Your eyes might feel good immediately after using the drops, but there's no therapeutic benefit. When I saw an advertisement about the tear stimulation drops from Natural Ophthalmics, that made more sense to me. These stimulate your body to produce your own tears.

Also, in my practice, many of my patients are in the movie and television industry.

These people are working on big-budget films under tremendous pressure. They'd come in repeatedly with blepharitis and conjunctivitis. I used to treat them with antibiotics, but the underlying issue was that they were all highly stressed and fatigued. The body can't fight infections under those conditions.

I began using the Natural Ophthalmics tears products with these patients, as well as those who have had chemotherapy and who have Sjögren's syndrome. (See box.)

Q: *What has been the reaction among your patients?*

A: Patients are very responsive to homeopathic options and natural eye care. There's a movement to more natural alternatives. We see that in organic foods, renewable fuels and natural medicine. In fact, people spend more money out of pocket on complementary and alternative medicines than they do on traditional medicine because they want to help their bodies help themselves. I'm not against drugs and surgery; in fact, it's never an either-or situation. I use all the tools available that I was trained to use as an optometrist, but I also include homeopathy. It's not A or B; my formula is that $A + B = C$.

Q: *It sounds like you're looking at the whole patient, not just the patient's eyes.*

A: Exactly. Finding out about a patient's emotional and physical health, as well as his or her lifestyle habits, lets me act as a true primary care doctor. I want to educate my patients that vision is part of their overall health, because no part of the body exists in isolation from the rest of the mind and body. *



What Is Sjögren's Syndrome?

About 4 million Americans suffer from Sjögren's syndrome, a systemic disease that affects the entire body. The symptoms include extensive dryness, particularly in the eyes and mouth, as well as fatigue and joint pain. About 90 percent of those who suffer from Sjögren's syndrome are women.

Although there is currently no cure for Sjögren's syndrome, there are treatments. Natural Ophthalmics Tear Stimulation Dry Eye Drops for Women and/or Tear Stimulation Forté Eye Drops relieve symptoms caused by aqueous deficiency, resulting in relief from severe dryness in the eyes with conditions such as Sjögren's syndrome. *



Natural Eye Care for the Littlest Eyes



There's no question that kids get allergies. They're often outside more than adults, or they're ready to play rough and tumble with the family pet, increasing their exposure to seasonal allergens or indoor ones such as pet dander and dust.

But, believe it or not, kids can suffer from dry eyes, too. That's partly because so many children are spending more time staring at screens: computers or laptops, TVs and handheld devices. Studies have shown

that when people are engaged in this kind of screen time, they tend to blink less often. The American Optometric Association and others advise screen users about the 20-20-20 rule: every 20 minutes, look away from the screen and focus on objects at least 20 feet away for at least 20 seconds. And blink! Blinking allows the eyelids to spread moisture across the surface of the eye, minimizing that dry feeling.

Natural Ophthalmics natural drops for allergy and dry eye are safe for children. *

Myopia Is a True Disease

Myopia is not just a refractive problem but a true disease. Myopia can be related to the abnormal stretching of the eye, such as retinal detachment, neovascularization, early cataract and glaucoma. These are major causes of visual impairment and blindness. *



Get Outside and Play

Readings is great. TV and other screen time can be both educational and wonderful diversions. But outdoor play is also an important part of a child's development. Not only does it give a child the chance to exercise some of those big muscles, it's also a proven way to slow down the progression of nearsightedness.

A recent systematic review paper of all the research on the progression of myopia (nearsightedness) found that for every hour spent outside per week, a child's chance of developing myopia drops two percent.

How? Well, researchers believe there are two factors: focus and light. When children play outside, their focus shifts much more. Their eyes are following the ball, following their friends or scanning a playground. When they're inside, parked in front of the TV screen or even reading a book, there's very little shift in focus. There's also the theory that exposure to brighter, outdoor light is essential.

Either way, the advice to "get outside and play" is as good as it's ever been. *



Slowing Down Nearsightedness in Children

**Natural
Eye Care**
for Every
Member of the
Family

Does your child wear eyeglasses or contact lenses? If so, he or she is not alone! In the past 30 years or so, the rates of nearsightedness in this country have increased dramatically. Now, about 42 percent of people between the ages of 12 and 54 are nearsighted.

*Natural eye care
can make a popular
treatment more
comfortable*

On its face, being nearsighted is relatively easily corrected. The correct prescription for eyeglasses and contact lenses can bring a child's world back into crisp focus again. But it's important to monitor the progression of nearsightedness. In the past, many eye doctors felt that myopia (or nearsightedness) progressed or got worse through the teenage years and into young adulthood. Then it generally stabilized. But now, more optometrists are seeing that the progression continues for much longer. That's worrisome, because the longer it continues, the stronger the correction will be.

While soft contact lenses and eyeglasses can correct for the patient's current prescription, some doctors are being more proactive in trying to stop the progression of myopia. They're prescribing special contact lenses made of stiffer material to reshape the cornea overnight. This is called orthokeratology (or Ortho-K). Children are fitted with a special contact lens made of a more rigid material

than the soft contact lenses many patients wear. These Ortho-K lenses are worn overnight, and when they're removed in the morning, the cornea holds that shape, creating clear vision all day.

Natural Ophthalmics has two formulations for Ortho-K eye drops: thick and thin. The thick drop is used just before inserting the lenses, and one drop can even be added once the lens has been inserted. It helps keep the eyes and eyelid feeling smooth overnight. The thin drops are used upon waking, to make it easier to remove the special lenses. The thin drops can also be used throughout the day to alleviate dryness, redness or discomfort.

These drops aren't just for Ortho-K patients, either. They can be used by all contact lens wearers and even by those who don't wear contact lenses at all. *



**Ortho-K
Thick
and Thin
Drops**



Don't Forget the Sunglasses

Because children are typically outside more than adults, they are exposed to more harmful UV rays—at a time when the lenses of their eyes are more susceptible to it. So it's a double whammy that makes it even more important to remember the sunglasses every time kids go outside.

In addition to protection, sunglasses can also provide kids with greater visual comfort by blocking the glare and the wind, which can make eyes feel dry or blow dust and small debris into the eyes.

The need for sunglasses doesn't disappear when summer's over, either. Children and adults need protection from the harmful effects of UV radiation all year round. Every driver knows the challenge of a winter evening rush hour when the sun's angle seems directed smack dab into your eyes and the glare and reflection off other cars' windshields is almost blinding. Not only is it uncomfortable and stressful, it's downright dangerous for pedestrians and other cars.

Make sure your sunglasses are a good quality and highly rated to protect against a full spectrum of UV light. Darker doesn't necessarily mean better. Check the label—or ask your eye doctor for guidance. Remember that you can purchase sunglasses with prescription lenses, too. *



A Lifetime of Vision: Keep Your Eyes Healthy and Comfortable



As people age, there are changes to their visual function and even their ocular health. A lifetime of exposure to UV, hereditary or lifestyle issues such as diet can be factors in the development of age-related macular degeneration (AMD), glaucoma or the development of cataracts.

Diet is important. There are vitamins, minerals and antioxidants in food that play key roles in protecting eye health and vision. But not everyone has a diet that is rich in these essential ingredients, so many people add vitamin supplements to their daily routine. However, a pill delivers only 18 percent uptake, meaning that 72 percent of the valuable ingredient is not absorbed. Gel capsules deliver about 38 percent.

Natural Ophthalmics has developed Total Ocular Function Spray as an additional therapy for conditions such

as floaters, glaucoma, dry eyes, cataracts and macular degeneration. Simply spray two quick pumps of Total Ocular Function spray to the back and roof of the mouth three times per day, swish it with your tongue as long as possible and swallow. The oral spray increases vitamin and mineral uptake by up to 90 percent. In other words, with the key ingredient lutein, a person would have to take 6 tablets containing 10 mg of lutein to equal one day's delivery by the oral spray.

The Total Ocular Function Spray works in synergy with homeopathic eye treatments. The spray contains the most powerful and important ingredients for the eyes and delivers them directly through the oral mucosa and into the blood stream, and the homeopathics trigger the body to utilize them for the health and healing of the eyes. *

Seeing Specks? Those Are Floaters



Floater Pellets

Have you ever noticed tiny specks drifting across your field of vision that might make you think that something is floating inches from your eyes?

They're called "floaters" because of the way they tend to float and drift slowly as your eye moves.

They are generally just an annoyance, and they're very common. It's important to mention to your eye doctor if you're experiencing a sudden increase in floaters, especially if you're also seeing bright flashes of light or seem to be losing your peripheral (side) vision. These could be signs of an ocular emergency.

Ask your doctor about Natural Ophthalmics Floater Pellets, which offer a healthy formula that stimulates the body's natural ability to alleviate floaters. *

Eye Strain?

Stare at a computer screen long enough and your eyes hurt. Your neck aches. Your shoulders feel strained. These are pretty classic symptoms of computer fatigue. About the only muscles working are your fingers and your eyes. No wonder prolonged periods on the computer cause eye strain.

Remember the 20-20-20 rule when you're working on a computer: Every 20 minutes, take a 20-second break and focus on something 20 feet away.

Your eye doctor can also talk to you about prescription computer glasses, developed just for computer use to filter some of the harmful blue light that is emitted from the screen or help you see the computer screen better. Many people who wear computer glasses find that they have a lot less fatigue.

Natural Ophthalmics also offers Eye Fatigue Pellets, a formula of seven homeopathic ingredients that help relieve the eye fatigue and strain that comes from extended focus on digital screens and reading. Ask your doctor for more information. *



I Need Longer Arms

**Natural
Eye Care**
for Every
Member of the
Family

By the time you reach your 40s, you're probably going to notice that it's getting a little more difficult to read menus and other things up close. That condition is called presbyopia. Younger eyes are great at accommodating—shifting focus easily between objects at different distances. As the crystalline lens of the eye ages, the accommodating skills aren't as flexible as they used to be.

There's bad news and good news. The bad news is that it's a progression of aging. The good news is that not all that long ago, the only option for people with presbyopia was to wear lined bifocals—a sure giveaway that you aren't as young as you used to be. Now you can keep your arms shorter and get a jump on preventing cataracts by starting now to use the Cataract Eye Drops or Pellets. Both also contain Euphrasia, known as Eyebright, which acts synergistically to vitalize the visual pathways, trigger nutrients into the eye while also soothing and moisturizing dry, red, tired eyes. *



Free Radicals

That's not a political rallying cry. It's part of the explanation for why nutrients rich in antioxidants are good for the eyes. When weak molecular bonds are split, free radicals form. Free radicals are unstable and react quickly with other compounds. Think of an avocado or apple cut open and left on the counter. What happens? The surface turns brown—the result of oxidation.

The human body can withstand most of the free radicals that occur as a result of regular metabolism. But if there aren't enough antioxidants in the body to protect it, or if the immune system is compromised naturally or by environmental factors such as cigarette smoke or exposure to pesticides, then oxidation can occur in the body and may be a contributing factor in the development of certain cancers and heart disease. The crystalline lens of the eye is also susceptible. The crystalline lens has a very high oxidation load due to its exposure to ultraviolet light. The macula is said to have the highest oxidation load of any tissue in the body because the retina converts the light to the electric signals that are sent to the brain.

Free radical damage accumulates with age, so it's never too early to make sure that your diet is rich in antioxidants or that you're supplementing your diet with nutraceuticals so that you can fight off the free radical damage as long as possible. *

Quality Matters

**Dr. Jo Ann Jeffers, Optometrist,
North Myrtle Beach, South Carolina**

"The quality of vitamins and nutrients and how they're made are a big deal. My job is to look for companies that make products with natural ingredients and don't have any fillers or additives. Natural ingredients will be absorbed much better."



And Toto, Too *Natural eye care can even help the family pet*

Dry eyes, allergies and cataracts affect cats and dogs just as they affect humans. Many families who have had a beloved pet in the family for years are familiar with the cloudy eyes that indicate cataracts. For all the ocular conditions that affect humans, Natural Ophthalmics drops are appropriate for veterinary use, too.

Make Spot happy. Talk to your veterinarian to learn more. *



Clean Out Your Medicine Cabinet

Before you reach for medications loaded with preservatives and chemicals, see what natural healing can do for you.



- Tear Stimulation
- Allergy
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