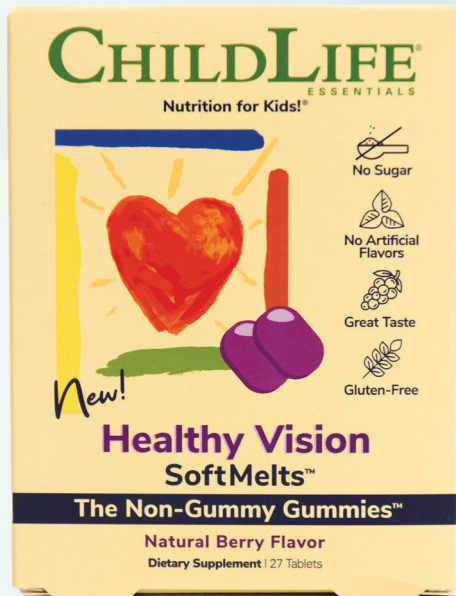




Healthy Vision SoftMelts™ The Non-Gummy Gummies™



Each serving contains:

- ✓ 200 mcg Vitamin A (as Retinyl Palmitate)
- ✓ 10 mg Bilberry (Fruit)
- ✓ 5 mg Lutein (from Marigold Flower)
- ✓ 1 mg Zeaxanthin (from Marigold Flower)

BENEFITS*



SUPPORTS Healthy Vision Function and Maintenance



PROVIDES Important Carotenoids for Eye Health



DELIVERS Blue-Light Filtering Ingredients



INCLUDES Powerful Antioxidants from Bilberry

*These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent any disease.

ChildLife® Essentials presents its newest vitamin delivery format: SoftMelts™

The Non-Gummy Gummies™

Healthy Vision SoftMelts™

Parents today are becoming more concerned with their children's visual health. Constant exposure to electronic devices is a twenty-first century habit, of which the long-term effects are yet to be well understood. As blue-light radiation becomes a topic of concern for parents, children's supplements should offer the best ingredients for supporting optimal visual system health. Our Healthy Vision SoftMelts™ provides these key ingredients to support your child's healthy eyes.

Vitamin A

Among several functions, Vitamin A contributes to healthy vision by supporting the body's ability to adapt to different levels of light exposure. Deficiency of Vitamin A can lead to night blindness.¹ For children under the age of five, studies show that supplementing with Vitamin A is associated with a reduction in vision problems.² Vitamin A is essential for maintaining a healthy visual system. ChildLife® Healthy Vision SoftMelts™ contain 200 mcg of Vitamin A per serving!

Bilberry

Bilberries contain dark pigmented compounds called polyphenols. Studies have shown bilberries are capable of protecting against light-induced photooxidation of retinal cells.³ The remarkable antioxidant potential of bilberry is a main reason why we include 10 mg of bilberry per serving!

Lutein & Zeaxanthin

Our eyes contain a pigmented epithelium layer in the macular region, which has the unique ability to protect the eye from blue-light radiation. The carotenoids Lutein and Zeaxanthin are found within this region, and are responsible for this ability to protect retinal cells by filtering high-energy blue light, which can damage the retina. These xanthophyll carotenoids appear concentrated within the eyes, and filter up to 40% of visible blue light.⁴ Supplementing with lutein and zeaxanthin may support eye health.^{5,6} ChildLife® Healthy Vision SoftMelts™ provides a natural source of Lutein, and Zeaxanthin from Marigold flowers.

References:

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4. Loane E, Kelliher C, Beatty S, et al. The rationale and evidence base for a protective role of macular pigment in age-related maculopathy. *Br J Ophthalmol.* 2008;92:1163-1168.
5. Bartlett H, Howells O, Eperjesi F. The role of macular pigment assessment in clinical practice: a review. *Clin Exp Optom.* 2010;93:300-308.
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