



Clear Vision

More than 28 million Americans over age 40 have eye ailments that put them at risk for vision loss and blindness – that's nearly one-quarter of the entire over-40 population.

Children are also a prime target market for eye health ingredients, as the eye grows and changes in key stages of early development, and visual learning is prominent in a child's educational development.

Eye Health Ingredients

WILD Flavors, Inc. has a line of **H.I.T.S.—Health Ingredient Technology & Solutions™**— which provides a wide variety of health ingredients and concepts that address the latest health concerns of consumers while continuing to provide great taste.

Lutein Esters

Lutein is a member of the carotenoid family, a group of chemicals related to Vitamin A that give color to certain fruits and vegetables. Lutein is found in nature as a fatty acid ester and is an antioxidant that is beneficial for skin and eye health. It aids the body in protecting eyes from UV damage. Lutein forms the macula (central part of the retina). Studies have shown lutein helps improve vision in patients with age-related macular degeneration (AMD).

Zeaxanthin

Zeaxanthin, an isomer of lutein, belongs to the carotenoid family and acts as an antioxidant. Together with lutein, zeaxanthin forms the macular pigment. Some studies indicate that diets rich in foods containing zeaxanthin and lutein may be associated with reduced incidence of nuclear cataracts and AMD.



Beta Carotene

Beta Carotene protects against free radical damage by acting as an antioxidant. It is a precursor to Vitamin A, which is essential in vision. Beta Carotene may help reduce changes to the macula. These changes to the macula can lead to AMD.

Ginkgo Biloba

Ginkgo Biloba is a powerful antioxidant. It helps improve the ocular blood flow, which is usually impaired in patients with glaucoma. Glaucoma is damage to the optic nerve.

Omega-3 Fatty Acids (FAs) from Fish

The long chain Omega-3 FAs from fish, eicosapentaenoic acid (EPA) and docosahexaenoic acid (DHA), have been shown to help reduce the risk of AMD.

Bilberry Extract

Bilberry helps improve circulation and supports vision. Bilberry extract contains anthocyanins, powerful antioxidants that can protect the body from free radical damage. These compounds are used by the rods in the eye to support night vision.

Grapeseed Extract

Grapeseed Extract protects cells from oxidative damage by strengthening the cell membranes. It helps improve glare sensitivity and dark adaptation in healthy people and improves retinal capillary resistance in diabetic patients.

Citrus Bioflavonoids

Citrus Bioflavonoids are powerful antioxidants that help maintain skin, heart, and eye health. Bioflavonoids help your body absorb Vitamin C. Vitamin C may reduce cloudy or opaque areas in the lens of the eye that can result in cataracts. Studies have also shown that Vitamin C may help delay the onset of AMD. WILD offers naringin and hesperidin bioflavonoids.

Vitamins A & E

Vitamins A and E reduce oxidative stress in the body by neutralizing free radicals. Vitamin E may reduce changes to proteins and lens fibers that can cause clouding of vision and lead to cataracts. Vitamin A is essential for normal vision. It is responsible for converting light into neural signals and supports night vision.

Orange Vegeceuticals™

Contains carrot, pumpkins, sweet potato, paprika (from chili peppers) and Reishi mushroom. Delivers beta-carotene, a source of vitamin A. Essential for vision, fetal development, preventing oxidation of LDL cholesterol, protecting skin from UV light and supporting immunity.

Acerola Juice Powder

Acerola is rich in Vitamin C and polyphenols, which have radical scavenging effects. Vitamin C is present in high concentrations in the lens of the eye. It helps build collagen and fibers in the lens and helps protect the lens from damage. Vitamin C may help reduce cloudy or opaque areas in the lens of the eye that can result in cataracts.

Rutin

The bioflavonoid rutin is said to improve eye health by strengthening fragile capillaries. Studies have shown that Rutin may also be helpful in combating cataracts, macular degeneration, and free radical damage to the retina. Bioflavonoids are plant pigments that protect the eyes from sunlight damage and are powerful antioxidants that may enhance blood flow to the retina.

Green Tea

Green Tea is a potent antioxidant that supports eye and visual health. Cataract research has shown the protective effect of Green Tea and EGCG to stop free radical damage. Other studies have shown Green Tea to slow the progression of cataract development. Green Tea also helps strengthen capillaries and blood vessels, making it effective for slowing retinopathy.

Zinc

Zinc is essential in processes in the retina and macula, and Zinc increases the effectiveness of Vitamin A, which is also vital to eye health. The highest concentrations of Zinc are contained in the retina and choroid (layers of blood vessels), higher levels than any tissue in the human body. Zinc plays an important role in eye health; it may aid in reducing vision loss associated with AMD. It also may help alleviate symptoms of pink eye.

Astaxanthin

Astaxanthin is a carotenoid found in microalgae consumed by salmon and crustaceans. It is responsible for giving salmon their characteristic pink color. It is a powerful antioxidant. Astaxanthin is shown to protect cellular membranes and ocular tissue against photo-oxidation. It may be beneficial in protecting against AMD.

Known throughout the food and beverage industry for innovative and creative concepts and solutions, WILD Flavors, Inc. has the health ingredients to increase your marketability. Contact WILD to learn more about solutions or for help in a concept-to-market approach.

