



# A Ready-Made Brain and Eye Health Formula Your Customers Will Love

Foods rich in certain phytonutrients — namely anthocyanins, lutein, and astaxanthin — are known to have beneficial effects on cognition and vision. But most people don't get enough through diet alone to have an impact.

## Introducing BrainBerry® Optiblend

Help your customers make up for what their diets are lacking, with BrainBerry® Optiblend. This innovative formula supports cognitive function and visual performance with three proprietary ingredients: BrainBerry® aronia berry, FloraGLO® lutein, and Astapure® astaxanthin.\*

### BrainBerry® Optiblend Benefits:

- Improved focus\*
- Faster psychomotor speed\*
- Increased mental flexibility\*
- Better hand-eye coordination\*
- Improved reaction time\*
- Enhanced visual performance\*
- Protection of the macula\*
- Reduced eye strain\*
- Prevention of eye fatigue\*

## The Growing Market for Brain and Eye Health Supplements

How well our brains and eyes function significantly shapes how we experience the world. It's no wonder, then, that brain and eye health supplements are gaining popularity among diverse age groups, from studious college kids...to Millennial gamers...to middle-aged professionals... to retired seniors.

### BRAIN HEALTH SUPPLEMENTS

**\$3.2 billion**

Valuation of U.S. market in 2023.<sup>1</sup>

**11.2%**

Projected compound annual growth rate (CAGR) from 2024 to 2030.<sup>1</sup>

### EYE HEALTH SUPPLEMENTS

**\$509.5 million**

North American market size in 2019.<sup>2</sup>

**5.0%**

Estimated CAGR from 2019 to 2027.<sup>2</sup>



# BrainBerry® Optiblend

Clinically Validated Support for Cognitive Function and Visual Performance\*

## What's Inside BrainBerry® Optiblend:

### INGREDIENT

### BENEFITS

**BrainBerry®** is an extract from fresh aronia berries grown on the icy plains of the Baltics.

Standardized to contain 15% cyanidin-3-O-galactoside, BrainBerry® is the only aronia extract clinically validated for brain fitness.\*

- 43% improvement in focus\*
- Increase in psychomotor speed, the ability to quickly coordinate mental and physical actions\*
- 17% increase in mental flexibility, the ability to adapt thinking and actions to changing situations\*
- Positive effects on eye-hand coordination and reaction time in gamers and professional basketball players\*

**FloraGLO® lutein** is extracted from marigolds and is the most researched lutein brand in the world.

It was chosen by the U.S. National Eye Institute for use in the AREDS2 study, which examined the effects of nutritional supplementation on eye health.

- Enhanced visual performance in older adults\*
- Protection of the macula of the eye from harmful blue light\*
- Reduction of eye strain among people using screens\*

**Astapure® astaxanthin** is derived from red *Haematococcus pluvialis* microalgae.

It's grown in an environmentally friendly closed cultivation system, where it is exposed to the natural sunlight of Israel's Arava desert.

- Antioxidant protection, which may prevent eye fatigue\*



Product Code: CA-CC00291A  
Product Description: BRAINBERRY® OPTIBLEND

## Supplement Facts

Serving Size: Per 2 Softgels (932.00 mg)

	Amount Per Serving	Calories	% Daily Value*
<b>Total Calories</b>		4.51	
<b>Total Fat</b>	349.16 mg	3.14	<1%*
<b>Saturated Fat</b>	39.47 mg	0.36	<1%*
<b>Trans Fat</b>	0.00 mg	0.00	†
<b>Unsaturated Fat</b>	309.68 mg	2.79	†
<i>Monounsaturated Fat</i>	67.54 mg	0.61	†
<i>Polyunsaturated Fat</i>	242.14 mg	2.18	†
<b>Cholesterol</b>	0.00 mg	0.00	0%*
<b>Total Carbohydrate</b>	106.76 mg	0.43	<1%*
<b>Protein</b>	233.98 mg	0.94	<1%*
<b>Amount Per Serving</b>			
Aronia Berry Extract (BrainBerry®)	65.00 mg		†
<i>Cyanidin-3-galactoside</i>	9.75 mg		†
<i>Cyanidin-3-O-glycosides</i>	16.25 mg		†
Lutein (FloraGLO®)	20.00 mg		†
Astaxanthin (Astapure®)	2.00 mg		†

\* Percent Daily Values are based on a 2,000 calorie diet.  
† Daily Value not established

All Ingredients In Descending Order: Gelatin, Safflower Oil, Glycerin, Lutein (FloraGLO®), Aronia Berry Extract (BrainBerry®), Purified Water, Yellow Beeswax, Astaxanthin (AstaPure®), Annatto Extract, Sunflower Lecithin, Ethyl Vanillin.

Zero declaration is allowed if, for one serving:

Total fat	Less than 0.5 gram
Saturated fat	Less than 0.5 gram
Trans fat	Less than 0.5 gram
Cholesterol	Less than 2 mg
Carbohydrates	Less than 0.5 gram
Protein	Less than 0.5 gram

## Contact Us to Learn More:

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\* This statement has not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

<sup>1</sup> www.grandviewresearch.com/industry-analysis/us-brain-health-supplements-market-report

<sup>2</sup> www.businessmarketinsights.com/reports/north-america-eye-health-supplement-market