NATUREGGM TM OMEGA PLUSTM LIQUID EGG PRODUCT
- 125 mg of DHA and 125 mg of EPA omega-3 fatty acids per 53 g serving. Excellent source of Vitamin D.
- 0.500 mg of lutein per 53 g serving.

NATUREGGM TM OMEGA PLUS TM EGGS
- Source of omega-3 polyunsaturates. 125 mg of DHA and 125 mg of EPA omega-3 fatty acids per 53 g large egg. 0.580 mg of lutein per 53 g large egg. Dark golden yolk. Excellent source of Vitamin D.

WHERE IS LUTEIN FOUND IN YOUR BODY?
Lutein is found in the macula of your eye, an area of the retina responsible for central vision. It is found in much higher concentrations in the retina and other tissues than in your blood.8,11 Lutein is found in much higher concentrations in the retina than in your blood.8,11 Lutein is also present in smaller amounts in your skin, breast and other tissues.9,11

WHAT IS THE FUNCTION OF LUTEIN?
Experts believe that lutein plays a specific role in maintaining eye health.5,10 Lutein forms a very efficient filter for damaging high-energy blue-light that reaches the back of your eyes. It may also act directly as an antioxidant to reduce damage to the retina and other tissues.

LUTEIN PLAYS A SPECIFIC ROLE IN MAINTAINING EYE HEALTH.

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FOOD SOURCES THAT CONTAIN LUTEIN

Lutein is found in high concentrations in dark green vegetables (kale, collard greens, Brussels sprouts, spinach, broccoli, lettuce, turnip greens, and peas), starchy vegetables (corn and peas), fruits (kiwi and fruits) and eggs.

**SOME KEY SOURCES OF LUTEIN**

<table>
<thead>
<tr>
<th>FOOD</th>
<th>LUTEIN CONTENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kale, cooked</td>
<td>20-33 mg/1 cup</td>
</tr>
<tr>
<td>Tangerines</td>
<td>0.3 mg/1 cup</td>
</tr>
<tr>
<td>Naturegg™ Omega Plus™ liquid eggs</td>
<td>0.500 mg of lutein***</td>
</tr>
<tr>
<td>Corn, cooked</td>
<td>0.6 mg/1 cup</td>
</tr>
<tr>
<td>Naturegg™ Omega Plus™ eggs</td>
<td>0.500 mg*</td>
</tr>
<tr>
<td>Naturegg™ Omega Plus™ boilable eggs</td>
<td>0.500 mg of lutein***</td>
</tr>
<tr>
<td>Spinach, raw</td>
<td>6.6 mg/1 cup</td>
</tr>
<tr>
<td>Green Peas</td>
<td>2.3 mg/1 cup</td>
</tr>
<tr>
<td>Broccoli, cooked</td>
<td>3.4 mg/1 cup</td>
</tr>
<tr>
<td>Brussels Sprouts, cooked</td>
<td>3.4 mg/1 cup</td>
</tr>
<tr>
<td>Kale, cooked</td>
<td>18-33 mg**/1 cup</td>
</tr>
</tbody>
</table>

**WHAT SOURCE OF LUTEIN IS THE BEST?**

The bioavailability of lutein (the amount absorbed by your body) depends on a variety of factors including the makeup of the food itself, the interaction of lutein with fat, fibre, and other carotenoids, your nutritional status and age.27 The lipids in egg yolks allow your body to absorb the lutein from eggs about three times more efficiently than the lutein in plant sources. One study found that eating an average of 1-3 regular eggs daily (providing 0.38 mg of lutein) increased blood lutein levels by almost 10% over the course of a month.28 Researchers at Tufts University showed that the lutein in eggs was more readily absorbed than that in spinach, a rich source of lutein, and lutein supplements.29 Eggs provide a highly bioavailable source of lutein, allowing your body to absorb and make use of it to help protect your health.

**HEART DISEASE AND STROKE**

Research indicates that higher levels of lutein circulating in the blood may be linked with less thickening of the artery walls, which may in turn help to lower the risk of heart disease and stroke.30 Large population studies have also found that foods rich in carotenoids are associated with a lower risk of heart disease and stroke.31 Harvard researchers found that each additional daily serving of vegetables and fruits was associated with a 4% lower risk of heart disease. Green, leafy vegetables in which lutein had the most protective effect. Another study found that men with higher lutein intakes had a lower risk of stroke.32 Consumption of one egg a day has been shown to significantly increase blood lutein levels without elevating blood cholesterol or triglyceride levels in older adults.33

**SIX STEPS TO PROTECT YOUR VISION**

1. Have your eyes examined regularly by an eye care professional. Serious conditions can be present in your eyes without symptoms. Others progress rapidly if left untreated. In general, you should get an eye exam at least every two years.

2. Quit for your eyes. People who smoke are nearly seven times more likely to develop AMD, the number one cause of significant vision loss in Canadians over 50. Quitting now can reduce the risk.

3. Get healthy. Choose foods rich in vitamins C and E, beta carotene, zinc, and lutein up to 10 mg of lutein per day is a healthy choice. Keep active; excess weight, a sedentary lifestyle, and high blood pressure are risk factors for both blood pressure.

4. Protect your eyes from sunlight. Wear a hat with a brim and choose sunglasses that provide at least 90% percent protection from UV rays.

5. Wear eye protection. When playing sports or working with power tools, use Canadian Standards Association-approved safety glasses or goggles. Most hardware and sporting goods stores carry a good selection.

6. Consider vitamin supplements. If you are diagnosed with AMD, talk to your eye care professional about using a special formula of high-dosage antioxidant supplements.

CNIB is Canada’s primary provider of vision loss support programs and services. To help CNIB fund research for the prevention of eye disease, call 1-800-563-2642 or visit www.cnib.ca.

**TO PROTECT YOUR VISION**

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