

Directions

As a dietary supplement, take 1 pump in the mouth 4 to 7 times per day, as follows: 1 pump 7 times daily spaced evenly throughout the day, for the first two bottles. Then, reduce dosage to 1 pump 4 times daily; or as directed by a health care professional. **Shake well before using.** For best results: take a minimum of 10 minutes before eating or drinking, or 1 hour after food. Hold in mouth for two minutes.
30 to 53 Day Supply.

Precautions & Contraindications

Do not use if outer seal is missing or damaged.
Do NOT put in eyes.
For internal use only.
Keep out of reach of children.
Persons with a tendency toward hypotension (low blood pressure) should *begin* taking Pure Focus at a *reduced* amount, and slowly increase dosage. Not recommended for pregnant or lactating women.

Pure
Focus[™]

Nutritional Support
For The Eyes
800 530-5010



Supplement Facts		
Serving Size: 0.14ml. (Approx. 1 Pump)		
Servings Per Container: Approx. 215		
Amount Per Serving		%D.V.
Lutein.....	1.5 mg.	*
Vinpocetine.....	1.5 mg.	*
L-Lysine.....	0.38 mg.	*
Zeaxanthin.....	0.03 mg.	*
* Daily Value (D.V.) Not Established		
Other Ingredients: purified water, glycerin, natural flavors, lecithin, vitamin E (as a preservative).		



FloraGLO is a registered trademark of Kemin. Questions? Call Kemin foods at 888 248-5040

Distributed By:
NutritionalFocus

2382 Camino Vida Roble

Suite E

Carlsbad, CA 92009

info@nutritionalfocus.com

800 530-5010

NutritionalFocus

Science Based Nutrition
Formulated With Integrity

Pure
Focus[™]



Nutritional Support
For The Eyes

1 fl.oz. Lutein Supplement



Why Pure Focus Lutein Supplement?

- ◆ Oral liquid liposomal delivery system means high nutrient absorption.
- ◆ Doctor recommended by eye care specialists and leaders in the eye health field.
- ◆ Made with Kemin **FloraGLO LUTEIN** the lutein used in most research studies. Derived from marigold flower extract, it is recognized for its purity.



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Lutein and Zeaxanthin

Lutein and Zeaxanthin were identified in 1995 as the *only two carotenoid antioxidants* specific to lens and macular health¹. Selectively accumulated from plasma and deposited in the lens, macula, and lungs, Lutein and Zeaxanthin filter light and serve as potent free radical scavengers for the retina^{2,3,4}. The macular pigment, composed of Lutein and Zeaxanthin, functions as a color filter to protect the light-sensitive photoreceptor cells (responsible for visual acuity) from light-originated free radical damage^{5,6}.

References

1. Yeum et al. 1995. Invest. Ophthalmol. Vis. Sci 36: 2756-5761; Bone et al. 1985 Vision Res. 25: 1531-1537.
2. Hawaii Cancer Center of Hawaii Zhang, Cooney, and Bertram, 1991. Carcinogenesis. 12;11: 2109-2114.
3. USDA. Khachik, Beecher, and Smith, 1995. Jour. Cell. Biochem. 22: 236-246.
4. Khachil et al. Carotenoid Symposium. Leiden, the Netherlands, August 1996.
5. Harvard University. Seddon et al. 1994. Jour. Amer. Med. Assoc. 272: 1413-1420.
6. Snodderly. 1995. Amer. Jour. Clin. Nutr. 62S: 1448S-1461S.

Vinpocetine

Vinpocetine, an extract from periwinkle seeds, has been well researched and widely used in Europe for over twenty years. Vinpocetine has been shown to facilitate cerebral metabolism which affects the retina, the front part of the brain. It increases blood flow, steps up the concentration of ATP (the energy carrying molecules of the cells) and thus improves utilization of glucose and oxygen in the brain and retina. Vinpocetine also increases the turnover of norepinephrine and serotonin. It inhibits abnormal platelet aggregation, improves red blood cell elasticity, and inhibits an enzyme (GMP) that causes arterial constriction and blood flow reduction. Thus, arteries relax, blood pressure normalizes and blood flow increases.

Pure
Focus[™]

Liposome Drops

30 to 53 Day Supply

To Order Call

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Required FDA Disclaimer: These statements have not been evaluated by the Food and Drug Administration. This product is not intended to prevent, treat, cure, mitigate, or diagnose any disease.