

Lutein/Zeaxanthin Complex (Lutemax 2020),
Bilberry Extract with Vitamins and Zinc Gummies



आई 7 गमी

with
Lutemax 2020
Lutein and Zeaxanthin

Nutritional Gummies For Children



Each Vegetarian Gummy contains:		% RDA*	
		7-9 Years	13-15 Years (Boys & Girls)
Lutein/Zeaxanthin Complex [Lutein 5 mg and Zeaxanthin 1 mg]	25 mg	–	–
Bilberry extract	25 mg	–	–
Ascorbic acid	20 mg	50	50
Zinc (as zinc citrate)	5 mg	62.50	45.45
Beta-carotene	1500 mcg	31.25	31.25
DL-Alpha tocopheryl acetate	15 IU	100	100

1) What is Ey7?

Ey7 gummies are a specially curated formulation that consist of 7 ingredients that promotes eye health by counteracting the damaging effects of blue lights emitted by various electronic devices.

2) How does Ey7 work?

In this digital era as kids are exposed to many digital devices like phones, computers, laptop etc. makes one prone to the harmful effects of blue light. Each ingredient of Ey7 works by counteracting the damaging effects produced by the blue light.

Lutein and Zeaxanthin

Powerful antioxidants that defend against unstable

molecules called free radicals. Eyes are exposed to both oxygen and light, which in turn promote the production of harmful oxygen free radicals. Lutein and zeaxanthin cancel out these free radicals, so they are no longer able to damage cells of eye.

Bilberry extract

Bilberries have been observed to hold a plenitude of health-promoting properties. Research studies support their beneficial effects, some among which are antioxidant, vision improvement, anti-inflammatory and antimicrobial.

Vitamin A (Beta-carotene)

In the retina, vitamin A in the form of retinal binds to a protein called opsin to make rhodopsin (in rod cells) and iodopsin (in cone cells). Rhodopsin and iodopsin are light-sensitive pigments. Bright light depletes rhodopsin (photobleaching). The time required to synthesize rhodopsin in the dark is called dark adaptation time and it is increased in vitamin A deficiency and thus helps in eye health.

Vitamin C (Ascorbic acid)

Ascorbic acid, more commonly known as vitamin C, is a major water-soluble antioxidant in the body. It is highly concentrated in all ocular (eye) tissues, with significant levels in aqueous humor. It reacts with, and inactivates, free radicals in cytosol, plasma and extracellular fluid thus helps in eye health.

Vitamin E (DL- Alpha tocopheryl Acetate)

Vitamin E is a chain-breaking antioxidant that prevents propagation of free radical damage in cell membrane thus protects eye from unstable molecules.

Zinc

Zinc is thought to play an important role in the metabolism of the retina and the lens of the eye. Zinc ions are present in the enzyme superoxide dismutase, which plays an important role in scavenging superoxide radicals.

3) Who should take Ey7?

In digital era, that too with poor eating habits one needs regular vitamin and mineral health supplement for maintenance of good eye health. While many health supplements are available for physical and mental health, there are none or few supplements available for eye health. Ey7 is for children who are 5 years and above who are exposed to blue light frequently through digital devices.

4) What is Computer vision syndrome?

Computer vision syndrome also referred to as digital eyestrain, describes a group of eye and vision related problems that result from prolonged computer, tablet usage in e-readers and cell phone users etc.

5) What are the related symptoms with Computer vision syndrome

The most common symptoms associated with CVS or digital eyestrain are:

- Eye strain.
- Headaches.
- Blurred vision.
- Dry eyes.
- Neck and shoulder pain.

6) What are the precautions to be taken while using Ey7?

No special precautions are required while using Ey7. Only if your child develops hypersensitivity to any of the contents of Ey7 do not use Ey7, and inform your health care professional.

7) How long one has to take Ey7?

One can take one gummy per day as prescribed by the Physician, certified Dietician/Nutritionist.

8) Will Ey7 reverse the ocular symptoms related to digital eyestrain?

Ey7 has unique blend of ingredients that act by counteracting the damaging effects of blue light. It has antioxidants that prevents free radical injury thus protects the cells of the eyes and helps in reversing the symptoms associated with free radical injury.

9) What are the benefits of Ey7?

- Defend against free radicals and oxidative stress
- Enhance the sharpness of vision
- Improve your visual contrast sensitivity
- Reduce glare impairment
- Protect eye tissues from sunlight damage/blue light from digital devices
- Reduce cell loss and cell death related to eye disease
- Protect against near-sightedness (myopia) and protect pre-term infants against the effects of retinopathy of prematurity (ROP)

10) How Ey7 is different from other multivitamins that are available in market?

A number of nutritional supplements containing antioxidants are available for better eye health. Ey7 consist of ingredients that are beneficial in eye health in specific. Research says that risk of developing an eye disease increases as one get older and there is evidence that lutein and zeaxanthin along with other antioxidants may provide benefits related to the eye conditions like Age-related macular degeneration (AMD), Diabetic retinopathy, Cataracts and Dry eye disease.

11) Are there side effects with consumption of Ey7 for longer period?

There appear to be very few side effects associated with lutein and zeaxanthin supplements. Lutein and Zeaxanthin have an excellent safety profile and are generally regarded as safe. Lutein and Zeaxanthin are overall safe to supplement at the recommended doses, but skin yellowing may occur over time.

12) Who all can take Ey7?

Children above five years of age can take Ey7

Directions for use: Ey7 is available in the form of gummy in cranberry flavour and can be chewed directly.

Store in a dry place at temperature not exceeding 25°C. Avoid Excessive heat.

Keep out of reach of children.

The natural colour & flavour of the product may change over the shelf life.

For Feedback/Queries contact: Product Manager,
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