

**SCIENCEBASED HEALTH WELCOMES TWO NEW MEMBERS TO ITS
SCIENTIFIC ADVISORY BOARD: JEFFREY BLUMBERG, PhD, FACN, FASN,
CNS AND ALON HARRIS, MS, PhD, FARVO**

HOUSTON, TX – October 18, 2011 – ScienceBased Health, a leading provider of premium nutraceuticals for eye health, today announced the appointment of Jeffrey Blumberg, PhD, FACN, FASN, CNS and Alon Harris, MS, PhD, FARVO to its Scientific Advisory Board.

Jeffrey Blumberg, PhD, FACN, FASN, CNS is a Professor in the Friedman School of Nutrition Science and Policy and also serves as the Director of the Antioxidants Research Laboratory at the Jean Mayer USDA Human Nutrition Research Center on Aging at Tufts University. His research has focused on the biochemical basis for the role of antioxidant nutrients and their dietary requirements in promoting health and preventing disease during the aging process via changes in status of oxidative stress and inflammation. He has published more than 300 scientific articles and serves on the editorial boards of several scientific journals. Dr. Blumberg also participates in activities relevant to the incorporation of sound nutrition science into public health policy and has served as a member of the Surgeon General's Workshop on Health Promotion and Aging, Sports Medicine Committee of the U.S. Olympic Committee, WHO/FAO Consultation on Preparation and Use of Food-Based Dietary Guidelines, Food Advisory Committee of the FDA, and other committees. Jeffrey Blumberg received Bachelor of Science degrees in Pharmacy and Psychology from Washington State University and a PhD in Pharmacology from Vanderbilt University School of Medicine. He also received postdoctoral training in cyclic nucleotide metabolism at the Tennessee Neuropsychiatric Institute and the University of Calgary.

Alon Harris, MS, PhD, FARVO is the Lois Letzter-Endowed Professor of Ophthalmology and a Professor of Cellular & Integrative Physiology at the Indiana University School of Medicine in Indianapolis. He is the co-founder of the Glaucoma Research and Diagnostic Center, where he heads a multi-disciplinary team that conducts state-of-the-art studies focusing on the role of IOP and ischemia in glaucoma progression, glaucoma prevalence and incidence. He is also Director, Clinical Research, at the Eugene and Marilyn Glick Eye Institute. Professor Harris has spearheaded studies on ocular blood flow for over 20 years, and is one of the principal investigators in The Thessaloniki Eye Study – one of the largest population-based studies in ophthalmology. He has authored more than 250 journal articles, and is the recipient of numerous awards including the Edmund Benjamin Spaeth Oration Award for Outstanding Clinical Research and the William and Mary Greve International Research Scholar Award from the Research to Prevent Blindness organization. Dr. Harris co-chaired the World Glaucoma Congress Consensus on Ocular Blood Flow, is a member of the Executive Committee of the International Glaucoma Society, and serves on the editorial board of several journals. Alon Harris received his doctorate degree at Indiana University, Bloomington and did postgraduate work in physiology and biophysics at that institution.

“We are thrilled to welcome Drs. Blumberg and Harris to our Scientific Advisory Board,” said Alain Magro, president and chief executive officer of ScienceBased Health.

“Dr. Blumberg is an internationally recognized expert in the design of experimental and clinical studies,” said Mr. Magro. “His research addresses the biochemical basis for the role of antioxidant nutrients, as well as dietary requirements to promote health during the aging process. We are very excited to have Dr. Blumberg’s insight and expertise in these areas.”

“Dr. Harris has pioneered the application of cutting-edge technologies and research to better understand the role of ocular blood flow in optic nerve damage,” said Mr. Magro. “We look forward to his guidance as we continue to explore how nutrition support might impact glaucoma.”

Drs. Blumberg and Harris join ScienceBased Health’s Scientific Advisory Board members: **Paul S. Bernstein, MD, PhD**, Associate Professor of Ophthalmology and Visual Sciences in the Retina Division at the Moran Eye Center, University of Utah School of Medicine; **David S. Boyer, MD**, Senior Partner, Retina-Vitreous Associates Medical Group; **Douglas S. Koch, MD**, Professor and The Allen, Mosbacher, and Law Chair in Ophthalmology, at the Cullen Eye Institute, Baylor College of Medicine. **Paul S. Koch, MD**, Medical Director of Koch Eye Associates; **Stephen C. Pflugfelder, MD**, Director, Ocular Surface Center, Cullen Eye Institute at Baylor College of Medicine; and **John D. Sheppard, MD, MMSc**, Ophthalmology Program Director at Eastern Virginia Medical School, Clinical Director of the Thomas R. Lee Center for Ocular Pharmacology and President of Virginia Eye Consultants.

About ScienceBased Health

ScienceBased Health, a privately held company founded in 1997, develops and markets evidence-based nutraceuticals for eye health. The formulations, created by leading ophthalmologists, nutrition scientists and researchers, are based on the latest science and are recommended by thousands of ophthalmologists and optometrists nationwide. The Company’s featured formulations include: **HydroEye®**, a patented oral formulation for dry eyes; **OcularProtect®**, a comprehensive multivitamin for eyes and overall body health; **MacularProtect Complete®** and **MacularProtect Complete®-S**, powerful formulations to preserve macular and whole body health, based on AREDS and other advanced research; **MacularProtect® Omega-3 Companion**, based on the ongoing AREDS 2 research; **Optic Nerve Formula®**, a powerful formulation to protect optic nerve health; and **DiaVis®**, a targeted formulation for those with and/or at risk for diabetes; and other high quality products. The formulations are made from premium ingredients and manufactured according to highest quality standards. For more information, contact ScienceBased Health at: (888) 433-4726 or visit: www.sciencebasedhealth.com.

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