



RIDGECREST
HERBALS



DAIRY FREE



GLUTEN FREE



NEVER GMO



NUT FREE



SOY FREE



NO ANIMAL
PRODUCTS

SALES INFO | **ESSENTIALEYES®**

EYE SUPPORT IN THE HIGH-TECH ERA.

120ct



Supplement Facts

Serving size 4 capsules
Servings per container 30

	AMOUNT PER SERVING	%DV
VisionAid™ Herbal Blend (400 mg/cap): Rehmannia raw root, Chinese Yam root, Asiatic Dogwood fruit, Tree Peony root bark, Alisma root, Poria, Cinnamon bark	1600 mg	†
Maculink™ Vision Complex (100 mg/cap): Lutein (from Lutemax®2020), Zeaxanthin Isomers (RR-zeaxanthin and meso-zeaxanthin from Lutemax®2020), Bilberry fruit, Eyebright	400 mg	†
AvailaBlend® Bioavailability Complex (1.25 mg/cap): Sichuan pepper, Ginger root, Black pepper, Habanero pepper	5 mg	†

† Daily Value (DV) not established

Other ingredients: Vegetable capsule, organic rice bran extract, silica

SUGGESTED USE: Adults and children age 12+, take 4 capsules (under 12, take 2 capsules) daily for at least eight weeks. For best results, take 2 capsules in the morning and 2 in the evening. Once desired results are achieved, a maintenance dose of 1 capsule twice daily can be used. Results are usually seen within 8-12 weeks and improve with continued use.

As with any supplement, **if you are pregnant, nursing, taking medication, have a medical condition, or have difficulty swallowing, consult your doctor before use. Keep out of reach of children.** Do not use if safety seal around cap is broken or missing.

MADE WITHOUT artificial colors, dairy, gluten, magnesium stearate, nuts, preservatives, sesame, soy, wheat, or yeast. Not produced with genetic engineering. Capsule size "00".



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



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CONTACT US

800.242.4649
orders@rcherbals.com



RIDGECREST[®]
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CUSTOMER PITCH

ESSENTIALEYES[®] TARGET CUSTOMER:

- EssentialEyes[®] is for anyone who is exposed to blue light for more than two hours during their daily routine, which includes cell phones, tablets, computers, televisions, VR, in addition to the sun and more.
- Anyone who is experiencing dry eyes, eye strain, blurred vision, trouble seeing in the dark or while driving, and neck or shoulder discomfort.
- Children who are exposed to blue light - they absorb more blue light from digital devices according to research.
- Great for pilots, gamers, or those who are in fields where there is high exposure to blue light.

Our eyes are not built to block blue light, and constant exposure over time can cause stress to retinal cells.

The eyes naturally contain carotenoids, such as lutein and zeaxanthin, that support healthy vision. As we age, the carotenoid content in our eyes reduces, leaving our eyes vulnerable to blue light exposure.

EssentialEyes[®] contains a clinically-studied carotenoid supplement, Lutemax[®] 2020, designed to support eye health nutritionally.

RETAILER EDUCATION SPOTLIGHT

tasteforlife
ESSENTIALS
AWARD WINNER
2022

LET'S TALK INGREDIENTS:

Essential for Eye Health

Lutemax[®] 2020: a patented extract which contains the three important carotenoids for eye health - lutein, RR-zeaxanthin, and RS (meso)-zeaxanthin - all well known for preserving healthy vision. Lutemax 2020 increases serum levels of lutein and zeaxanthin in association with increased macular pigment optical density (MPOD) in as little as 8-weeks. It is also clinically studied to improved contrast sensitivity, photo-stress recovery, and disability glare thresholds. It is derived from non-GMO marigold flowers and supports improving the lives of rural farmers in India.

Rehmannia root: in Traditional Chinese Medicine (TCM), Rehmannia is used to help brighten the eyes and encourage the flow of water to the area. The Liver governs eye health and when the Yin is depleted, eye discomfort related to the lack of moisture and the ability of your pupils to dilate to adjust to darkness may be affected. Thus, Rehmannia focuses on restoring the Yin of the Kidneys which supports the Yin of Liver.

Chinese Skullcap Root: This herb is one of the most widely-used herbs in Chinese medicine, particularly as support for the bronchioles and the larger respiratory system. Skullcap contains compounds that support a balanced inflammatory response, encourage natural immune function, and promote healthy urine flow, bile production, and more.

Eyebright: this herb contains several beneficial plant compounds, including luteolin, quercetin, and aucubin, all of which are beneficial for a healthy immune response related to seasonal transitions or stress. It is high in antioxidants, which supports the body's natural protections against oxidative damage.

Bilberry: this plant is high in nutrients and antioxidants such as manganese, Vitamin C, Vitamin K, and anthocyanins. In clinical research, bilberry was found to be beneficial for eye discomfort related to lack of moisture and everyday eye fatigue resulting from screen displays. The anthocyanins also support a healthy inflammation response, and have been shown to have benefits for the heart, brain, and pancreas, in addition to the eyes.

Chinese Yam root: this ornamental, cinnamon fragrant vine contains allantoin, which is a natural compound that helps support the body's healing process in relation to tissue. In TCM, for eye health, it strengthens the Kidney Yin and Yang, which supports the Liver, and replenishes Qi. Clinically, it supports the spleen, kidneys, lungs, and skin, due to its antioxidant properties.

Asiatic Dogwood fruit: this plant contains active compounds called galloyl glucoses which inhibit the action of aldose reductase, an enzyme present in the eyes which converts glucose to sorbitol, causing hardness to form over the lens of the eye. In TCM, this herb tonifies the liver and kidneys, supporting overall eye health. It is rich in vitamins C, B3, and A, and the nutrients phosphorus, potassium, magnesium, iron, sulfur, and fiber, which support the bodies natural response to oxidative stress.



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