



51 JFK PARKWAY
FIRST FLOOR WEST
SHORT HILLS, NJ 07078
USA
TEL: 1-866-LUTEMAX (588-3629)
FAX: 1-877-LUTEMAX (588-3629)

**OMNIACTIVE HEALTH TECHNOLOGIES LAUNCHES REVOLUTIONARY
EYE HEALTH INGREDIENT - LUTEMAX 2020™
Patent-Pending Formula Delivers Lutein with Enhanced Zeaxanthin Isomers for Improved Efficacy**

SHORT HILLS, N.J., November 4, 2009 — OmniActive Health Technologies today announced the launch of Lutemax 2020™, a next generation eye health ingredient that combines the most studied and recognized ingredients for vision support – lutein and zeaxanthin isomers.

The human eye contains lutein and zeaxanthin isomers, namely RR zeaxanthin and RS zeaxanthin, which have been researched for their key role in protecting against Age-related Macular Degeneration. Unfortunately, a vast majority of lutein products currently on the market contain very low levels of zeaxanthin. Lutemax 2020 is the first ingredient that provides enhanced levels of zeaxanthin isomers, along with lutein, for convenient and more beneficial nutrient availability to the eyes.

“Eye health is of the utmost importance to all individuals, especially aging boomers, and as the vision health supplement category continues to grow, we are confident that Lutemax 2020 will take center-stage,” stated Dr. Jayant Deshpande, Chief Technology Officer, OmniActive Health Technologies. “Lutemax 2020 allows manufacturers to create new nutritional formulations or update their existing eye health product offerings with an ingredient that delivers nutritionally relevant, enhanced levels of zeaxanthin isomers with lutein, at an affordable cost-in-use. And formulators will enjoy the fact that upgrading to Lutemax 2020 is nearly effortless.”

OmniActive will also launch a comprehensive industry and consumer education initiative surrounding the nutritional benefits of using a balanced combination of lutein and zeaxanthin isomers, as found in Lutemax 2020.

Lutemax 2020 represents OmniActive’s latest innovation in lutein technology, and it is available in vegetarian beadlets, oil suspensions and powder forms to meet all preferences and manufacturing requirements. The company has an established track record as an industry leader in lutein research and development, and has secured several patents for its contributions to the field including:

- US Patent # 6,743,953 for Free Lutein
- US Patent # 6,737,535 for Lutein Esters
- Australia Patent #2002347590 for Free Lutein
- Canada Patent #2,496,495 for Free Lutein
- Japan Patent #2004-530493 for Free Lutein

Lutemax 2020’s composition contains roughly 85% total xanthophylls, the breakdown of which is about 85% is trans-lutein, 7.5% trans-isomer of R,R zeaxanthin, and 7.5% trans-isomer of R,S zeaxanthin (also known as trans-meso-zeaxanthin).

For more information on Lutemax 2020, visit OmniActive’s booth #17082 at SupplySide West or contact OmniActive at 1-866-LUTEMAX (588-3629).

About OmniActive Health Technologies:

OmniActive Health Technologies, Ltd. (www.omniactives.com) supplies a range of innovative, scientifically validated, active natural ingredients for healthcare, food and personal care applications. OmniActive has a wholly owned US subsidiary, OmniActive Health Technologies, Inc. in Short Hills, NJ, and conducts operations from its manufacturing, R&D and corporate facilities at Pune, Mumbai, Thane and Cochin, India. OmniActive’s



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manufacturing facilities are certified for the quality and food safety management systems under ISO-22000(2005) and cGMP standards.