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FloraGLO® Lutein Supports Vision Health Against Harmful Blue Light Overexposure

Kemin co-sponsoring educational seminar at International Vision Expo East & Conference

DES MOINES, Iowa (March 29, 2017) – Kemin Industries, the creator of FloraGLO Lutein, announced today their participation in the 2017 International Vision Expo East. FloraGLO Lutein naturally helps protect vision against the harmful effects of overexposure due to blue wavelengths of visible light. Kemin is co-sponsoring an educational seminar with Essilor, “Beat the Blues: Inside and Out,” delivered by Diana Shechtman, O.D., F.A.A.O. and Jeffry D. Gerson, O.D., F.A.A.O.

The educational seminar will inform eye care professionals about the overexposure to blue light and its potentially harmful effects. A recent study by The Vision Council showed that more than 50 percent of adults over the age of 40 are spending at least five hours a day on digital devices. In addition, 37 percent of Millennials spend nine hours a day on digital devices.1

“We look forward to continuing to educate and raise awareness about blue light overexposure by participating at the International Vision Expo East & Conference,” said Stacy Dill, Worldwide Marketing Director of Human Nutrition & Health at Kemin. “With the continued increase use of screen time, it's important for people to follow a healthy diet and take an eye health supplement with lutein and zeaxanthin, two powerful antioxidants that naturally help protect eyes from the harmful effects of blue light overexposure. Kemin is proud to offer FloraGLO Lutein, the lutein brand covered by a blue light patent.”

Kemin commercialized the manufacturing process for the lutein nutrient, branded as FloraGLO Lutein, more than 20 years ago. In early 2016, The United States Patent and Trademark Office issued Kemin a patent (U.S. Patent No. 9,226,940 B2) for a method describing the effects of antioxidants to help protect eyes with hyperopia, presbyopia and astigmatism from excessive blue light.2 The Kemin patent allows vitamin and dietary supplement manufacturers to position their products for blue light protection.

Eye health supplements, particularly lutein, are actively endorsed by eye care professionals, primarily to need-based, age-related, macular degeneration (AMD) patients. In addition, eye health supplements are generally used by those who want to support their healthy vision. Daily supplements with FloraGLO Lutein appeal to both sides of the vision spectrum.

In an effort to educate the market and raise awareness of the harmful effects of blue light overexposure, Kemin will launch a new integrated campaign this spring in support of FloraGLO Lutein. The campaign will be comprised of digital and social advertising, collateral and a new microsite targeting eye care professionals to help raise awareness of the harmful effects of blue light and the benefits of FloraGLO Lutein.

The 2017 International Vision Expo East conference will take place Thursday, March 30 – Sunday, April 2 at the Javits Center in New York, NY. For more information on FloraGLO, visit our Beat the Blue page.

1. The Vision Council. (2016) Eyes Overexposed: The Digital Device Dilemma.

2. Roberts, Richard. “Methods of Treating Ocular Disorders.” Kemin Industries, Inc., assignee. Patent US9226940 B2. 5 Jan. 2016.

About Kemin Industries

Kemin (https://www.kemin.com/en) has been dedicated to using applied science to improve the quality of life for over half a century. As a global company touching 3.4 billion people every day with its products, Kemin is committed to improving the quality, safety and efficacy of food, feed and health-related products to feed a growing population and be a resource for others in need.

Committed to feed and food safety, Kemin maintains top-of-the-line manufacturing facilities where over 500 specialty ingredients are made for humans and animals in the global feed and food industries, as well as the health, nutrition and beauty markets. The company provides product solutions and options to customers in more than 120 countries.

A privately held, family-owned and operated company, Kemin has more than 2,000 global employees and operates in 90 countries including manufacturing facilities in Belgium, Brazil, China, India, Italy, Singapore, South Africa and the United States.

About the International Vision Expo & Conference

International Vision Expos, the worldwide conference and exhibition for eyecare and eyewear, are trade-only events that draw more than 30,000 eyecare professionals each year. Co-owned by Reed Exhibitions and The Vision Council, International Vision Expo gives back to the entire ophthalmic community. Proceeds from International Vision Expo are used by The Vision Council to educate consumers about the importance of vision care and the options in eyewear and other related products. In 2015, The Vision Council reached millions of consumers with its messages through marketing materials, public relations outreach and strategic partnerships. International Vision Expo & Conference is a proud supporter of Think About Your Eyes, a national public awareness campaign, presented by The Vision Council and the American Optometric Association, designed to educate the public on the benefits of vision health and promote the importance of getting an annual comprehensive eye exam. Keep this vital campaign going! Sign up at **enroll.thinkaboutyoureyes.com**.

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