

Protect your eyes in the digital world

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DO you spend hours staring at your smartphone screen every day? Did you know that eyeballing a digital screen for long hours can harm your eye health? Blue light – the high-energy visible light emitted by a digital screen is one of the contributing damaging factors that can cause adverse effects to our eyes.

Seventy-one per cent of Malaysians owns a smartphone and spend an average of 5.1 hours a day on the Internet.⁽¹⁾ Constant eye exposure to potential damaging blue light from smartphones and other digital devices causes visual stress that will damage the retina, accelerate vision deterioration and increase the risk of developing age-related eye diseases at a much earlier age.

While limiting the amount of time spent on digital screens is one of the precautions to protect your eyes in this digital world, good nutrition is also one of the key factors that can promote healthy eyes.

Six key nutrients for healthier eyes

1) Marigold – Naturally rich in lutein and zeaxanthin, which are important in promoting healthy eyes. Clinical studies have shown that 10mg of lutein and 2mg of zeaxanthin are beneficial for eye health. Lutein and zeaxanthin in combination (2,3,4) can filter harmful blue light, ultraviolet (UV) rays and neutralise free radicals.

2) Haematococcus pluvialis

– A type of freshwater green microalgae that is naturally high in astaxanthin. Astaxanthin is an antioxidant that can alleviate eye fatigue.

3) Wolfberry (go-ji) – Naturally high in polysaccharides and carotenoids. Traditionally used for improving eye health.

4) Eyebright – Traditionally used for relief of eye strain/eye fatigue.

5) Bilberry – Source of anthocyanosides which provides antioxidant protection, strengthens eyes function, and delivers nutrients and oxygen to the eyes.

6) Dunaliella salina – A type of green microalgae that is naturally high in mixed carotenoids including beta carotene, alpha carotene, lutein, zeaxanthin, etc, to support eye health.

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Biogrow OPTIbrite E Capsule: Healthy eyes for a quality life

Biogrow OPTIbrite E Capsule is a six-in-one improved formulation with high strength for eye health. Each vegetable capsule contains a clinically studied amount of 10mg of lutein and 2mg of transzeaxanthin^(2,3,4) extracted from marigold, astaxanthin from haematococcus pluvialis, anthocyanosides from bilberry and other eye health-enhancing nutrients from wolfberry (go-ji), eyebright and dunaliella salina.

It is recommended for ageing adults, students, computer users, individuals aiming to improve or maintain eye health, individuals experiencing eye strain or tired eyes due to reading, driving, prolonged use of digital devices (e.g. smartphone, tablet) and individuals who are frequently involved in outdoor activities and exposed to UV rays.

Take only one capsule daily after meals for healthy eyes. Biogrow OPTIbrite E Capsule is certified halal by Jakim and is suitable for vegetarians too. It is available in all leading pharmacies nationwide.

References:

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■ For more information, call 03-7956 2220 (Mondays to Fridays: 9am to 5pm) or visit www.biogrow.com.my.

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