

XanMax[®]

Now Available in a
Certified Organic
Option!



Introduction

XanMax[®] is a portfolio of free lutein: zeaxanthin ingredients created for optimal eye health and healthy aging. Lutein helps support eye health and may help reduce the risk of progression to advanced age-related macular degeneration (AMD) as demonstrated in the AREDS 2 study*. The macular pigment is a region of the retina that plays a vital role in our vision. XanMax[®] Free Lutein:Zeaxanthin complex may help to improve visual performance with prolonged screen use in healthy individuals. Lutein and Zeaxanthin have also been shown to benefit cognitive health in all age groups, from infants to late adulthood.

XanMax[®] is extracted and purified from marigold flowers, *Tagetes erecta*. XanMax[®] represents a comprehensive range of Lutein and Zeaxanthin extracted from marigold that delivers high quality at a competitive price point. XanMax[®] is ideal for a quality focused brand that wants to deliver superior eye products at competitive prices to its customers. XanMax[®] is also available in an organic option.

Features & Benefits

Full range of lutein/zeaxanthin complex of blends to suit a wide array of applications

Multiple forms available: oils, powders, beadlets, water dispersible fluid and cold water-dispersible powder

Lutein and zeaxanthin at customized ratios based on formulation needs

Traceability to the marigold seeds and farms

Non-GMO Project Verified products available

U.S. Patents issued for the isolation of lutein and zeaxanthin carotenoids from marigold

High bioavailability forms are available for use in oil, powder and aqueous applications

XanMax[®] grades are available to match the AREDS 2 formula carotenoids dose of 10 mg lutein, 2 mg zeaxanthin for formulation ease

Organic XanMax[®] is Lutein:Zeaxanthin in an organic sunflower oil base, standardized to: 20% Free Lutein 1% Trans-Zeaxanthin – the naturally occurring form

Formulating with XanMax[®]

The XanMax[®] product line is a highly flexible, customizable selection of Lutein/Zeaxanthin products. XanMax[®] is available in multiple product forms for use in oils, tablets, capsules, softgels, and functional foods and beverages, with low minimums. It is also available in flexible packing options to suit requirements both large and small. XanMax[®] is available in powder, beadlets, oil and water dispersible grades. Organic XanMax[®] is available in an oil form.

Clinical Studies and Science

Vision Health

The benefits of lutein and zeaxanthin for eye health have been well established. Clinical studies have shown that the AREDS 2 formula may help reduce the risk of progression to advanced, age-related macular degeneration (AMD) and may help patients keep their vision longer if they have intermediate AMD or advanced AMD in one eye. A clinical study with XanMax® 2002 (20% Lutein / 2% Zeaxanthin) demonstrated a statistically significant increase of 40% in macular pigmentation density. Bioavailability is dependent on the form of the ingredient. Studies on bioavailability show efficient uptake in the blood for up to 24 hours for various forms. Animal studies show that XanMax® lutein:zeaxanthin bioavailability is the same as that of other quality brands.

Cognitive Health

In 2017, a large-scale longitudinal study found that plasma levels of lutein and zeaxanthin are associated with improved cognitive function in adults. It was found that supplemented patients experienced significant increases in brain blood flow in areas of the brain vital to cognition and memory. Other studies have demonstrated effects of lutein and zeaxanthin supplementation as: Producing a “brain maintenance effect” by shielding against the impact of aging on cognitive performance and enhancing brain blood flow in the specific areas that support cognitive function.

XanMax® Lutein : Zeaxanthin Complexes

- Lutein : Zeaxanthin 5:1
- Lutein : Zeaxanthin 10:1
- Lutein : Zeaxanthin 20:2
- Lutein : Zeaxanthin 20:4

Organic XanMax®

- Organic Lutein : Zeaxanthin 20:1 Oil

Structure/Function Claims for Vision Health

Supports eye health

Supports healthy vision

May benefit driving at night

May improve contrast sensitivity

Healthy eye strength and focus

Reduction in occasional eye fatigue

Helps maintain macular pigment density as we age

May improve visual performance with prolonged screen use in healthy individuals

May improve visual performance when the ambient illumination is low

Antioxidant support for eyes

Source

Extracted from marigold flowers, *Tagetes erecta*, traceable to the seeds & farms. Organic XanMax® complies with USDA Organic Standards.

Structure/Function Claims for Cognitive Health

May promote cognitive functions

Helps increase MPOD, which has been correlated to improve reaction time

Helps increase MPOD, which has been correlated to increased visual process speed

Certifications & Quality Assurance

Non-GMO Project Verified forms available

USDA Organic Certified option available

Kosher

Halal

Vegan & Vegetarian compliant

Applications

Softgels

Capsules

Tablets

Functional Foods & Beverages

Safety and Regulatory

Lutein and Zeaxanthin are pre-1994 dietary ingredients. All the components of XanMax® products are GRAS.

*National Eye Institute, National Institute of Health, “Age-Related Eye Disease Study 2 (AREDS 2)”

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