

# Some food for thought—a recent parent survey...

conducted by OnePoll on behalf of OmniActive's "Lutein for Every Age" educational initiative illustrates the current landscape of children's diets, digital device usage, and general health practices. Here's what was found:



70% of parents admitted that their child's vision had gone unchecked for three or more years. The American Optometric Association recommends eye exams once before first grade, and annually thereafter


6 in 10



parents expressed regular concerns about their child's eye health, prioritizing it above other health needs, but were unfamiliar with the ways to effectively support it



AT LEAST **4 hours** the average time parents reported that their child uses digital devices daily

Only 21% 

of parents provided their children with nutritional supplements to help support eye health while only 23% said they made sure to include fruits and vegetables rich in eye health nutrients in their children's diets

## The importance of lutein and zeaxanthin

Supplementing children's diets with lutein and zeaxanthin, important eye health nutrients, may help. Recent clinical evidence supports a role for lutein and zeaxanthin supplementation during pregnancy and early childhood. For example, just 12 mg of Lutemax Kids (10 mg lutein and 2 mg zeaxanthin isomers) was shown to support aspects of eye health and cognition in children. Want to help your patients get an efficacious dose of clinically studied lutein and zeaxanthin Isomers? Tell them to look for 12 mg of Lutemax Kids and 24 mg of Lutemax 2020 for adults on the packaging of their products.<sup>†‡</sup>



<sup>†</sup> Lutemax Kids (Lutemax 2020, 10 mg lutein and 2 mg zeaxanthin isomers)

<sup>‡</sup> Parekh, R., Hammond, B.R. & Chandradhara, D. Lutein and Zeaxanthin Supplementation Improves Dynamic Visual and Cognitive Performance in Children: A Randomized, Double-Blind, Parallel, Placebo-Controlled Study. *Adv Ther* (2024)

\*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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