



INSPIRED MOLECULAR SOLUTIONS™



Kemin Industries, Inc.
2100 Maury Street
Des Moines, IA 50317, USA
toll free: 800.777.8307
www.kemin.com

PRESS RELEASE FOR IMMEDIATE RELEASE:

Kemin partners with Ocular Nutrition Society as part of new eye health campaign
Sponsorship and campaign support the proven science behind FloraGLO® Lutein

DES MOINES, Iowa — May 24, 2013 - [Kemin](http://www.kemin.com), lutein pioneer and manufacturer of [FloraGLO®](http://www.kemin.com) brand Lutein, is pleased to announce its platinum sponsorship with the [Ocular Nutrition Society](http://www.kemin.com) (ONS) with the aim of increasing awareness for essential eye nutrients and true scientific investigation.

The sponsorship coincides with the launch of Kemin's new "Don't Lose SIGHT of the Science" campaign, which emphasizes the large body of established science behind FloraGLO Lutein - the most clinically researched brand worldwide.

"Kemin and the ONS have both been long time pioneers of ocular nutrition," said Dr. Jeffrey Anshel, president of ONS. "The partnership comes at an ideal time, following the release of the National Eye Institutes' (NEI) second Age-Related Eye Disease Study (AREDS2), which reaffirms the importance of lutein supplementation as a link between nutrition and eye health."

Trusted by leading eye vitamin manufacturers worldwide for its quality, established safety profile and documented absorption, FloraGLO was the brand of choice used by the NEI for [AREDS2](http://www.kemin.com). The five year landmark study reinforces the effectiveness of lutein and zeaxanthin in reducing the progression of advanced age-related macular degeneration (AAMD).

"Studies have shown that not all sources of lutein are equivalent, and often, other lutein brands rely on 'borrowed' science to substantiate their claims," said Heather Richardson, Kemin global product manager of FloraGLO Lutein. "This is why it is more important than ever to not lose sight of the science. The strong body of clinical research behind FloraGLO Lutein ensures our eye vitamin manufacturers, and ultimately consumers, of a high quality, efficacious product."

As part of its sponsorship and new campaign, Kemin will team up with the ONS and Jeffrey Gerson, O.D., F.A.A.O., on June 4 to offer a webinar on how AREDS2 results fit into primary eyecare. Dr. Gerson will not only discuss AREDS2 implications for patients with AAMD, but also discuss proactive approaches in maintaining healthy eyes and protecting vision with non-AAMD patients.

Kemin – Inspired Molecular Solutions™

Kemin (www.kemin.com) provides "inspired molecular solutions" specifically developed to provide nutrition and health benefits for humans and animals. Committed to feed and food safety, Kemin maintains top-of-the-line manufacturing facilities where approximately 500 specialty ingredients are made for the global feed and food industries as well as the health, nutrition and beauty markets. A privately held, family-owned and operated company, Kemin has more than 1,600 employees and operates in 90 countries with manufacturing facilities in Belgium, Brazil, China, India, Italy, Singapore, South Africa and the United States.

For media inquiries, please contact:

Meghan Satterstrom, +1 515-559-5121, meghan.satterstrom@kemin.com
Erin Hockman, +1 515-559-5349, erin.hockman@kemin.com

¹Kemin Foods, L.C. internal memorandum based on PubMed search