



Product Guidebook

SUPER LUTEIN

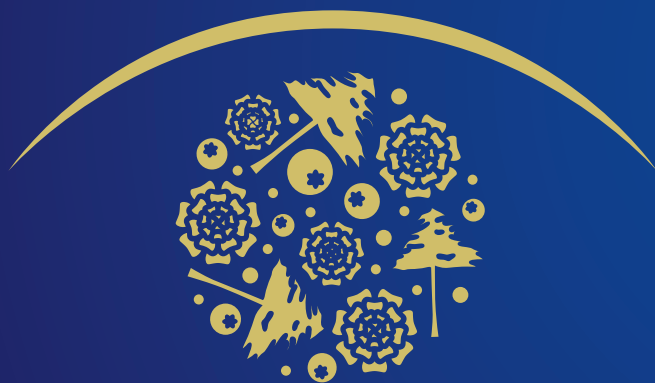
MIRTO+

スーパー・ルテイン ミルトプラス

SUPER LUTEIN—the product synonymous with Naturally Plus—and renowned antioxidant Mirtogenol[®] have joined forces.

A new legend is born.

Behold SUPER LUTEIN MIRTOPLUS.



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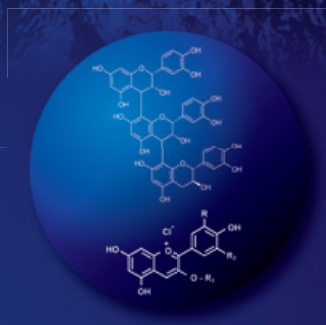
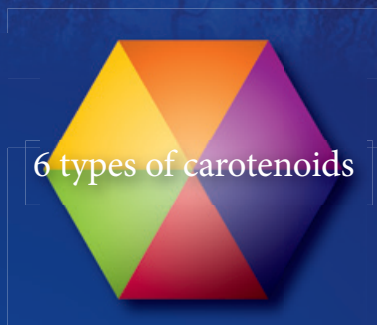
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SUPER LUTEIN

MIRTOGENOL®
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 GENOL MIRTOGENOL® MIRTO
 MORPHAG MIRTOGENOL® BY INDENA
 ENOL PYCNOGENOL MIRTOGENOL MIRTOSSELECT MIRTO

SUPER LUTEIN contains a well-balanced combination of 6 carotenoids found in brightly coloured vegetables. Over the years, it has been well-loved by customers, and has grown into a brand representative of Naturally Plus.

Is it possible to find an ingredient that enhances the strengths of SUPER LUTEIN and at the same time, add new value to it?

Yes. After numerous tests and trials, we found our answer in Mirtogenol®. We combined SUPER LUTEIN's golden combination of carotenoids with renowned antioxidant Mirtogenol®, and a new legend is born.

Naturally Plus is proud to present SUPER LUTEIN MIRTOPLUS.

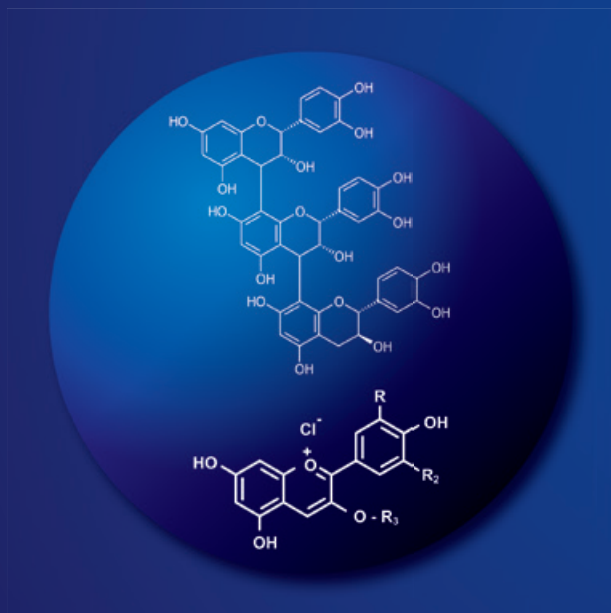
Look forward to seeing every day in a positive light with Naturally Plus.

Renowned antioxidant ingredient

All you need to know about Mirtogenol®

Mirtogenol® is a new ingredient made from combining French maritime pine bark extract Pycnogenol® and bilberry extract Mirtoselect™. Focusing on harnessing the interaction between these two ingredients, their respective pioneer manufacturers—Horphag Research of Switzerland and Indena of Italy—jointly formulated Mirtogenol®.

The conviction of Naturally Plus in this new ingredient has led to our successful development of SUPER LUTEIN MIRTOPLUS.



MIRTOGENOL®
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The wonders of French maritime pine bark extract!

<Pycnogenol®>

- Pycnogenol® is a natural ingredient of plant origin, extracted from the bark of French maritime pine trees that are 30-50 years old. This extract was named Pycnogenol® and marketed by Horphag Research. Research on Pycnogenol® still continues to this day.
- The French maritime pine is characterised by its bark, which is notably thicker than that of Japanese pine and serves to protect the trunk from drastic temperature differences and strong ultraviolet rays.
- Pycnogenol® is noted for having 170 times the antioxidant power of vitamin E and 340 times that of vitamin C.
- Pycnogenol® contains over 40 types of flavonoids including procyanidin, catechin, and taxifolin.
- Records mention that during their exploration of Canada, 16th century French explorer Jacques Cartier and his crew recovered their energy by drinking the natives' tea of roasted pine bark.
- To prevent damage to the ingredient, Pycnogenol® is produced by a patented extraction process based on GMP (standards for production and quality control) within 24 hours of harvesting the bark.




The power of bilberry extract!

<Mirtoselect™>

- Mirtoselect™ is a standardised bilberry extract produced by Indena of Italy from fresh bilberry fruits harvested when they ripen between July to September.
- Bilberry is a wild species of blueberry, carefully selected from over 150 blueberry species. It is a fruit-bearing shrub with strong vitality and resilience against ultraviolet rays during the long daylight hours in its native Northern Europe.
- Fresh bilberries contain about 4 times the anthocyanin of blueberry. Anthocyanin is a type of polyphenol.





The SUPER LUTEIN MIRTOPLUS formula perfectly retains SUPER LUTEIN's golden combination of 6 carotenoids

Carotenoids are pigment compounds that are brightly coloured, such as in yellow, red, and orange.

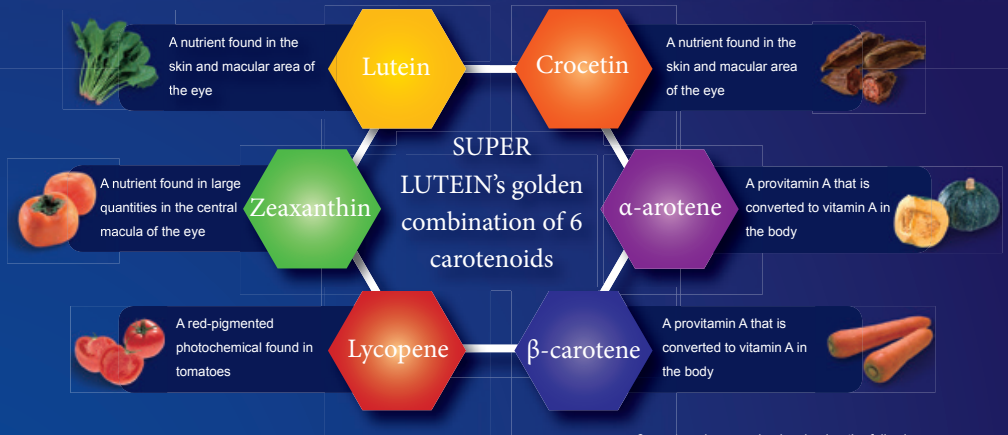
They can be found in colourful vegetables and fruits that are good for health.

Carotenoids are not produced in the human body and therefore must be consumed through vegetables, fruits, and supplements.

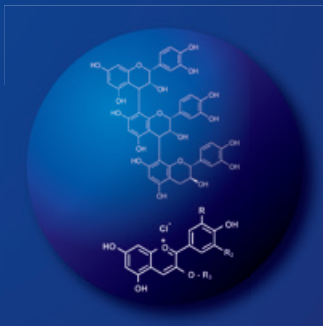
SUPER LUTEIN contains a well-balanced blend of 6 carotenoids—the golden combination.

This golden combination is wholly preserved in the SUPER LUTEIN MIRTOPLUS formula, which also has added Mirtogenol®, a renowned antioxidant.

SUPER LUTEIN



β-carotene is recognised as having the following nutrient function claim:
Helps to maintain night vision and helps to keep the skin and mucosa healthy.



MIRTOGENOL®
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Combining 2 antioxidants, lutein and Mirtogenol®

Lutein and Mirtogenol® are both antioxidants, but have different characteristics. The combination of fat-soluble lutein and water-soluble Mirtogenol® produces a synergy which boosts their antioxidant power to a whole new level.

Manufacturing Process

Our products are delivered from our selected factory.



1. Raw ingredients inspection

Upon receiving the raw ingredients, they are subject to strict microbial, chemical and other tests.



2. Contamination control

Factory workers are required to comply strictly with cleanroom regulations such as those concerning special clothing, and the removal of dust in the air shower room before entering the production room.



3. Quality inspection

After a series of various tests, visual inspection of individual capsules is conducted. This ensures that even hard-to-detect irregular capsules will be filtered from the production line.





SUPER LUTEIN MIRTO+

スーパー・ルテイン ミルトプラス

Product name	SUPER LUTEIN MIRTOPLUS
Product feature	Food containing bilberry extract, French maritime pine bark extract, lutein and zeaxanthin
Contents	55.2g (460mg x 120 capsules)
Recommended daily intake	4 capsules
Consumption method	4 capsules a day, with cool or warm water
Nutritional Value per 4 capsules (1.84g) (actual value)	Calories 12.1kcal/Protein 0.47g/Fat 1.00g/Carbohydrate 0.30g/Sodium 0~3.0mg/ β -carotene 2020 μ g/Vitamin E 72.8mg
Other ingredients per 4 capsules	α -carotene 840 μ g/condensed cassis extract 72.0mg/bilberry extract 80.0mg/pine bark extract 40.0mg/lutein 18.0mg/zeaxanthin 1.50mg/gardenia yellow 3.0mg/lycopene 2.16mg/DHA 73.0mg
Raw materials	Refined fish oil (containing DHA), wheat germ oil, vitamin E extract, bilberry extract, cassis extract, pine bark extract, gelatine, glycerine, beeswax, marigold extracts (containing lutein and zeaxanthin), tomato lycopene, palm oil carotene, gardenia yellow, vitamins B1, B2, B6, and B12.
Storage Method	Store in a cool place away from high temperature, high humidity, and direct sunlight.
Caution	<ul style="list-style-type: none"> • This product is not intended to cure a disease or improve the state of health even if taken in large quantities. • Follow the daily intake instructions. Should adverse reactions occur, stop using product and please consult your doctor. • Nutrient per serving as percentage of recommended daily dietary allowance: β-carotene as 37% of vitamin A allowance • Those who are allergic to the raw materials of this product are advised to avoid consumption. • Keep out of reach of children. • Keep lid tightly closed after opening.

FAQ

These are the answers to frequently asked questions about SUPER LUTEIN MIRTOPLUS.

Q.1 Are the ingredients in SUPER LUTEIN MIRTOPLUS different from those in SUPER LUTEIN?

A. Apart from the additional Mirtogenol®, all the ingredients in SUPER LUTEIN MIRTOPLUS are the same as those in SUPER LUTEIN.

Q.2 Apart from the ingredients, is there anything else different about SUPER LUTEIN MIRTOPLUS?

A. The daily intake is 4 capsules, and the capsules are oval in shape.

Q.3 How long is the shelf life of SUPER LUTEIN MIRTOPLUS?

A. Kept unopened, the shelf life is 2 years after the date of manufacture.

Q.4 Where should I store SUPER LUTEIN MIRTOPLUS?

A. Store it in a cool, dry place away from high temperature, high humidity and direct sunlight.

Q.5 Is SUPER LUTEIN MIRTOPLUS a patented product?

A. SUPER LUTEIN MIRTOPLUS is not a patented product. However, the ingredient lutein is obtained through a patented extraction method.

Q.6 How many mg is one capsule?

A. One capsule weighs 460mg (300mg contents + 160mg capsule).

Q.7 Does SUPER LUTEIN MIRTOPLUS have nutrient function claims like SUPER LUTEIN does?

A. Yes. Like SUPER LUTEIN, SUPER LUTEIN MIRTOPLUS contains vitamin A (β -carotene), which is labelled with nutrient function claims.

Q.8 What are the capsules made of?

A. The capsules are made of gelatine and glycerine, the same as for SUPER LUTEIN.

Q.9 What is the recommended way in which SUPER LUTEIN MIRTOPLUS should be consumed?

A. You are recommended to consume 4 capsules a day, with cool or warm water. There is no fixed way of consumption. You may consume SUPER LUTEIN MIRTOPLUS at any time of the day, at your convenience.

Q.10 What is the minimum age at which one can consume SUPER LUTEIN MIRTOPLUS?

A. Anyone with the ability to swallow the capsules can consume SUPER LUTEIN MIRTOPLUS. Please swallow with care. As 4 capsules a day is the recommended intake for adults, a child may consume half or a quarter of that.

Q.11 Can SUPER LUTEIN MIRTOPLUS be consumed together with medicine?

A. Yes. The ingredients in SUPER LUTEIN MIRTOPLUS are not known to react adversely with medicine. However, should you have further concerns, please consult your regular doctor or pharmacist for more clarification.

Q.12 Can pregnant or lactating women consume SUPER LUTEIN MIRTOPLUS?

A. Yes, provided the dosage of 4 capsules a day is not exceeded. However, should you have further concerns, please consult your regular doctor for more clarification.

Q.13 I am allergic to pine. Can I still consume SUPER LUTEIN MIRTOPLUS?

A. SUPER LUTEIN MIRTOPLUS contains pine bark extract (Pycnogenol®). There have been no reports of allergic reactions to Pycnogenol®. However, should you have further concerns, please consult your regular doctor for more clarification.

2013.07.01



Naturally Plus has obtained ISO9001 certification.

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