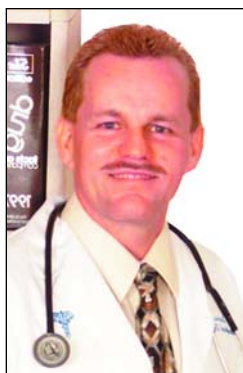


# STOP Making Your Eye Doctor Rich!

## Urgent Eye Health Alert For Anyone Over 40!



Al Sears, M.D.

Discover How  
My Amazing  
Breakthrough  
Formulation  
Can:

- **PROTECT**  
Your Vision...
- **HALT** Eyesight  
Degeneration
- **AND** Improve The  
Health Of Your  
Eyesight!



# Imagine Hearing This From A Surgeon During Your Operation...

Dear Friend,

Please allow me ten short minutes of your valuable time. Yes, it's that important. It's about your vision, but more importantly, the future quality of your life.

I'd like to tell you about a guy named Hank. First, let me tell you that I've never met Hank but the source of this story is good. I was told he's around 58 years old, near sighted, active, and in relatively good health. But like a lot of baby-boomers getting older his vision was getting worse and he was fed up with getting a stronger lens prescription every year.

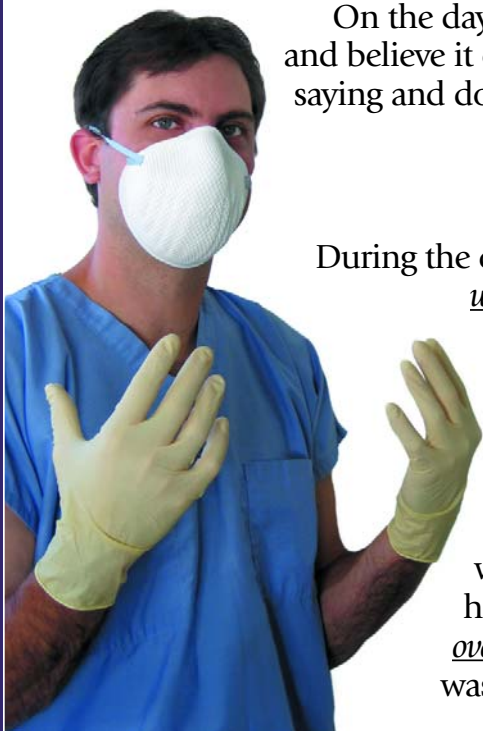
Hank simply wanted to feel and look young again—NOW! A friend of his had Lasik surgery done and recommended that he get the same procedure, "and to definitely get both eyes done at the same time."

On the day of his surgery, Hank is under a local anesthesia and believe it or not can actually hear everything the surgeon is saying and doing during the operation.

## Then It Happened!

During the delicate procedure something goes wrong— very wrong. Hank hears something that would startle anyone. Turning to his nurse the exasperated surgeon announces, "You see, THAT'S why we only do one eye at a time."

What Hank experienced on that fateful day occurs probably more times than the profession wants to admit to. You see, the laser inadvertently had cut the lens of Hank's cornea. The surgery was over until his eye healed. (Yes, eventually the other eye was successfully done.)



So why do I tell you this story?

To reinforce what I tell most of my "over 40" patients who complain to me about their vision ailments. There are better options!

Now with my breakthrough formula you can have a natural alternative at your disposal to help maintain and improve the quality of your life, your health – and especially your precious eyesight.

## **So Simple – And Yet Truly Effective – Improve This *One Thing* And You Can Boost Your Eyesight!**

Allow me to introduce myself. I'm Al Sears, M.D. I've been practicing medicine for over 15 years and specialize in natural health maintenance, men's health, and anti-aging medicine. I own and operate a Wellness Center in South Florida with over 10,000 patients.

What I've learned from my patients at my clinic, I will tell you now.

- A visit to your eye doctor does not mean stronger glasses.
- Your eyesight degeneration can improve with proper nutrients.
- You can see improvement in your eye health within a matter of weeks.

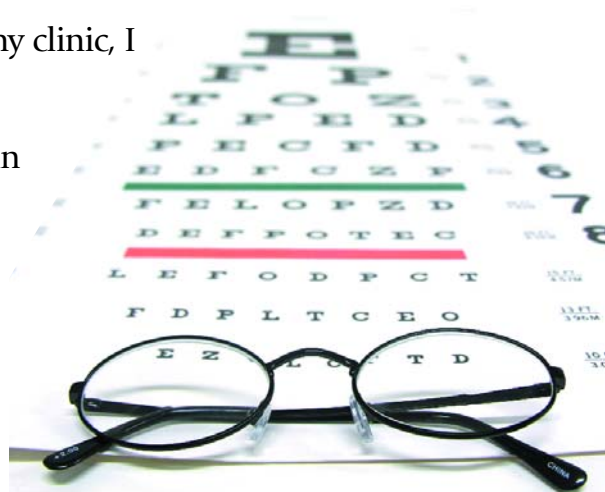
Nobody better than me knows that traditional medicine dictates, "Don't fix what's not broken." Well, through cutting-edge research and implementation I've successfully proven time and time again with my patients: "Let's naturally maintain and improve BEFORE it breaks."

And that's exactly why I painstakingly gathered every ounce of documented research I could find on the subject.

Well, my thesis was proven beyond a shadow of a doubt:

Certain nutrients – in exact high doses – not only protect your eyes from

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natural deterioration – and here's the exciting part – but they can also assist in restoring your vision to where it USED to be when you were younger.

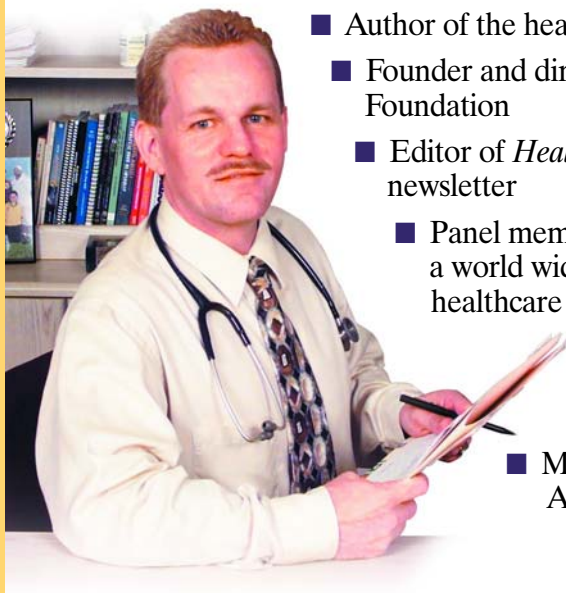
## **Top-Gun Nutritional Specialists Develop A Remarkable Formula Which Produces Remarkable Results!**

Now I knew that I had a monumental task ahead of me. So I joined up with the best-of-the-best specialists in nutrition to make my dream a reality for you. I'm proud to say that we developed one of the most potent, cost effective, fast-acting, vision enhancement supplements on the market today. My proprietary formula is called **Vita-Vision**.

My friend, the feedback that we've gotten from people who swear by

### **ABOUT AL SEARS, M.D.**

**Al Sears, M.D.** specializes in men's health and is board certified in anti-aging medicine. He owns a successful Wellness Center in Florida with over 10,000 patients. He combines modern medicine with nutrition, herbology, exercise physiology and sports training to create his unique natural treatment programs.



- Author of the book, *The Doctor's Heart Cure*
- Author of the health books, *The Healthy Living Collection*
- Founder and director of The Wellness Research Foundation
- Editor of *Health Confidential*, a national health newsletter
- Panel member for The Health Sciences Institute, a world wide consulting service for integrative healthcare
- Professor at Barry University where he teaches human anatomy, physiology and nutrition
- Member of the American Academy of Anti-Aging Medicine

**Vita-Vision** is so extraordinary – that it’s made my research for bringing you the ultimate product to improve your vision, well worth it.

*Please don't envy them – join them! You can also be like the thousands who have already discovered drastic improvement in their eyesight!*

I want you to imagine yourself right now...

- Regaining your independence to do what you want – when you want!
- Enjoying reading books again without eye strain!
- Improving your clarity and vision for night time driving!
- Engaging in your favorite hobbies without having the brightest light on in the house!
- Watching your favorite TV show again and again!



So now you might be wondering...what resulted in my patients having rejuvenated eyesight? You’ve heard of the saying, “The sum is greater than the parts?” Well, it’s true: And here are the...

## 4 “All-Star” Critical Nutrients Working In Harmony To Deliver You Optimal Eye Health

Every championship team has certain unsung key role players that do their job everyday on the field. Yes, they’re important. BUT for the team to rise to astonishing heights – to accomplish their goals quickly, they need “All-Stars” – the heavy hitters – to get them to the next level.

It’s the same for reaching your goals for optimal eye health. Here are the 4 “All Star” **Vita-Vision** nutrients that I’m proud to say have literally given thousands of people a new “outlook” on life.

The first of our starting team line-up is **Bilberry**. As our #1 All-Star **Ingredient** this natural herb extract was effectively used by W.W. II pilots to

*(continues...)*

help improve their night missions. Fast forward 50 years and science has discovered that bilberry triggers the production of *rhodospin*. This is an eye protein that assists you at night.

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Administration of bilberry extract resulted in improved nighttime visual acuity, faster adjustment to darkness, and faster restoration of visual acuity after exposure to glare.<sup>1</sup>

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## Here's The Secret That No One Tells You About!

As the damage to your eyesight continues, you need to take a lot more than just Bilberry to help improve the health of your eyesight. What you need are **antioxidants**, your body's natural defense system that can BLOCK these menacing soldiers of destruction.

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According to a controlled study by Neurosciences Research Institute, Birmingham, UK, AMD (Age-related Macular Degeneration) may be reduced by lifestyle changes including: cessation of smoking, minimizing sunlight exposure, reducing dietary fat intake, and maintaining antioxidant levels.<sup>2</sup>

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But here's the problem: to get the necessary nutrients on a daily basis you'd have to ingest LOTS of fruits and vegetables, MUCH more than you would like to, that's why supplementing your diet with **Vita-Vision** could put your eyesight back into focus.

## Guess What? It's NOT Just Your Age That's Causing Your Failing Eyesight

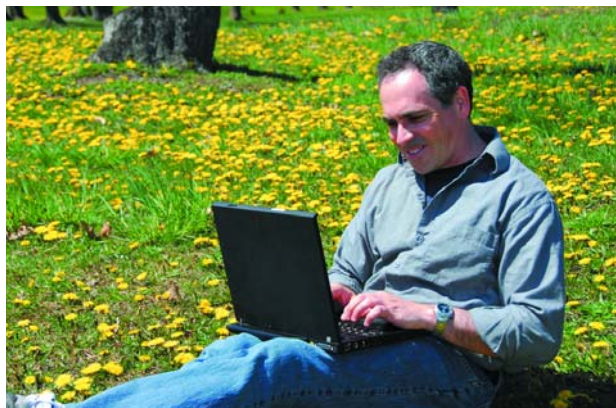
Listen, I know the frustration you're going through right now with your vision. Ever notice that you can't read a menu properly anymore – or just trying to view words on a page is a major task?

Understand that there are two culprits at work here. One has to do with age: the lens of your eye losing its elasticity (words blur on the page) and your eye circulation diminishes. BUT the second one has NOTHING to do with how old you are.

It's **Free Radicals** – and they're all around us. Relentlessly, they attack

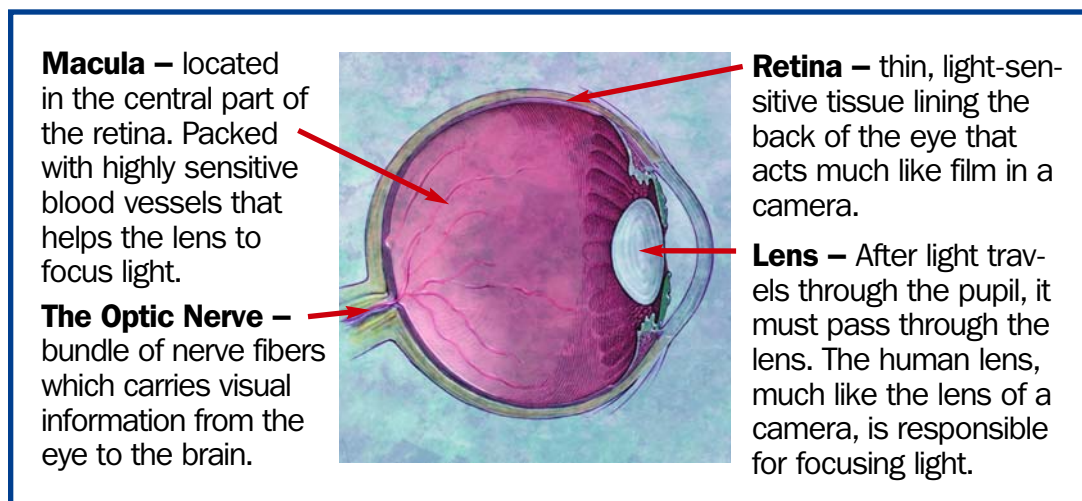
your blood vessels, the lens, and the nerve cells of your eyes. They come from the sun's rays, smoke, air pollution; even "good old" oxygen takes part in the assault.

Need proof? Take a bite of an apple, leave it on a plate for a few hours then come back and notice what's there. I'm sure you get the "not so pretty" picture.



Free radicals also go after other parts of your body too, but your eyes, naturally, are the most vulnerable. They have been around since you were born. So in essence, the longer you're alive, the more time these bandits have had to attack your health.

And here's what you should know: They especially cause damage to the part of the eye called the **macula**.



## Good News! Bio-Science Discovers 2 Powerful Carotenoids That Can *Protect* & *Enhance* Your Vision Now – And Forever!

Now is the time to start protecting your precious eyes from the daily bombardment of free radicals with "All-Star" ingredients #2 Lutein and #3 Zeaxanthin!

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A study done by the Department of Psychology, University of Georgia, confirms that lutein (L) and zeaxanthin (Z) may help improve vision throughout life through direct effects on the optics of the eye. These carotenoids may also help fight age-related visual loss by reducing the cumulative effects of oxidative damage to the retina and lens.<sup>3</sup>

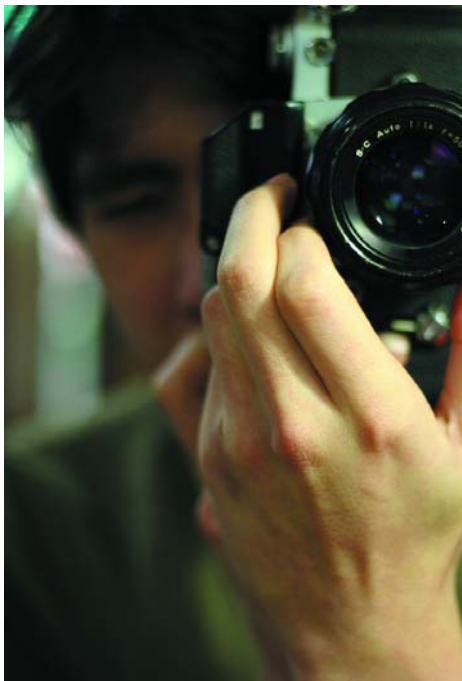
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Not only that, but...

- A high dietary intake of carotenoids is associated with a 43% lower risk for AMD compared with those consuming low quantities. Lutein and zeaxanthin were most strongly associated with reduced AMD risk.<sup>4</sup>
- Zeaxanthin seems to be well suited to stabilize the biomembrane structure and provide against oxidative damage.<sup>5</sup>

Make no mistake: Your vision is in a constant battle for survival. But you have alternatives for fighting and winning that battle!

And you get it with **Vita-Vision's** extraordinary formula that contains *a whopping – 20 milligrams of Lutein, a full 2 mg of Zeaxanthin, and an impressive 120 mg of Bilberry extract.*



## All-Star Ingredient #4 Can Turbo-Charge Your Vision!

At my *Wellness Center* we practice the healthy unity of mind, body, and spirit with our patients. And that's what I bring to you with **Vita-Vision**. Ingredients working in harmony with your body's chemistry to achieve one goal: you having healthy, vibrant vision – today... tomorrow and for the rest of your life.

And that's why I've included the very essential **Lycopene** as the 4th critical ingredient. Just like the other carotenoids, **Lycopene** is a potent antioxidant that also protects your cells and tissues from



oxidative stress brought on by free radicals...

I've provided you with 20 mg of Lycopene so you get a turbo-charged amount of pure antioxidant power. You now have a strong back up artillery to continually combat free radical damage.

## The Other Super Nutrient That Can Help Improve Your Vision Acuity!

Have you noticed as you've gotten older, the circulation in your hands, feet, and legs isn't what it used to be? Well, this problem also occurs in your eyes.



And that's because the tiny capillaries and blood vessels that feed your eyes also get weaker – resulting in poorer circulation.

Yes, even if you're eating well, there's a strong chance that you're not getting the proper nutrition your eyes need.

This is where **Ginkgo biloba** can help to support and maintain healthy eyesight. This powerful nutrient effectively increases the blood flow to the capillaries and tissues that are in and around your eyes.

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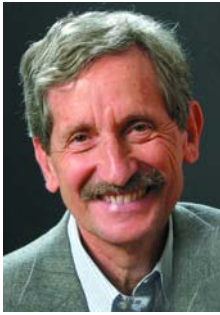
A study conducted by the American Academy of Ophthalmology demonstrated that Ginkgo biloba increases ocular blood flow and its antioxidant activity, platelet activating factor inhibition, nitric oxide inhibition and neuroprotective activity combine to suggest that Ginkgo biloba could play a major role in maintaining good eye health.<sup>6</sup>

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Remember: when it comes to your health – you should never, ever compromise for quality or effectiveness.

*(continues...)*

## Hear What Marty Has To Say About Vita-Vision!



"This past August I went in for my annual eye exam appointment and was unfortunately told that my eyesight had gotten drastically worse. So, after reading about Vita-Vision, I thought it would be worth a try.

After just a few weeks my vision (even at night) had improved ten-fold! Even my wife is happy, since I don't have to turn on the lights in the middle of the night to walk the dog. This product is so good that I have already given a bottle of Vita-Vision to my mother!"

— Martin Rosenberg, Hicksville, NY

## How Much Would You Pay To Possibly Improve and Protect Your Vision 10 Fold?

How much would you spend to enjoy the simple and important things in life – like watching your children and grandchildren grow up – painting a picture – following a recipe in a cookbook – or reading a great novel without keeping it at arm's length?

Hundreds maybe thousands of dollars? And don't you agree even then it would be a bargain? Here's the truth: to buy all the ingredients in **Vita-Vision** separately (not counting the premium ingredients), *you'd spend in excess of around \$136 a month.*

A lot of money? Perhaps. And that's not even mentioning the inconvenience of taking over 12 different dietary ingredients daily.

But now you won't have to. We've done all the hard work for you by combining every proven ingredient in one, easy-to-take, affordable formula.

And here's why you should not even hesitate to begin taking **Vita Vision**:

## Satisfaction is Guaranteed Or I'll Buy It Back From You!

My professional life's goal is to continue to enrich the health of others and I want you to know that I stand completely behind **Vita-Vision**.

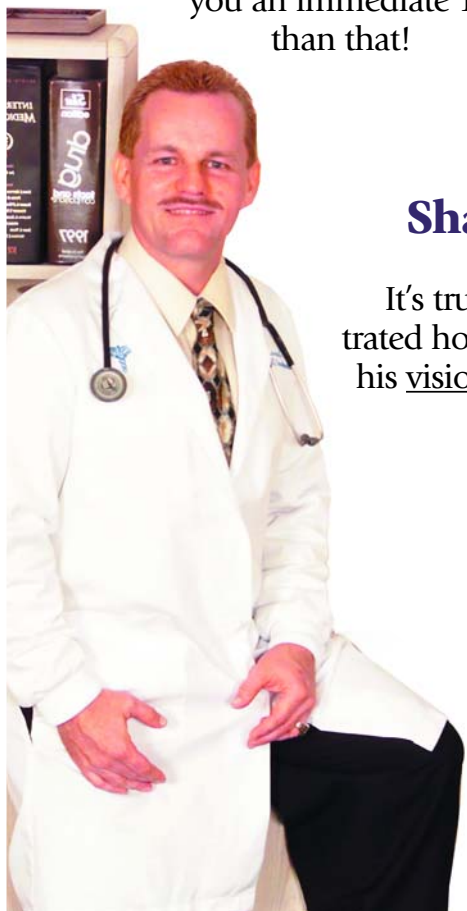
Here's my offer to you: Try **Vita-Vision** not for 30 days – but a FULL 60 Days. Put it to the most important eye test there is. Yours!

From the very first day you start taking **Vita-Vision** until 60 days later, I want you to notice how your vision improves. Be aware of how images become sharper – how blurred street signs come into focus – and how far-away objects seem more alive and clearer to you.



I'm so sure you're going to see a drastic improvement in your vision that I offer this full money back guarantee:

If you're not **ABSOLUTELY THRILLED** with the results of **Vita-Vision**, I will buy back every bottle, regardless if they have been used or not, and give you an immediate 100% refund of the purchased price. Can't get any fairer than that!



## In Less Than 8 Weeks You Can Begin Seeing Clearer – Sharper – And Easier Guaranteed!

It's true – one thrilled customer who recently wrote us illustrated how effective **Vita Vision** worked on improving his vision.

*"This product is amazing. I can now drive a car and read longer without my eyes getting tired."*

— **Steve Wilson**

I want you to experience what Steve has. That independence, where you can once again feel freedom to get into your car anytime, day or night, and drive where you want. Imagine being able to relax on your couch and take pleasure in your favorite book or movie without straining your eyes. And how

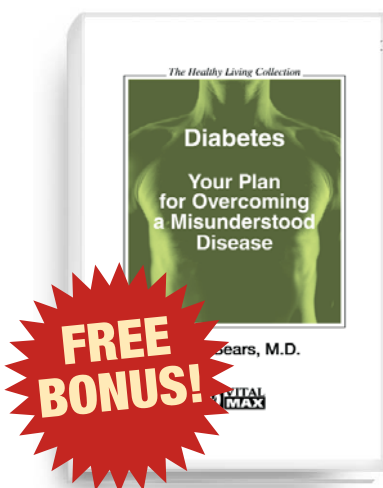
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about taking up that hobby you have long missed because of your failing eyesight!

Well, now you can! And it can happen in just a few weeks!

## **LIMITED TIME FREE BONUS (A \$15.95 Value) (But You Must Act Fast)**

You see, at *The Center for Health and Wellness* I always advise my patients about the unity of mind, body, and spirit—in all aspects of their health. And I want it to be the same part of your daily regiment as well, which is why I insist on giving you a **FREE BONUS** that can truly help you.



Order 2 or more bottles of **Vita-Vision** within 10 days and I'll send you my just released book entitled *Diabetes: Your Plan For Overcoming a Misunderstood Disease*.

This issue is of great importance to everyone. Unfortunately, pre-diabetes is affecting millions of people at an alarming rate. And if left untreated could become a full-blown disease.

But here's the problem: we've only produced a limited amount of these eye-opening books in the first printing run and once they're gone, they're gone. And I do want you to have it, so I'm going to make you an "offer you can't refuse."

Order at least 4 or more bottles of **Vita-Vision** within 10 days (something I strongly suggest you do for lasting results) and you'll not only get my new book but **I'll include FREE shipping and handling too!**

## **I Challenge You To Take Control And Improve Your Eyesight TODAY!**

If you want to improve your vision starting today, I challenge you **RIGHT NOW** to throw away any excuses you have and order **Vita-Vision** today.

And congratulations! If you've read this far you know more about how and why your vision weakens than three quarters of the public. But more importantly: you know HOW to improve the health of your eyesight and help yourself to a better quality of life.

*(continues on page 14...)*

## See For Yourself Why So Many Users Of Vita-Vision Are Satisfied!



"My eyes were blurring a lot. Thank you for sending me the information about Vita-Vision, my eyes are much better. It has a lot of the herbs I need for my eyes. I'm very happy with it and I have told others about it."

**—Joan Penrod  
Clearwater, FL**



"I've been interested in a product that would strengthen my eyes. I'm used to having "floaters" drifting across my field of vision. Since I've been taking Vita-Vision they're almost completely gone. My vision has been greatly improved and at times I no longer need corrective lenses to see in the distance. I'm very satisfied with this product and am going to recommend it to family and friends."

**—Robert Jenson  
Elmira, NY**



"I might not throw away my glasses but Vita-Vision has certainly helped. I showed this formula to my ophthalmologist and he was very impressed. I have already recommended Vita-Vision to my friends and family."

**—John Hammond  
Richmond, VA**



"I've been using your product Vita-Vision for over two years. Since taking your product I've noticed that I'm not reaching for my eye glasses all the time. The other day I went to take my drivers license test and the girl said, "...you don't need glasses? My son and our preacher are now also taking Vita-Vision. Thanks!"

**—John D. Kersher  
Littleton, CO**



"I have prescription glasses for distance, primarily driving. Now I rarely use my glasses during the day. Since taking Vita-Vision I have noticed a big improvement in my vision. I always freaked when I didn't have my glasses in the grocery store, large department store, or the mall. Now I can read the aisle sign without my glasses and don't worry when I've left them in my car. Vita-Vision makes me feel as though I have more energy and my eyes seem clearer. I'm recommending it to others."

**—Julia Pollack,  
San Diego, CA**

NOTE: The original copies of all customer letters are kept on file at the VitalMax Vitamins corporate office and are available for inspection during regular business hours. In order to ensure privacy of our customers, names, places, and likeness may have been changed. Results may not be typical. Individual results may vary. The experiences given represent personal ones and may differ among individuals.

PLEASE take control of your health and treat yourself to the brighter future that you're entitled to. One that includes the independence that only healthy vision can give you.

So while it's fresh on your mind take immediate action, call 1-800-815-5151 and order TODAY!

Sincerely Yours,

Al Sears, M.D.

P.S. I'm so excited for you: in just a few weeks of taking **Vita-Vision** you'll definitely notice a sharp improvement in your eyesight. And don't forget to take advantage of getting a copy of my latest report *Diabetes: Your Plan for Overcoming a Misunderstood Disease*. It's yours FREE with every order of two or more bottles!

<sup>1</sup> Anonymous. Vaccinium myrtillus (Bilberry). *Altern Med Rev* 2001;6:500-504.

<sup>2</sup> Bartlett H, Eperjesi F. A randomized controlled trial investigating the effect of nutritional supplementation on visual function in normal, and age-related macular disease affected eyes: design and methodology. *Nutrition Journal* 2003, 2:12.

<sup>3</sup> Hammond BR Jr, Wooten BR, Curran-Celentano J. Carotenoids in the retina and lens: Possible acute and chronic effects on human visual performance. *Arch Biochem Biophys* 2001;385:41-46.

<sup>4</sup> Anonymous. Lutein and zeaxanthin. In: Hender SS, Rorvik D, eds. *PDR for Nutritional Supplements*. Medical Economics, Montvale, NJ, 2001, pp 281-284.

<sup>5</sup> Gabrielska J, Gruszecki WI. Zeaxanthin (dihydroxy-B-carotene) but not B-carotene rigidifies lipid membranes: A H-NMR study of carotenoid-egg phosphatidylcholine liposomes. *Biochem Biophys Acta* 1996;1285:167-174.

<sup>6</sup> Quaranta L, Bettelli S, Uva MG, Semeraro F, Turano R, Gandolfo E. Effect of *Ginkgo biloba* extract on preexisting visual field damage in normal tension glaucoma. *Ophthalmology* 2003;110:359-362.

THE STATEMENTS MADE HEREIN HAVE NOT BEEN EVALUATED BY THE U.S. FOOD AND DRUG ADMINISTRATION. THIS PRODUCT IS NOT INTENDED TO DIAGNOSE, TREAT, CURE, OR PREVENT ANY DISEASE.

**Dr. Sears' # 1 Recommendation!**

**Take This Opportunity To Get All The Benefits Of Vita-Vision For Six Full Months And Pay The Lowest Price Ever!**

- ✓ Save Up To \$79.70
- ✓ **FREE** Shipping & Handling
- ✓ Plus! FREE Dr. Sears' New Book (A \$15.95 Value)

**Order Today 1-800-815-5151!**



# Vita-Vision's No-Risk Order Form

- YES**, Dr. Sears! I want to improve the health of my eyes and stop my vision from getting worse. Please rush me the following supply of **Vita-Vision**.
- YES**, I'm ordering two or more bottles of **Vita-Vision**, so please include my **FREE** copy of your book, "*Diabetes, Your Plan For Overcoming a Misunderstood Disease*".
- BEST VALUE! SAVE \$79.70! 6 Bottles** = \$129.70 + FREE S&H Item #BIL006
- GREAT VALUE! SAVE \$49.80! 4 Bottles** = \$89.80 + FREE S&H Item #BIL004
- SAVE \$13.95! 2 Bottles** = \$49.90+ \$5.95 S&H (Total \$55.85) Item #BIL002
- 1 Bottle for \$28.95 + \$5.95 S&H (Total \$34.90) Item #BIL001



### PAYMENT CHOICE:

Check or money order enclosed for U.S. \$ \_\_\_\_\_ (Please make payable to: Vitalmax Vitamins; US FUNds Only Via Correspondent US Bank; Sorry, No C.O.D.s)

I prefer to use my:  Visa  MC  AMEX  Discover

-     -       Exp. \_\_\_\_/\_\_\_\_  
 CREDIT CARD NUMBER

SIGNATURE \_\_\_\_\_

( )  
 DAYTIME PHONE NUMBER (in case of questions about your order)

**Make Any Necessary Changes on Reverse Side**

NAME/ADDRESS \_\_\_\_\_

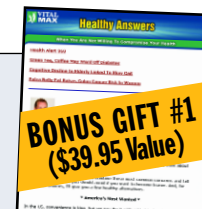


**FREE... Valuable Health Information and More**  
**Sign up for Dr. Sears' "Award Winning" Internet Health Alert Newsletter!**

**Special Bonus: Free E-Book, "Staying Young Forever."** Learn all of Dr. Sears' secrets for staying young and active! Both are **FREE** with your purchase!

**Your E-mail Address**

*(Email Protection! Your email name will never be sold or shared with any third party)*



**100% Satisfaction Guarantee!**  
 Try Vita-Vision today for 60 days...at no risk! If you are not 100% satisfied with the results of Vita-Vision, you may return the unused portion (up to 60 days) for a full, no-questions-asked refund of the purchase price.

**Call Toll-Free**  
**1-800-815-5151**  
 24 Hours A Day/7 Days A Week!  
**Fax Your Order to 1-410-810-0910**  
 or mail to: **Vitalmax Vitamins**  
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 Chestertown, MD 21620-9890

# Inside Is the Secret To Never Having To Wear Stronger Glasses Ever Again!

Discover The 4 Super "All-Star"  
Nutrients That Can Halt Your  
Eyesight Denegration And Improve  
Your Vision Within Weeks —

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