



For healthy, happy kids

Swisse Wellness launches Swisse Kids Eye Health

Media Release

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Swisse Kids Eye Health joins the extensive Swisse Kids health range as a unique formulation to support eye development, maintain healthy vision and most importantly assist to filter blue light associated with digital device screens.

David Cannata, Product Training Manager at Swisse Wellness, says the great tasting and natural berry flavoured supplement is a combination of ingredients formulated for parents to support children aged 2 – 12 years against the exposure of blue light.

“Blue light is the strongest visible light that has enough energy to penetrate the lens of the eye leading to deterioration over time,” Cannata said.

“The emergence of electronics, including the use of tablets, smart phones and computers, has led to increased long-term exposure to blue light, particularly in children, who are most at risk due to their underdeveloped lenses, so it is critically important to be supporting kids ongoing eye health.

“Our new formulation assists in combating symptoms associated with prolonged exposure to blue light, whilst also supporting ongoing healthy eye development in children.”

Swisse Kids Eye Health includes Lutein and Zeaxanthin extract as its key ingredients in combination with omega-3 fish oil and beta carotene as well as the antioxidant support of Bilberry working together to protect the photoreceptor cells in the retina from potential free radical damage.

Swisse Kids Eye Health is available in leading pharmacies and www.swisse.com.

Additional Information: Always read the label. Use only as directed. Vitamin supplements should not replace a balanced diet. If symptoms persist consult your healthcare professional.

For all enquiries, please contact:

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