

REDEFINING OVERALL WELLBEING



Clinically Proven



Patent Pending



Non-GMO



100% Natural

Discover the ultimate synergy of the all-essential carotenoids.



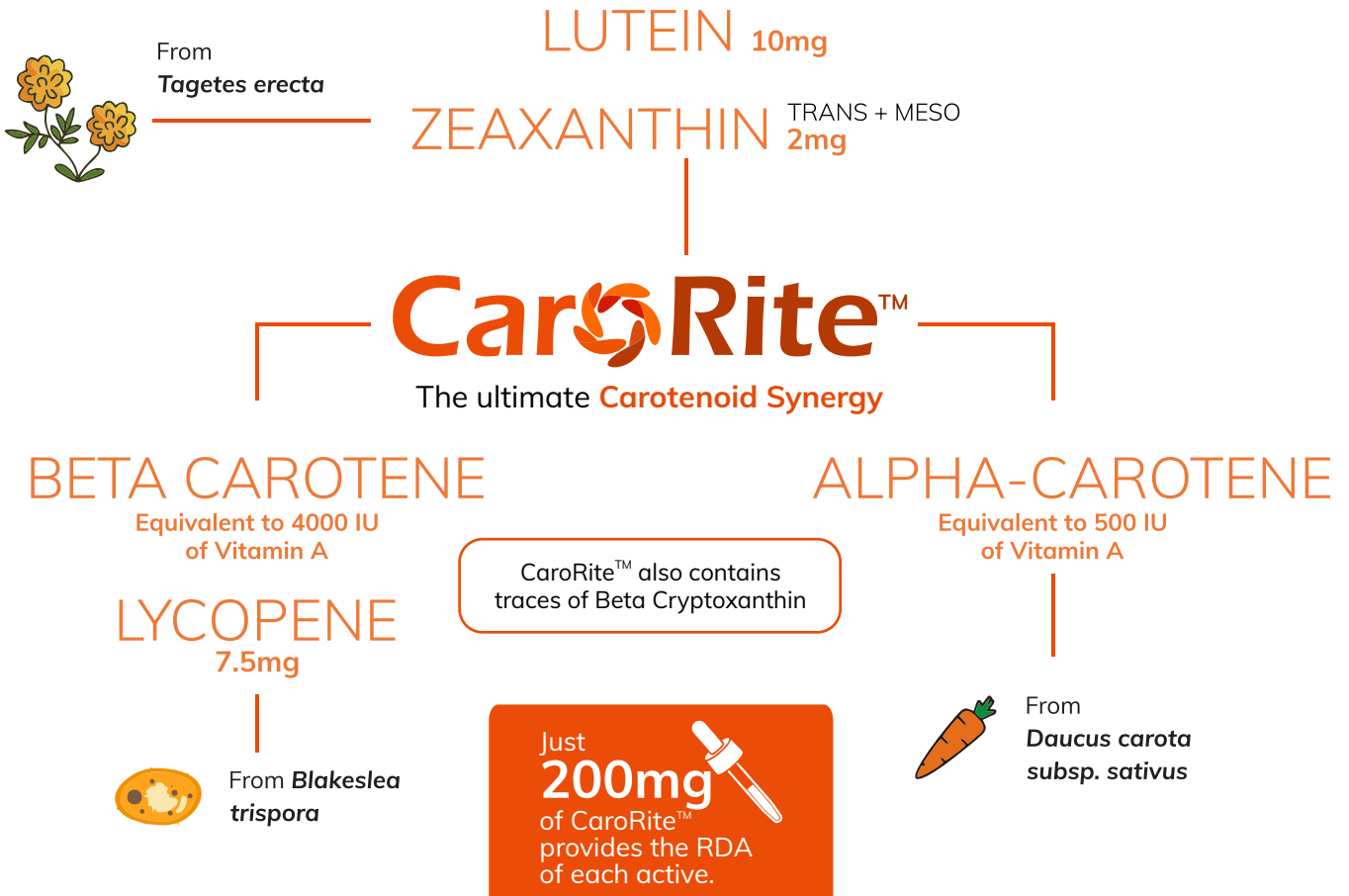
Choose Good Health™

CaroRite™

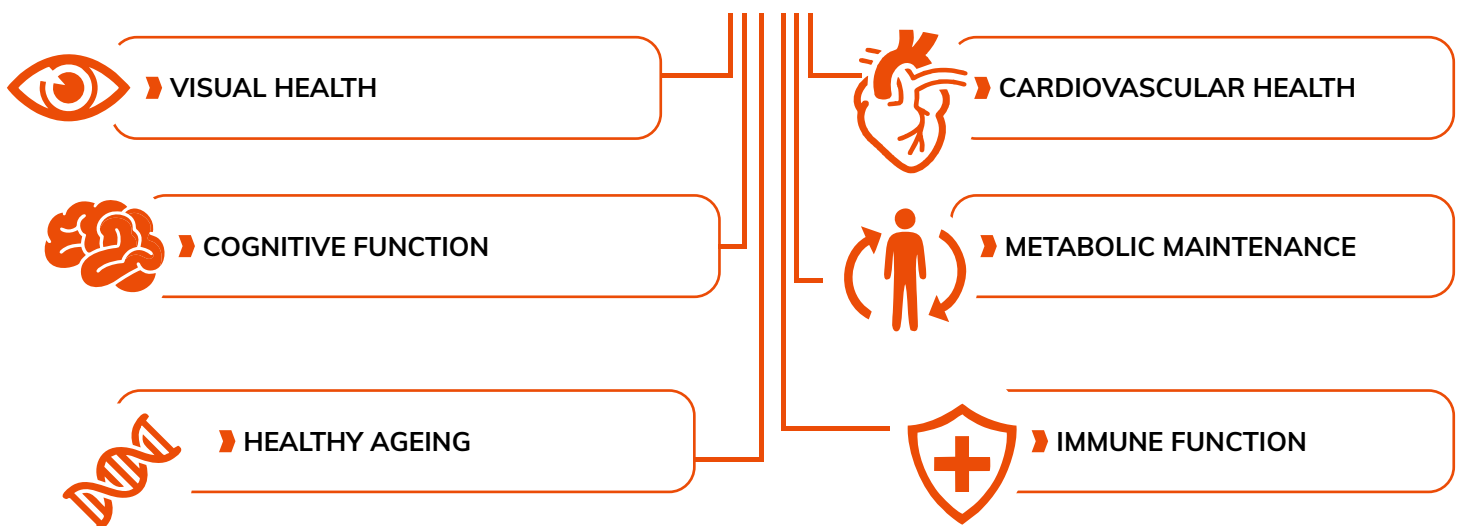
Improve your customer's quality of life with CaroRite™

While technological advancements have led to increased longevity, they have not necessarily improved quality of life. We encounter oxidative stress due to our modern lifestyle, which needs to be managed as early as possible. Carotenoids reduce oxidative stress by interrupting the propagation of free radicals, thereby promoting healthy ageing.

CaroRite™ is a carefully-crafted carotenoid complex, containing the ideal dosage of Lutein, Zeaxanthin, Beta Carotene, Alpha Carotene, Lycopene and other carotenoids.



POTENTIAL BENEFITS



EQUIVALENCE IN FOOD

12 mg of Lutein + Zeaxanthin
is equivalent to about
15 gms of Spinach



4000 IU of Beta Carotene
is equivalent to about
58 gms of Pumpkins



500 IU of Alpha Carotene
is equivalent to about
10 gms of Carrots



7.5 mg of Lycopene
is equivalent to about
320 gms of Tomatoes



RESEARCH

CaroRite™ for Visual Health

A 93-subject, 3-arm, randomized, double-blind, parallel, placebo-controlled study was conducted to assess the impact of supplementation of CaroRite™ on Macular Pigment Optical Density (MPOD) over 180 days, in healthy adult subjects.

The mean MPOD values were found to be statistically significant when compared with baseline and placebo. Further analysis showed the values were statistically significant for CaroRite™ when compared with lutein and zeaxanthin supplementation alone.



40%
increase in
macular
pigmentation

VISUAL HEALTH - MPOD STUDY

CaroRite™ demonstrated better MPOD values and an **increase of about 40% macular pigmentation** when compared to the baseline and placebo. CaroRite™ also demonstrated better values than lutein & zeaxanthin alone, suggesting some **synergistic value of the carotenoid complex**.

Higher MPOD values may reduce the risk of various eye diseases, especially late forms of AMD, and could protect ocular cells against oxidative damage & blue light.

CaroRite™ for Enhanced Quality of Life

Despite an increase in life expectancy that indicates positive human development, a new challenge is arising. **Ageing is directly associated with biological and cognitive degeneration**, for instance cognitive decline, psychological impairment and physical frailty.

As many studies showed an **inverse relationship between carotenoids and age-related diseases (ARD) by reducing oxidative stress** through interrupting the propagation of free radicals, carotenoids have been foreseen as a potential intervention for age-associated pathologies.



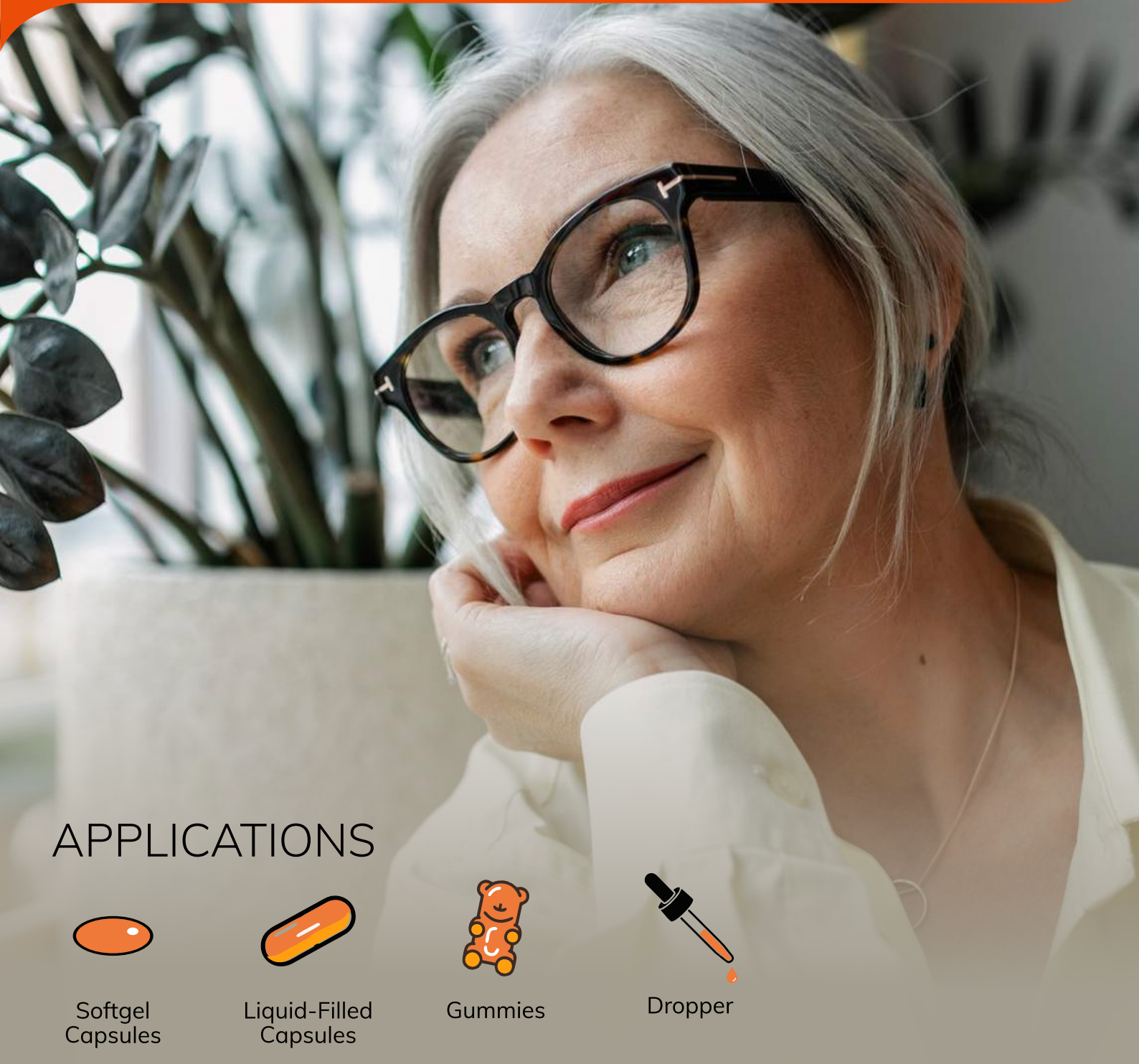
ENHANCED QUALITY OF LIFE STUDY

A 2-arm, randomized, double-blind, parallel, placebo-controlled study to evaluate the effects of CaroRite™ on oxidative stress markers, inflammatory markers & general well-being in overweight adults.

- Number of subjects: 50
- Duration of study: 12 Weeks
- Estimated time of completion: Q1 2023

CaroRite™

The Ultimate Carotenoid Synergy



APPLICATIONS



Softgel
Capsules



Liquid-Filled
Capsules



Gummies



Dropper

Improve overall wellbeing with CaroRite™



Choose Good Health™

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www.nutralliance.com - sales@nutralliance.com - (844) 410-1400