

How to Talk Nutrition with AMD Patients

According to American Optometric Association, 7% of the patients who visit eye care practices have some form of Age-Related Macular Degeneration (AMD) or AMD risk. Nutrition is an effective way to reduce the risk of progression, as proven by the AREDS studies, and vitamins can help patients supplement their diet.

It can be difficult to know what to say in the moment when telling patients they have AMD or a risk for developing it, so below are some talking points to help you start the conversation about AMD and nutrition.

- + **Don't overalarm them.** "This is not a great diagnosis, but there's hope. This product can help protect your eyes and keep your central vision crisp and clear."
- + **Be firm in your recommendation.** "I want you to take this product because of the clinical support behind it. It has all the quality ingredients I want you to take to help protect your vision."
- + **Prepare patients for a lifestyle change.** "It's important to keep taking your vitamin. If you don't, your eyes can lose their crisp, clear central vision."

- + **Tell patients specifically what vitamin you recommend and where to get it.** Once patients are out of the office, it can be difficult to find which vitamins to take. Being specific about brand names and where to find it can help take the guess work out of the equation and ensure patients stick to your recommendations. Explaining why you recommend certain vitamins (quality, certifications, etc.) can help patients more easily adopt this new addition to their daily routine.

About Our Products for AMD

[EyePromise®](#) has macular products crafted with ingredients clinically proven to protect the eyes from the effects of AMD. Meeting the standards of the NSF and FDA for purity and quality, the EyePromise Restore line can help patients from at-risk to advanced stages.



EyePromise Restore is designed for patients at risk for AMD or with impaired dark adaptation, as well for those with visible signs of early AMD in one or both eyes. Risk factors include:

- Age over 50
- Family history of AMD in a 1st degree relative (i.e. siblings or parents)
- Poor diet
- Low macular pigment optical density (MPOD)



AREDS 2 Plus Multi-Vitamin is designed for patient types studied in the National Eye Institute AREDS 2 clinical trial, containing the same dietary ingredients – PLUS a multi-vitamin and other essential nutrients demonstrated to support healthy vision. This formula is safe for patients to take, regardless of smoking status.



AREDS 2 Plus Zinc-Free is another take on the classic AREDS 2 formula for patients with either:

- Intermediate AMD in one or both eyes, defined as at least one large druse (greater than 125 microns) and/or any AMD pigmentary abnormalities.
- Late AMD in one eye, but not the other. Late AMD is characterized by either Geographic Atrophy (advanced Dry AMD) or Choroidal Neovascularization (Wet AMD).



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