



# OV產品課程#7

## OV PRODUCT COURSE#7



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CEO

**ORGANIC VISION**  
QUALITY

# 明亮眼目精華 EYEBRIGHT



# 目錄

02 -----明亮眼目精華

04 -----了解眼睛的結構

16 -----了解眼部疾病

45 -----眼疾的成因是什麼呢？

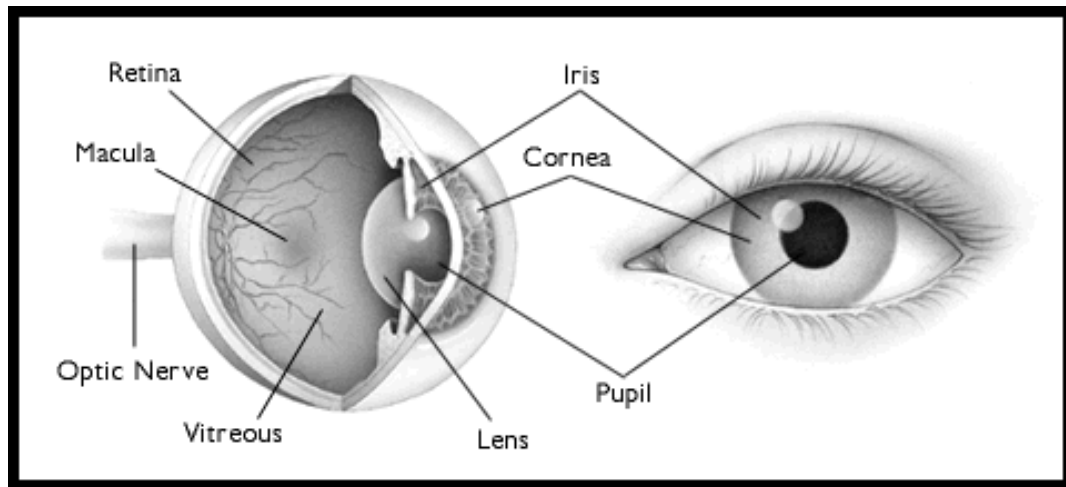
50 -----如何能擁有健康的眼睛？

55 -----明亮眼目精華有什麼好處？

71 -----這對我們意味著什麼呢？

82 -----明亮眼目精華的成分

94 -----如何獲得所有這些好處？



# 了解眼睛的結構

Understanding eye structure

# 外部眼結構

## EXTERNAL EYES ANATOMY

虹膜

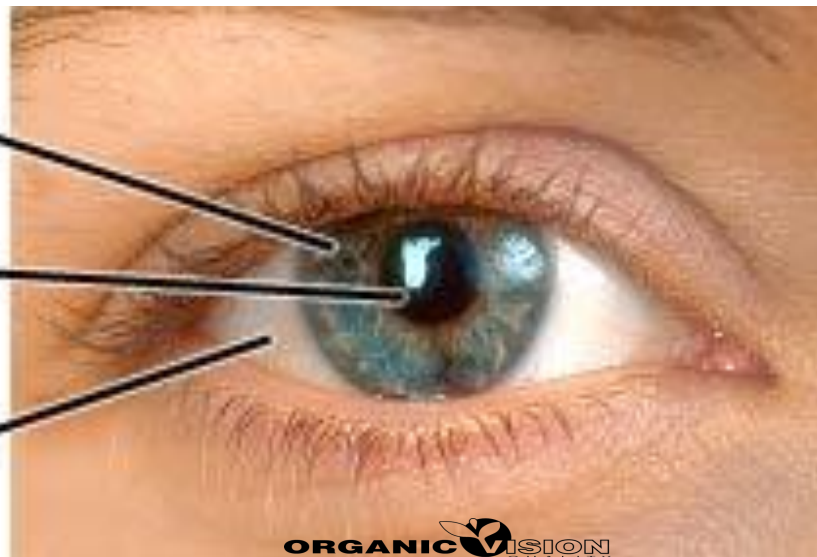
Iris

瞳孔

Pupil

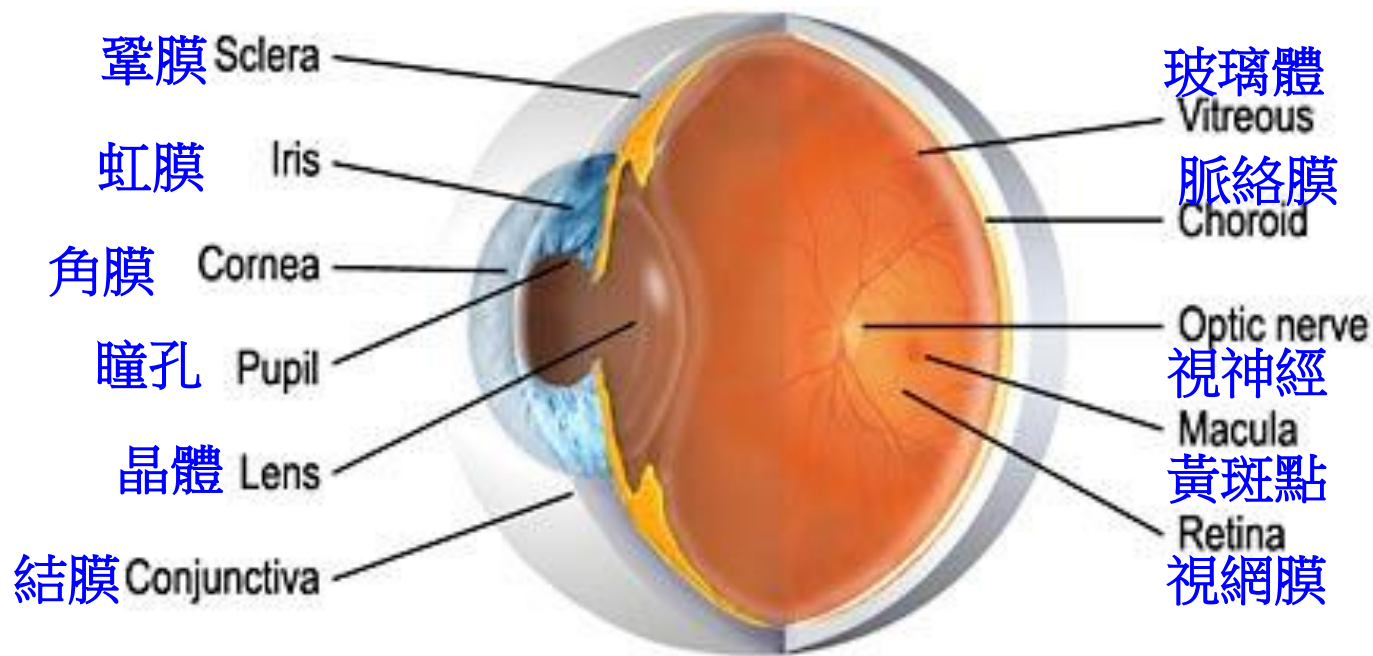
鞏膜

Sclera



# 內部眼結構

## INTERNAL EYES ANATOMY



# 眼結膜

## CONJUNCTIVA

- 結膜是一組稀薄及透明的組織覆蓋眼睛的表面
- 結膜由角外邊開始覆蓋眼睛可見的部分
- 由微小的血管輸送營養



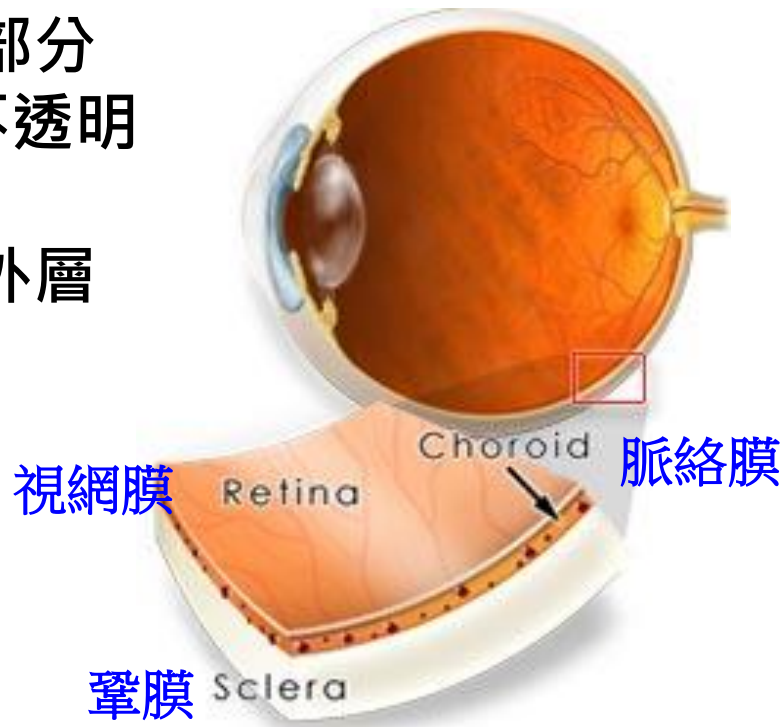
- Thin & transparent tissue that covers outer surface of eye.
- Outer edge of the cornea covers the visible part of the eye, and lines the inside of the eyelids.
- Nourished by tiny blood vessels that are nearly invisible to the naked eye.

# 眼鞏膜

## SCLERA

- 眼睛白色部分是堅韌及不透明的組織
- 用來保護外層

- The white of the eye that is a tough & opaque tissue
- Serves as the eye's protective outer coat.

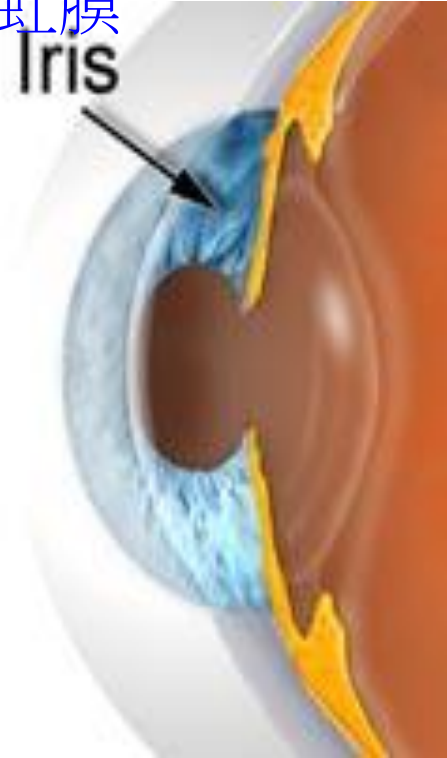


# 眼虹膜

## IRIS

- 有顏色部分
- 控制光線進入  
如相機的鏡頭
- 被虹膜環繞的  
中心點叫瞳孔

虹膜  
Iris

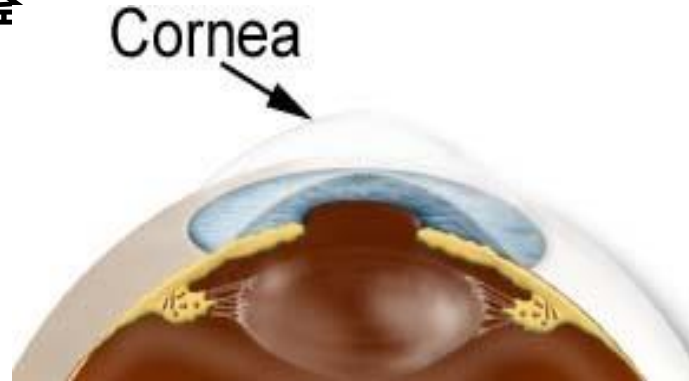


- The colored part of the eye is called the iris.
- It controls light levels inside the eye similar to the aperture on a camera.
- The round opening in the center of the iris is called the pupil.

# 眼角膜

## CORNEA

- 角膜是透明, 圓頂狀的覆蓋於眼睛前方
- 表面具折射能力, 提供 2/3 眼睛聚焦能力
- 角膜是負責區光功能如錶面玻璃

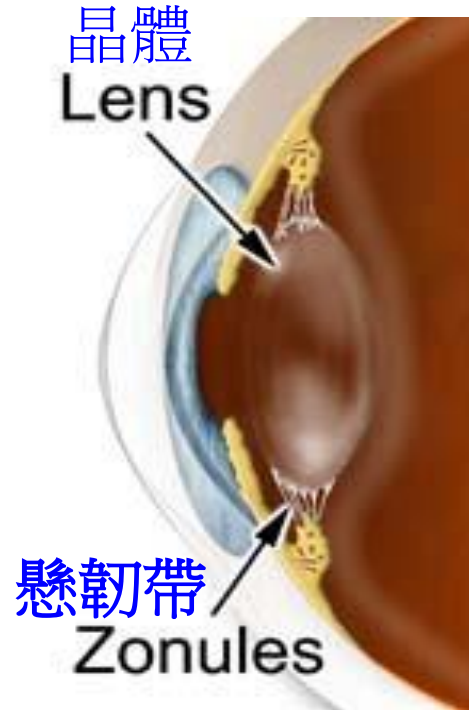


- Transparent, dome shaped window covering the front of the eye.
- Powerful refracting surface, providing 2/3 of the eye's focusing power.
- Like the crystal on a watch, it gives us a clear window to look through.

# 眼晶體

## LENS

- 晶體是用來聚焦光線到眼底部
- 細胞核於晶體最深處, 被柔軟皮層包圍
- 晶體由微小的線包圍, 懸掛於眼中, 微小的線稱為懸韌帶



- The purpose of the lens is to focus light onto the back of the eye.
- The nucleus, the inner most part of the lens is surrounded by softer material called cortex.
- The lens is encased in a capsular-like bag and suspended within the eye by tiny guy wires called zonules.

# 眼玻璃體

## VITREOUS

- 玻璃體是厚, 透明物質充滿於眼中心
- 主要成份是水, 用來維持 2/3 眼睛形狀

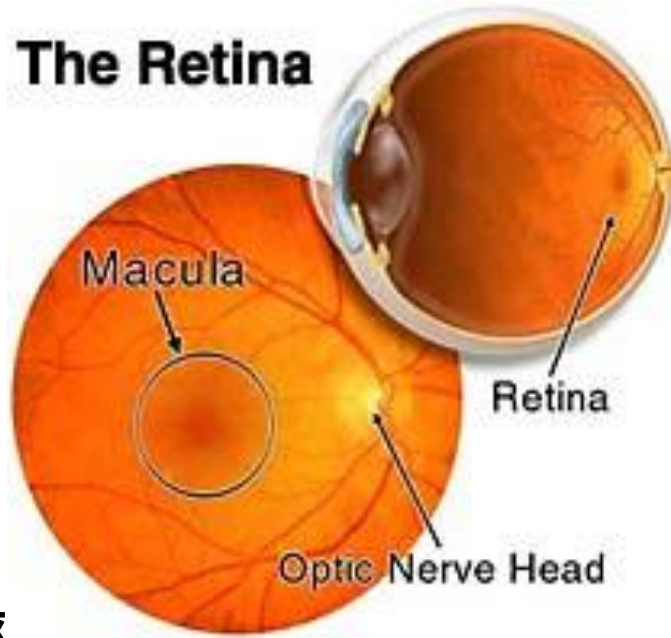


- The vitreous is a thick, transparent substance that fills the center of the eye.
- It is composed mainly of water and comprises about 2/3 of the eye's volume, giving it form and shape.

# 眼視網膜

## RETINA

- 視網膜是一片有多層感光細胞的精細組織，它位於眼球底部內壁。
- 負責記錄光線有如相底或記憶卡
- 光會轉成電流脈衝，由視神經輸到腦部。



- A very thin layer of tissue that lines the inner part of the eye.
- It is responsible for capturing the light rays that enter the eye. Much like the film's role in photography.
- These light impulse are then sent to the brain for processing, via the optic nerve.

# 眼黃斑點

## MACULA

- 黃斑點位於視網膜的中央部位
- 細小及敏感度高, 是視覺中心
- 視錐細胞集中在視網膜黃斑點(即中央視覺部份)
- 負責中央視覺及辨別顏色



- Located in the center of the retina
- Small and highly sensitive part of the retina responsible for detailed central vision.
- The fovea is the very center of the macula.
- It allows us to appreciate detail and perform tasks that require central vision such reading.

# 視神經

## OPTIC NERVE

- 由視神經輸送電流脈衝到腦部
- 連接眼球底部近黃斑部分



- The optic nerve transmits electrical impulses from the retina to the brain.
- It connects to the back of the eye near the macula.





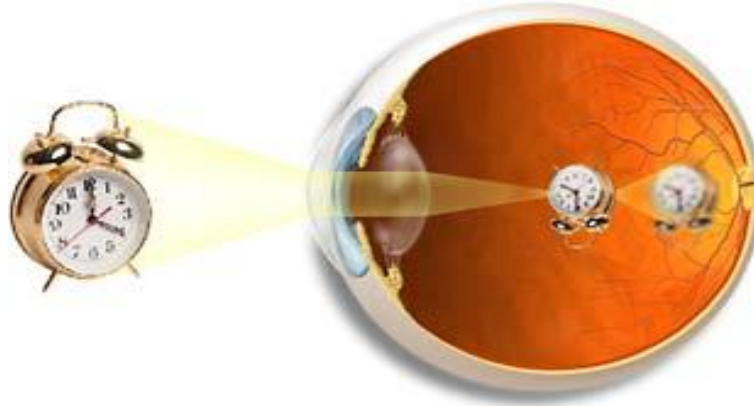
# 了解眼部疾病

Understanding eye diseases

# {1} 近視

## NEARSIGHTEDNESS

- 近視由於眼球變長
- 近視是望遠的東西不清楚

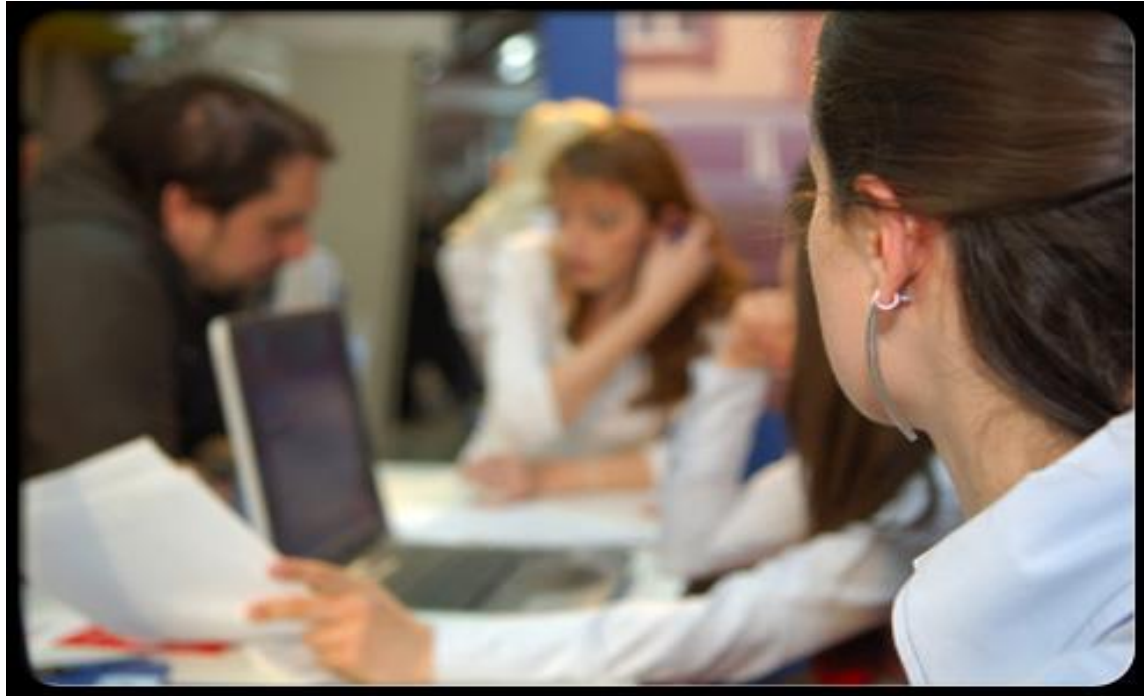


Nearsighted Eye

- When the shape of the eyeball is longer than normal.
- Nearsighted people typically see well up close, but have difficulty seeing far away

# 近視

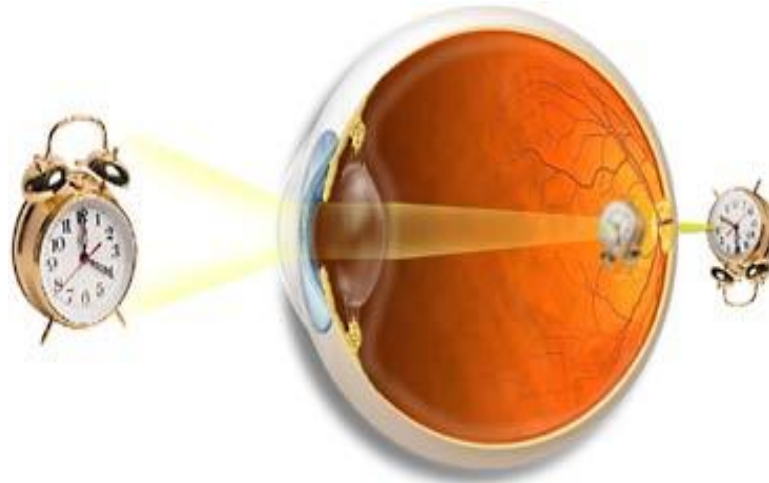
NEARSIGHTEDNESS(Myopia)



# {2}遠視

## NEARSIGHTEDNESS

- 由於角膜變平或眼球變短
- 遠視是近的東西看不清楚



Farsighted Eye 遠視眼

- This is caused by a cornea that is flatter, or shape of the eyeball is shorter than normal
- Farsighted people usually have trouble seeing up close, but may also have difficulty seeing far away as well.

# 遠視

Farsightedness (Hyperopia)

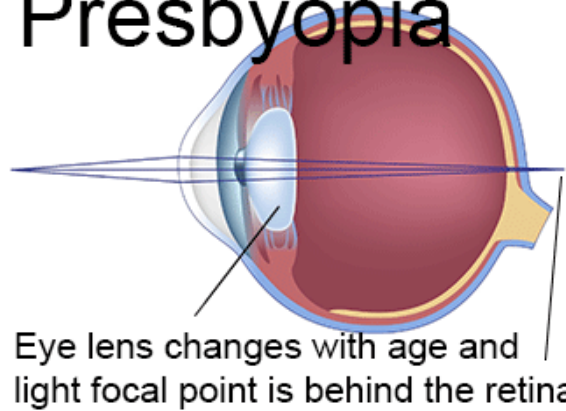


# {3} 老花

## PRESBYOPIA

- 40歲起，眼晶體隨時間變得失去彈性，很難看清近處的物體。
- 眼晶體失去靈活性，很難集中近處的物體。

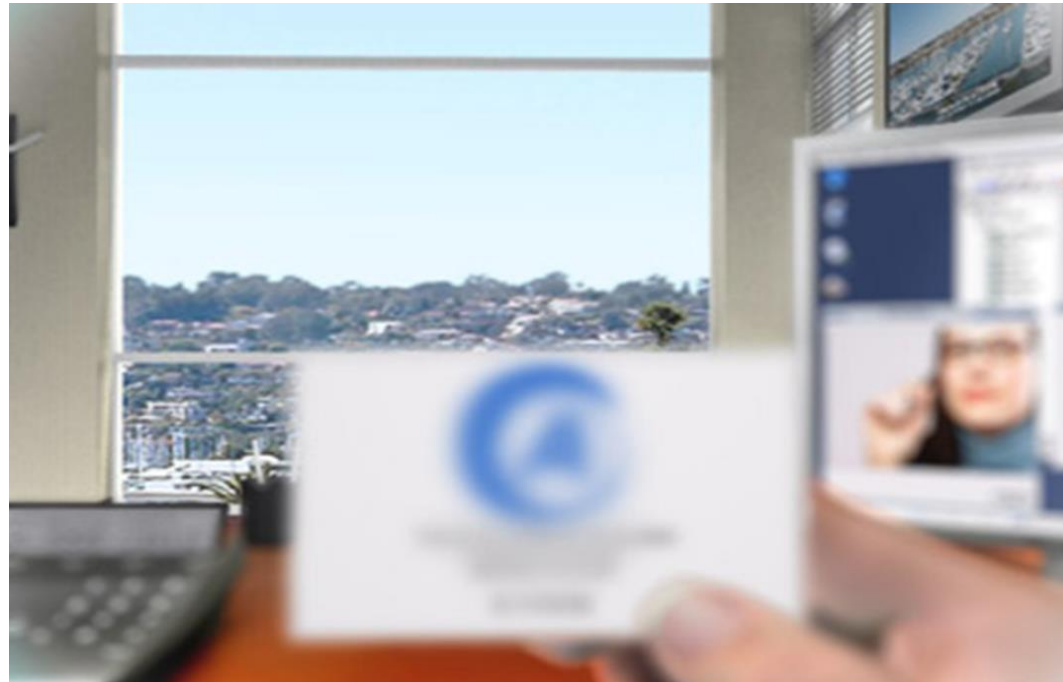
### Presbyopia



- 40's onwards, the lens becomes less elastic over time, making it hard to see near objects.
- The crystalline lens of your eye loses its flexibility, which makes it difficult for you to focus close objects.

# 老花

## PRESBYOPIA



ORGANIC VISION QUALITY





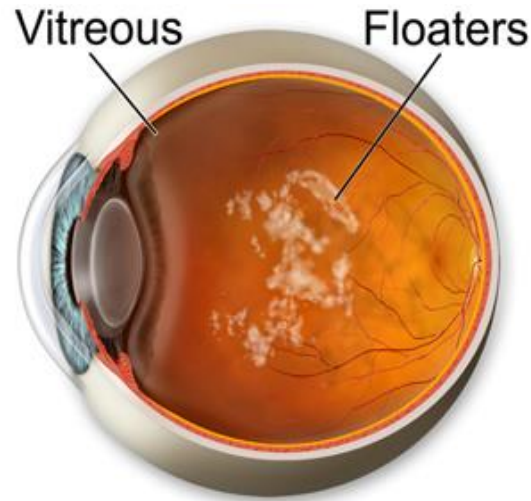
# 散光

## Astigmatism



# {5} 飛蚊症 FLOATERS

•玻璃體是一種凝膠體狀的液體，維持眼球的形狀，有利於視網膜的光傳輸，吸收衝擊，並保持在正確的位置視網膜。  
•隨著年齡的增長，玻璃體液難免變厚，乾燥和萎縮，從而飛蚊症出現。

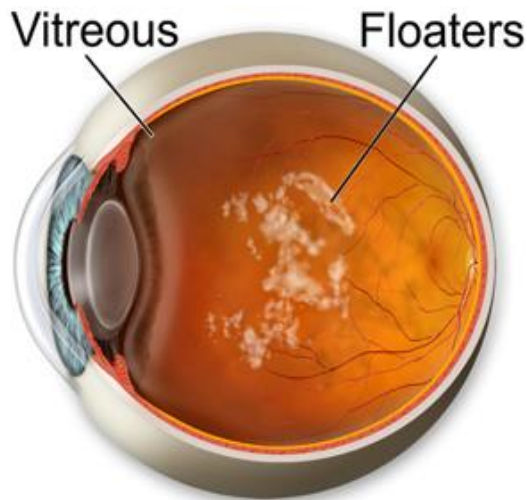


▪Vitreous, a clear gel that fills the gap between your retina and lens, maintains eye's shape, aids the transmission of light to the retina, absorbs shock and holds retina in place  
▪As we age, vitreous fluid inevitably thickens, dries and shrinks, thus floaters appear.

# 飛蚊症徵兆/症狀

## FLOATERS Signs and Symptoms

- 視覺會顯示單一或一串黑點/蜘蛛網在浮動
- 黑點會浮動或停留於一個地方
- 閃光病徵會更顯著, 尤其望較光背景如藍色清天



- Black spots or “spider webs that seem to float
- Spots that move or suspend
- Flickering or flashing lights that are most prominent when looking at a bright background like a clear blue sky

# 飛蚊症視力

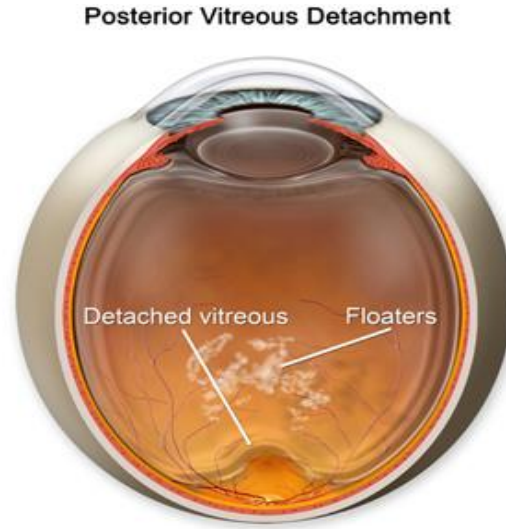
## FLOATER VISION



# {6} 視網膜分離

## POSTERIOR VITREOUS DETACHMENT(PVD)

- 玻璃體凝膠本身崩潰和拉動離開，或從玻璃體的表面分離。
- 在這個時候，未來六週，視網膜撕裂的風險最高。
- 視網膜撕裂可能發展成視網膜脫離，這是一個潛在的致盲的條件。

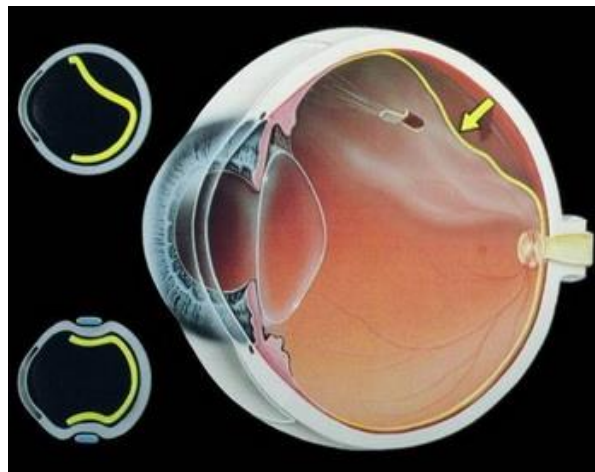


- The gel collapses on itself and pulls away or separates from the surface of the vitreous.
- At this time, and for the next six weeks, the retina is at highest risk for a retinal tear.
- A retinal tear may develop into a retinal detachment which is a potentially blinding condition.

# 視網膜分離徵兆/症狀

## PVD Signs and Symptoms

- 光的閃現
- 波浪紋的視覺
- 視覺會出現輕度灰霧
- 陣雨般的漂浮物像點蜘蛛網般
- 視覺突然減弱



- Light flashes
- Wavy or watery vision
- Veil or curtain obstructing vision
- Shower of floaters that resemble spots, bugs, or spider webs
- Sudden decrease of vision

# 視網膜分離視力

## PVD VISION



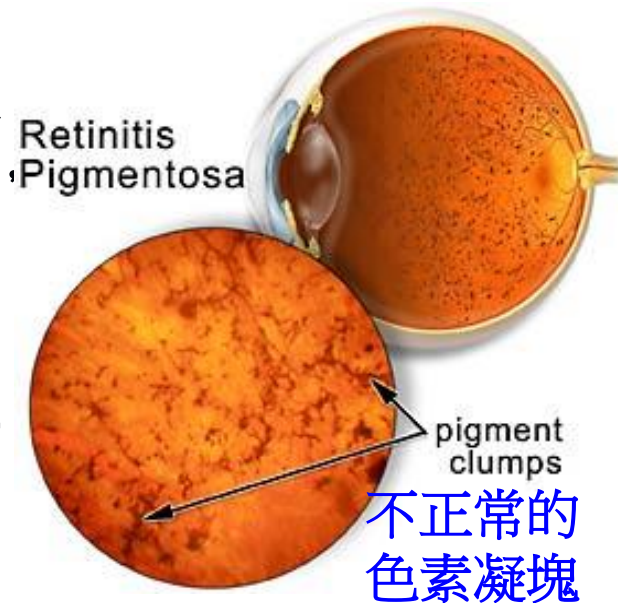
- \*如不及早診斷視網膜分離,可會引致破壞性極大的損害,要立即進行手術。

\*Will cause devastating damage to the vision if left untreated, retinal detachment is considered an ocular emergency that requires immediate medical attention and surgery.

# {7} 視網膜色素病變

## RETINITIS PIGMENTOSA (RP)

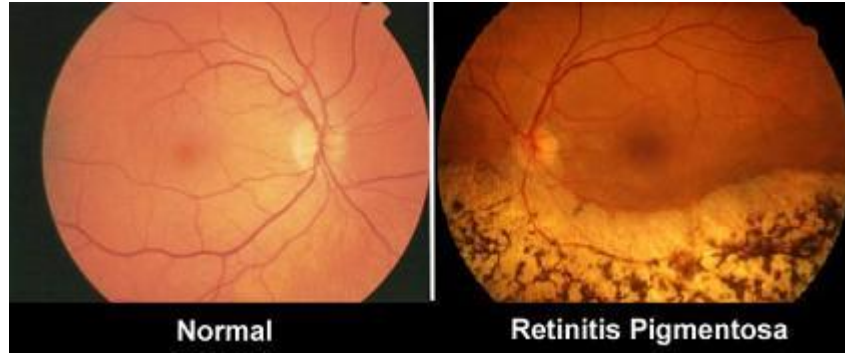
- 視網膜上的桿狀細胞叫感光細胞負責周邊及晚間視覺
- 視網膜色素變性是眼睛苦惱。
- 視桿細胞受損的 (用於周邊視力)



- The rod photoreceptors are responsible for peripheral and night vision.
- RP is an affliction to the eyes in which the rod cells in the retina (used for peripheral vision) are damaged.

# 視網膜色素病變徵兆/症狀

## RP Signs and Symptoms

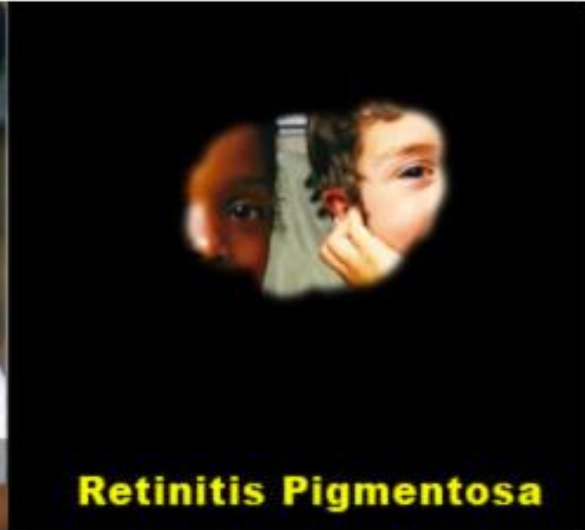


- 陰暗地方視物困難
- 光線不足下視物困難
- 周邊視覺減退 及收窄
- 感到刺眼的強光
- 喪失對比感
- 容易疲勞

- Difficulty seeing dim lighting
- Tendency to trip easily or bump into objects when in poor lighting
- Gradual loss of peripheral vision
- Glare Loss of contrast sensitivity
- Eye fatigue (from straining to see)

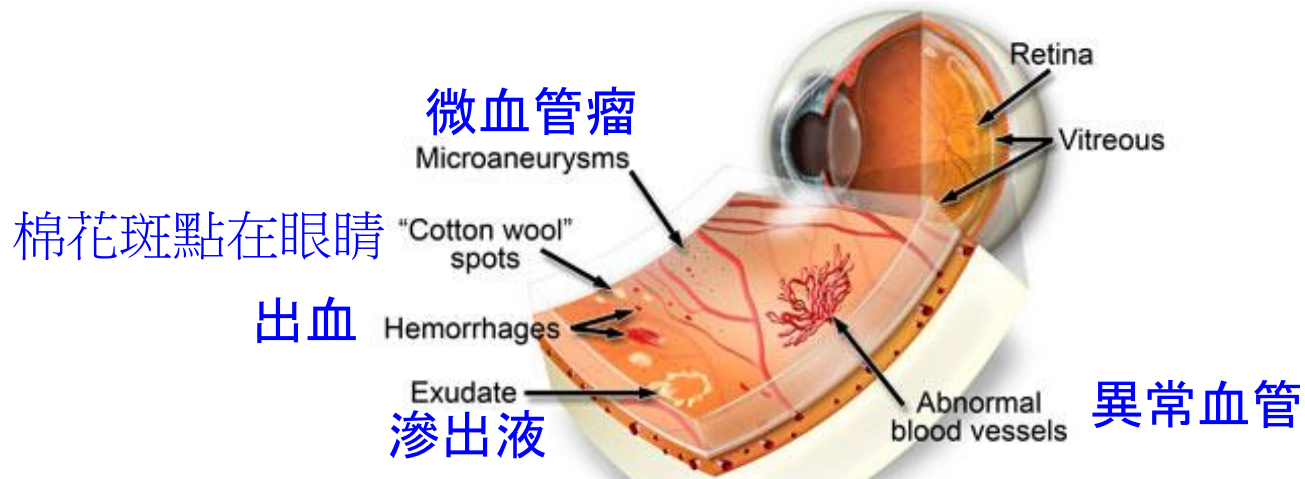
# 視網膜色素病變視力

## RP VISION



# {8} 糖尿病視網膜病變

## DIABETIC RETINOPATHY



• 糖尿病損害眼睛, 主要把視網膜的血管破壞及引致視網膜缺氧

- Diabetes damage eyes retina causing vascular damage that leads to retinal hypoxia (lacking oxygen).

# 糖尿病視網膜病視力

## DIABETIC RETINOPATHY VISION



Normal vision



Vision with  
diabetic retinopathy

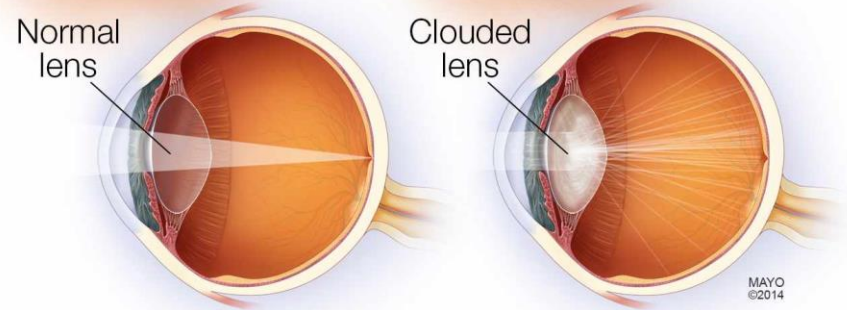
# {9} 白內障

- 白內障是眼球內原本透明的水晶體變得混濁或雲霧狀。
- 當不透明的物質越來越厚，它便阻止了光線穿過水晶體以對焦在視網膜上。令視覺朦朧、怕光、覺得閃光、眼鏡度數改變或影像變形。

# CATARACT

Normal

Eye with cataract



- Clouding of the lens part of the eye
- Responsible for focusing light and producing clear, sharp images.
- Over time, lens cloud, making images look blurred or fuzzy

# 白內障視力

## CATARACT VISION



Normal vision



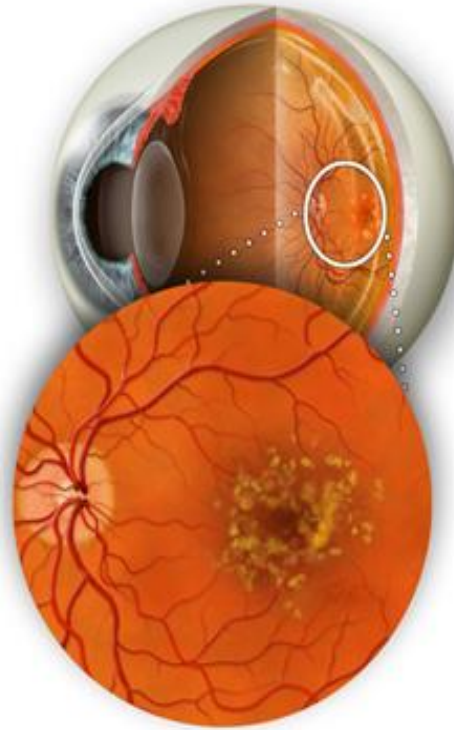
Vision through  
a cataract

# {10} 老年黃斑病變

## AGE-RELATED MACULAR DEGENERATION (AMD)

### Dry Macular Degeneration

- 老年黃斑病變由於帶營養到視網膜的動脈變硬
- 令視網膜組織缺乏氧氣和營養而喪失其功能
- 結果引致中央視力受損



- AMD is caused by hardening of the arteries that nourish the retina.
- This deprives the sensitive retinal tissue of oxygen and nutrients that it needs to function and thrive.
- As a result, the central vision deteriorates.

# 黃斑病變視力退化徵兆/症狀

## AMD Signs and Symptoms



- 視力變得模糊不
- 直線部份，會呈現波浪狀。
- 視野中央會有一團黑色或空洞的區塊顯示

- Blurred vision may be the first symptom.
- Straight lines begin to appear crooked.
- Dark or empty spaces may block central vision

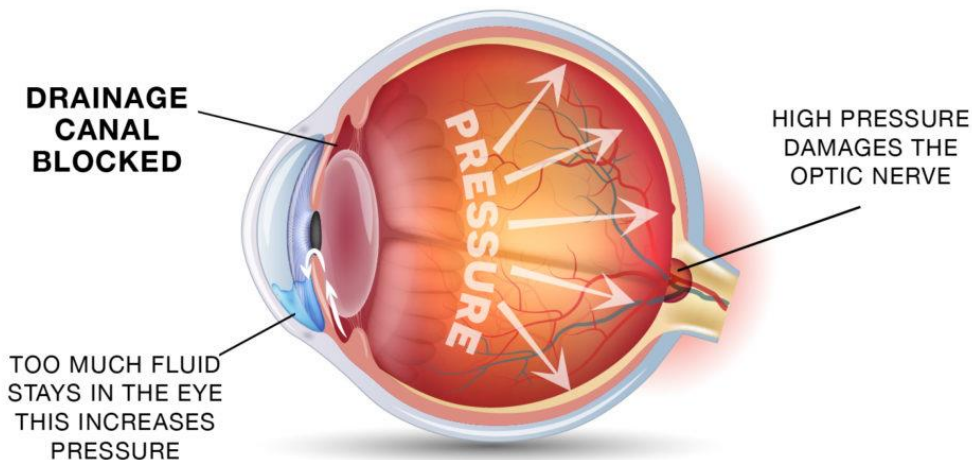
# 黃斑病變視力

## AMD VISION



# {11} 青光眼

## Glaucoma



- 眼壓是眼內液體不斷更新時發生。
- 青光眼是眼壓上升導致視神經的損害。

- Pressure created by the continual renewal of fluids within the eye.
  - High intraocular pressure damages optic nerve.

# 青光眼高危因素

- 年齡45歲以上
- 家族
- 糖尿病
- 高眼壓
- 深近視
- 使用類固醇，無論是在眼或全身（口服或注射）
- 有遠視的人可能有縮小的排水角度，這會使他們的急性閉角型青光眼的攻擊
- 亞裔人可能有較小的眼睛，窄排水角度，以及成為閉角型青光眼的風險增加。

# Glaucoma Risks

- Age over 45 years
- Family history of glaucoma
- Diabetes
- Elevated intraocular pressure
- Nearsightedness
- History of injury to the eye
- Use of cortisone (steroids), either in the eye or systemically (orally or injected)
- Farsighted people may have narrow drainage angles, which predispose them to acute attacks of angle-closure glaucoma.
- individuals of Asian descent may have small eyes, narrow drainage angles, and an increased risk of becoming angle-closure glaucoma.

# 青光眼徵兆/症狀

## Glaucoma Signs and Symptoms



- 看到燈光的周圍有光暈，特別是在早晨
  - See haloes around lights in the morning.

# 青光眼視力

## GLAUCOMA VISION





# 眼疾的成因是什麼呢？

What causes eye diseases?

# 過於用神而損害眼睛 EYE STRAIN

電腦 COMPUTERS



駕駛汽車 DRIVING



不良的閱讀習慣  
POOR READING HABITS



隱形眼鏡

CONTACT LENS



手機 PHONES



視頻遊戲  
VIDEO GAMES



電視 TV



# 環境因素

# ENVIRONMENT

煙霧空氣 SMOG



空氣污染

AIR POLLUTION



汽車排氣

CAR EXHAUST FUMES



# 藥物治療

# MEDICATIONS



## 阿斯匹靈增加患白內障危險

- 1998 年美國眼科學研究院期刊公佈 一項於澳洲的調查
- 年齡介乎49至97的3,654人長期服用阿斯匹靈後，增加更多白內障!

## Aspirin Raises Cataract Risk for Boomers

- The Blue Mountains Eye Study -Australian
- Published in the September 1998 issue of Ophthalmology,
- the Journal of the American Academy of Ophthalmology
- This study of 3,654 individuals 49 to 97 years of age reports long-term aspirin use in fact may cause increased numbers of cataracts.



缺乏營養

LACK OF  
NUTRIENTS

糖尿病

DIABETES

老化-40歲

AGING - 40 YRS

其他

**OTHERS**

遺傳

HEREDITARY

傷害

INJURIES

高血壓

HYPERTENSION



# 如何能擁有健康的眼睛？

## HOW TO HAVE HEALTHY EYES?

# 及早發現眼疾

## DETECT PROBLEMS EARLIER

眼底照像檢查

Fundus Photography



視力測試

Vision Test



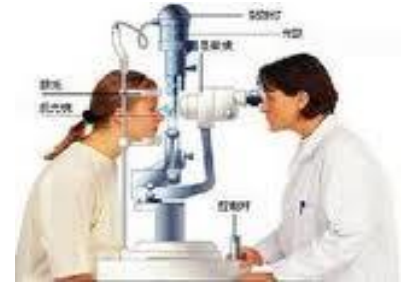
阿姆斯勒方格表

Amsler Grid



檢眼鏡檢查法

Ophthalmoscopy



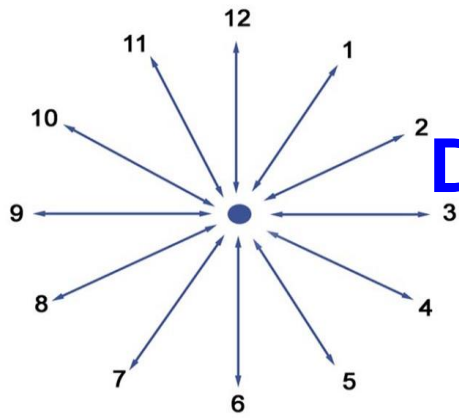
折射檢查

Refraction



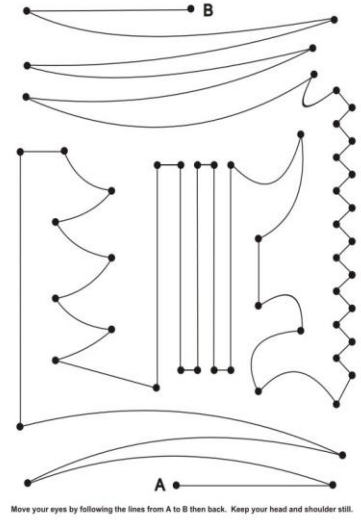


ORGANIC VISION QUALITY



# 做眼部運動

## DO EYE EXERCISES



Move your eyes by following the lines from A to B then back. Keep your head and shoulder still.

# 控制你的糖尿病和高血壓

## CONTROL DIABETES AND HYPERTENSION



# 餵養你的眼睛，保持眼睛健康

## FEED YOUR EYES NUTRITIONALLY



# 眼目有什麼好處？

What are the Benefits of EyeBright?



**增強視力：  
改善近視、遠視、老花及預防眼疾！**

**Better Vision:  
Reduce eye degeneration and Disorders!**



# 眼目為什麼能做到這一點？

## Why can it do that?



# 因為眼目有最好的視覺營養素!

Best vision enhancing nutrients proven to benefits eyes!



ORGANIC VISION

明亮眼目精華加入有機山桑子，  
根據《老年病學及老年醫學營養雜誌》，  
山桑子有助打擊自由基，  
防止其傷害細胞或使眼部退化。

Journal of Nutrition in Gerontology and Geriatrics, says  
Bilberry fights against the cell damage and degeneration  
of the eye caused by free radicals.



山桑子含有花青素，改善眼部的血液循環。  
醫學臨床報告顯示花青素可促進產生視紫質，  
一種視網膜中的感光細胞，使視力更清晰明亮

Bilberry also contains anthocyanidins, which improves  
the blood circulation to the eye area. It enhances the  
production of rhodopsin, photo-sensitive cells in our retina,  
making our vision clearer and brighter.



# 為什麼使用山桑子而不是藍莓？

## Why Bilberry and not Blueberry?

<https://www.livestrong.com/article/511259-bilberry-vs-blueberry/>



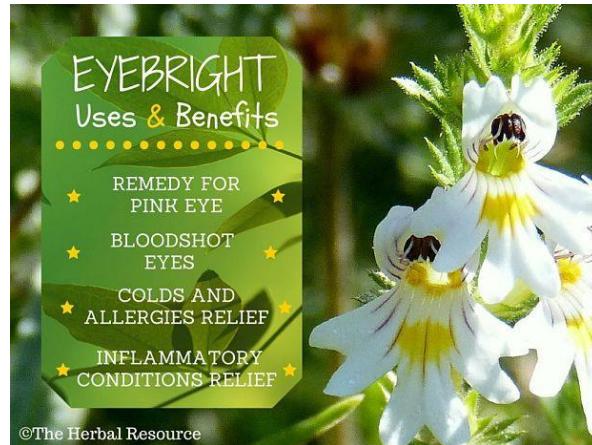
# 此外加入銀杏葉，促進視網膜的 血液循環，增強視覺敏銳度。

Ginkgo Bilboa has also been added to increase blood flow to the retina, increasing visual acuity.



加入有機小米草，根據《藥物化學雜誌》，小米草有助舒緩因過敏或感冒引起的眼睛疼痛或流眼淚，並縮小及緩和鼻竇紅腫。

Organic Eye Bright is included to help bring relief to sore, runny eyes due to allergies or the cold, as it shrinks and soothes swollen sinuses, according to the Pharmaceutical Chemistry Journal.



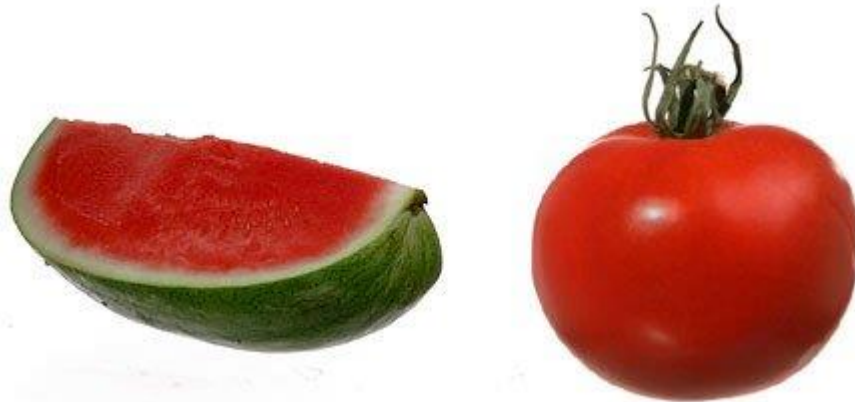
據《營養健康老齡化雜誌》指出竹樹膠含豐富的矽成份刺激膠原蛋白的合成，強化結締組織，保持視力健康。

Organic Bamboo has been added due to its high levels of silica which stimulates the synthesis of collagen, strengthening the connective tissues supporting our visual health, as stated in the Journal of Nutritional Health Aging.



有機蕃茄及西瓜，含豐富植物營養茄紅素、  
能預防退化性疾病如夜盲症，  
並有助保持眼角膜清晰。

: Phyto nutrients lycopene are found in Organic Tomato and Watermelon, that fights against degenerative diseases such as night blindness, and helps to maintain a clear cornea.



有機胡蘿蔔，含豐富植物營養β胡蘿蔔素、  
馬里蘭醫學中心大學發現β胡蘿蔔素甚至  
能減慢老年黃斑病變的過程。

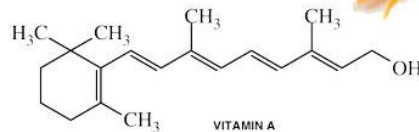
Organic Carrot contains phyto nutrients beta-carotene,  
according to the University of Maryland Medical Centre,  
it can slow down age related macular degeneration.



β胡蘿蔔素，可被身體轉化為維他命A，  
保持晶瑩剔透的角膜，  
有助視網膜送微波到大腦。

Beta-carotene can be transformed into Vitamin A by our body, it maintains a crystal-clear outer window, the cornea. In the retina, it helps create the nerve impulse that goes to the brain and creates a visual message

Vitamin-A



有機萬壽菊，含豐富植物營養黃體素、醫學報告指出黃斑點聚積在視網膜神經內，由圓錐體細胞合成，含豐富黃體素，玉米黃質

Organic Marigold contains lutein and medical research shows macular region of retina is composed of cone cells (pigment density) with high levels of Lutein and Zeaxanthin.



綠茶中的兒茶素可吸收眼球晶狀體，視網膜，組織的眼睛。保護眼睛，也可能有助於預防青光眼等眼疾。降低有害的眼壓力，為持續長達 20 小時。

Catechins in green tea is absorbed by lens, retina, and tissues of the eye. It guard the eyes and may also help to prevent glaucoma and other eye diseases because it can lower the harmful pressure in the eye, lasting 20 hours.



# 有機針葉櫻桃的天然維他命C可保護眼睛 免受自由基的損害, 例如白內障.

Organic Acerola Cherry provides natural Vitamin C that can prevent free radical damage to eyes such as cataracts.





這對我們意味著什麼呢？

What does it mean for us?

# 視野更清晰，更明亮！

Clear and bright eye vision!



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# 制止近視或遠視變得更深

Avoid short or long sightedness and its progression



# 延遲老花

Delay Presbyopia



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# 避免疲勞和充血的眼睛

Prevent tired and bloodshot eyes



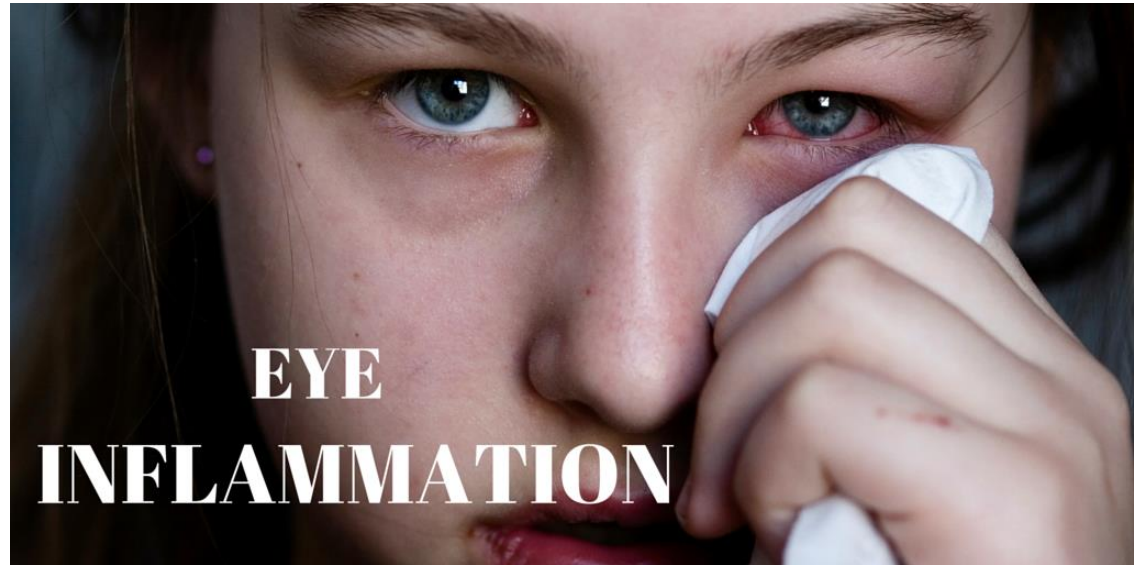
# 防止眼睛乾澀和過度使用滴眼液

Prevent Eye Dryness and overuse of Eye Drops



# 不用藥物治療眼部感染或炎症

Treat eye infection or inflammation without drugs



# 防止眼睛飛蚊症增多

Prevent eye floaters increasing



# 保護眼睛免受糖尿病影響

Prevent diabetes affecting eyes



# 預防眼睛退化

Prevent eye deterioration



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# 避免青光眼或白內障

Avoid glaucoma or cataracts naturally





# 明亮眼目精華的成分

## INGREDIENTS OF EYEBRIGHT

# # 1 有機小米草

## EYEBRIGHT



# # 2 有機山桑子

## BILBERRY



# # 3 有機銀杏葉

## GINKGO BILOBA



# # 4 有機萬壽菊

## MARIGOLD FLOWER



# # 5 有機綠茶

## GREEN TEA



# # 6 竹樹膠

## BAMBOO



# # 7 有機胡蘿蔔

## CARROT



# # 8 有機蕃茄

## TOMATO



# # 9 有機針葉櫻桃

## ACEROLA CHERRY



# # 10 有機苜蓿

## ORGANIC ALFALFA



# # 11 有機西瓜

## WATERMELON





如何獲得所有這些好處？

HOW TO GET ALL BENEFITS?

**維持良好視力：每日食用2粒**  
**2 capsules daily for maintaining healthy eyes**



# 增強眼部健康： 早午餐時食用2粒

Strengthen eyes by taking 2 at both  
breakfast and lunch time



# 處理眼疾：

## 早午餐時食用3粒或以上

Take 3 or more capsules daily with  
breakfast and lunch for preventing eye disorders



**想減少飛蚊症，每天服用6粒，  
一個月後開始看到改善**

**6 capsules daily for reducing Floaters,  
improvements see after a month**



# 如果眼睛是你的弱點，那麼記住 他們需要日常的營養來保護自己

Protect your eyes daily as they are wide open  
so they need lots of nutrients.





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QUALITY

# EYE BRIGHT

## 明亮眼目精華

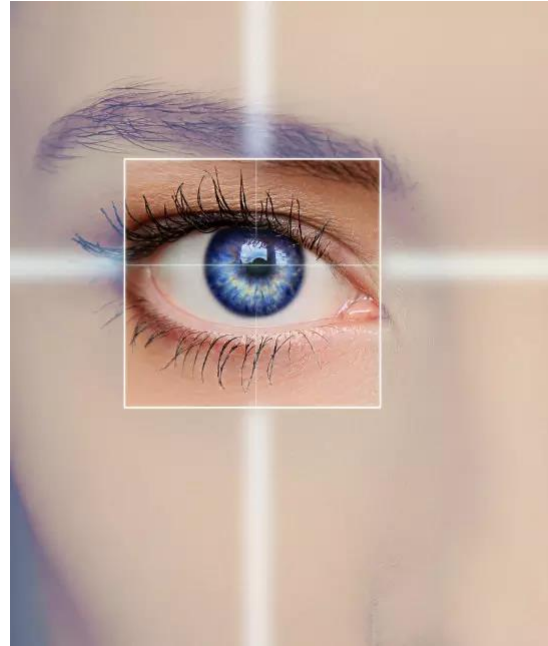




# 誰可以得益？ WHO CAN BENEFIT?

# 想要健康的眼睛

Anyone who wants healthy eyes



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EQUALITY

# 不想使用藥物

Do not want to use medications



# 多配方保健品

Multi-formula supplements for best results



# 喜歡閱讀和學習

Enjoy reading and learning at whatever age



# 從長遠來看，減少眼疾的開支

Reduce expenses in the long run





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QUALITY

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QUALITY

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