



IRISTAL® is an advanced European formula that contains 3 key ingredients, which have been scientifically proven to help:

- Reduce the risk of central vision lost.
- Improve vision clarity.
- Maintain youthful eyesight.
- Relieve eye inflammation and infection.
- Strengthen night vision.

For more information, kindly contact:

ALTERNI Customer Care Centre

1201, 12th Floor, Amcorp Trade Centre,
PJ Tower, No. 18, Persiaran Barat,
off Jalan Timur, 46050 Petaling Jaya,
Selangor Darul Ehsan.

03-7965 2888

www.alterni.com

ALTERNI

IRISTAL®

Total Eye Nourishing Formula



FREQUENTLY ASKED QUESTIONS



Foreword

Natural Health Marketing Institute of the United States did a nationwide survey in December 2005. Based on the results, the usage of eye supplements to boost vision came second, just behind heart disease supplements and ahead of everything else.

Below is a table indicating the illnesses that the population is most/least concerned about preventing:

Heart Disease	77%
Vision Problems	75%
Lack of Energy	73%
Obesity/Overweight	72%
Arthritis/Joint Disease	72%
High Cholesterol	71%
High Blood Pressure	68%
Memory/Concentration	66%
Diabetes	60%
Osteoporosis	58%
Frequent Cold and Flu	57%
Acid Reflux/Heartburn	57%
Blood Sugar Imbalance	56%
Intestinal Regularity	54%
Menopausal Issues	34%

Shocking but true, and the situation is the same in Malaysia!

IRISTAL® is a leading product in the market despite the fact that we did almost nothing to promote it. Actually, this is not surprising when you consider that the eyes are one of the most important sense organs. Studies have showed that our brains decline in old age because our eyes decline first.

You are holding a booklet that explains everything about the leading eye supplement in Malaysia – IRISTAL®. It is also the most concentrated eye nutrition on the market.

ALTERNI is the 1st company to incorporate the 3 most precious ingredients for the eye into 1 formulation. Read on to find out more about IRISTAL®...

Best regards
The management and staff
ALTERNI (M) SDN BHD

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1. **Why is sight the most important of all your five senses?**

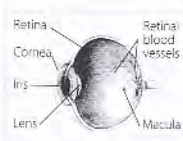
Of all the five senses, sight (eyes), hearing (ears), smell (nose), taste (tongue) and touch (skin), there is no debate that the sight is the most important.

According to research, the eyes utilise 65% of all the pathways to the brain. That is right – the eyes monopolise almost all connections to the brain. And they contribute 85% towards the accumulation of all your knowledge. In fact, there are studies that show our brains decline in old age because our eyes decline first.

2. **What makes our eyes so unique?**

The Eyes... Most complex

The eyes are the most complex organs you possess other than your brain. In fact, they are composed of more than two million working parts.



The Eyes... Most input

They can process 36,000 bits of information each hour. In a normal life span, your eyes will bring you almost 24 million images of the world around you. Close your eyes and you cut UP to 70% of the input to the brain. That is why you close your eyes to meditate!

The Eyes... Most powerful

Under the right conditions, your eyes can discern the light of a candle at a distance of 14 miles.

The Eyes... Never resting

The eyes are the only part of the human body that can function 100% at any moment, day or night, without rest. Your eyelids need rest, the external muscles of your eyes need rest, the lubrication of your eyes requires replenishment, but your eyes themselves never need rest. But please rest them!

The Eyes... Most effective

The eyes can instantaneously set in motion hundreds of muscles and organs in your body. In fact, in men, the eyes alone can elicit a sexual arousal.

The Eyes... Most trusted

Your brain trusts the eyes more than any other sense organs.

That is why we say, "Seeing is believing". In fact you tend to remember, think and communicate in images.

3. **What are the most common eye problems?**

The most common eye problems are presbyopia (aging eyes), astigmatism, hyperopia (far-sightedness), myopia (near-sightedness), dry eyes and conjunctivitis (red eyes).

4. What are the differences between the common eye problems?

Eye Problem	Presbyopia (aging eyes)	Astigmatism
Description	Age-related vision condition where eyes exhibit diminished ability to focus on near objects as one gets older.	Common refractive error that results from an imperfection in the eye's curvature.
Symptoms	Blurred vision and less contrast at a normal reading distance.	Blurred vision, squinting, asthenopia, fatigue, or headaches.
Main Causes	Loss of elasticity of the lenses.	Irregularly shaped cornea or lens.
Preventions/Treatments	<ul style="list-style-type: none"> • Reading glasses, bifocals, trifocals, or contact lenses. • Eye exercises to help reverse the symptoms of presbyopia. <i>(Gottlieb, P. 2002. Bye bye presbyopia. Robert Silverman. Retrieved August 9, 2008).</i> • Lutein supplements to help improve vision acuity. <i>(Olmedilla, B., F. Granada, I. Blanco, and M. Vaquera. 2003. A 2-y double-blind, placebo-controlled pilot study Nutrition 19(1): 21-24. Retrieved August 9, 2008).</i> 	<ul style="list-style-type: none"> • Glasses, contact lenses, or refractive surgery.

Eye Problem	Dry eyes	Conjunctivitis (red eyes)
Description	A condition in which the eyes feel dry due to an insufficient amount of tears.	An inflammation of the conjunctiva - the thin membrane that covers the white of your eyes.
Symptoms	Dryness, burning or stinging sensation on eyes.	Redness, swelling of the eyelids, and a watery, yellow, or greenish discharge.
Main Causes	Lack of blinking when users stare too long at a computer screen, aging, smoking, a dry environment, cold and allergy to medicines.	Viral infection, allergic reactions or eye irritants.
Preventions/Treatments	Constant blinking.	Antibiotics and herbal eyewashes made with eyebright.

Eye Problem	Hyperopia (far-sightedness)	Myopia (near-sightedness)
Description	A refractive defect of the eye where a person can see distant objects very well, but have difficulty seeing objects that are close.	A refractive defect of the eye where a person can see close objects very well, but have difficulty seeing objects that are far away.
Symptoms	Blurred vision, asthenopia, amblyopia, and strabismus.	Headaches or eyestrain when trying to focus.
Main Causes	Eyeball is too short or the cornea is too flat, so that images focus at a point behind the retina.	Eyeball is too long or the cornea is too steep, so images are focused in the vitreous inside the eye.
Preventions/Treatments	<ul style="list-style-type: none"> • Glasses, contact lenses or vision therapy. • Vitamins A and C, magnesium, zinc, and selenium to strengthen retina and improve vision. • Bilberry and eyebright contain flavonoids which help to improve visual clarity. 	<ul style="list-style-type: none"> • Glasses or contact lenses. • Eye exercises and relaxation techniques such as the Bates method.

5. What are the leading causes of vision loss?

Four eye diseases which cause the majority of vision loss today are age-related macular degeneration (AMD), cataract, glaucoma and diabetic retinopathy. Age-related macular degeneration (AMD) is the leading cause of irreversible vision loss among the elderly in the USA and the Western world.

(Mozaffarieh, M., S. Sacu, A. Wedrich. 2003. The role of the carotenoids, lutein and zeaxanthin, in protecting against age-related macular degeneration: A review based on controversial evidence. Nutrition Journal 2:20).

6. What are the differences between the leading causes of vision loss?

Eye Disease	Cataract	Glaucoma
Description	<ul style="list-style-type: none"> • Clouding of the lens in the eye that affects vision. • Can occur in one or both eyes but it cannot spread from one eye to the other. (<i>US National Institute of Health, National Eye Institute. 2006.</i>) 	<ul style="list-style-type: none"> • Damage of the optic nerve, which conveys visual information in the form of electrical signals from the eye to the brain. • It is the second leading cause of blindness. (<i>Global data on visual impairment in the year 2002. Bulletin of the World Health Organization Volume 82, Number 11, November 2004, 811-890.</i>)
Symptoms	Blurred vision, unable to see bright colors at true intensity.	Blurred vision, a loss in side vision, the appearance of colored rings around lights and pain or redness in the eye.
Main Causes	Aging, exposure to sunlight, diabetes or eye injury.	Intraocular (inside the eye) pressure is too high to allow normal function of the optic nerve. (<i>Am Fam Physician 1995; 52 (8): 2289-98, 2303-4.</i>)
Preventions/Treatments	Wearing ultraviolet-protecting sunglasses may slow down the development of cataracts.	Can be controlled through continuous treatment with medicines, laser trabeculoplasty or conventional surgery.

7. What are the 8 leading causes of a rapidly deteriorating vision?

1. Eye drops.
2. Using computer.
3. Wearing glasses and/or contact lenses.
4. Lack of proper nutrients.
5. Squinting or straining to see.
6. Not exercising your eyes.
7. Reading.
8. Aging.

8. Is it possible to retain the eyesight of a 25-year-old?

Yes! It is absolutely possible if you feed your eyes with proper nutrition and exercise your eyes with proper eye exercises. IRISTAL® is your best choice of eye supplement as we support our eye supplements with a Sight Improvement Program (SIP).

9. How do eye drops harm your eyes?

Research by the Hong Kong Association of Private Eye Surgeons (HKAPES) showed that the frequent use of eye drops could damage eyes. If eye drops are used daily, over 6 times a day, the preservatives' residues could accumulate and cause chronic irritation and infection of the cornea. This may even lead to a permanent loss of vision.

10. How are the eyes affected by using the computer?

There is a syndrome called Computer Vision Syndrome. The University of Iowa's Christine Sindt, O.D. estimates that Computer Vision Syndrome affects 75% of the people who work on computers, especially those over the age of 40. Yes, 3 out of 4 people are affected.

11. What is Computer Vision Syndrome?

Computer Vision Syndrome is the combination of eye and vision problems related to long-term computer use, as defined by the American Optometric Association.

12. What are the symptoms of Computer Vision Syndrome?

The American Optometric Association listed the 14 symptoms of Computer Vision Syndrome as follows:

1. Tired eyes.
2. Eyestrain.
3. Periodic blurred near vision.
4. Occasional blurred distance vision.
5. Headache.
6. Dry eyes.
7. Slowness in changing eye focus.

8. Burning sensation in the eyes.
9. Contact lens discomfort.
10. Changes in color perception.
11. Glare sensitivity.
12. Excessive tearing.
13. Sore eyes.
14. Red eyes.

13. How do spectacles and contact lenses harm your eyes?

Spectacles can make your vision worse. A person with myopia (short-sightedness) of 20/70 who puts on glasses or contact lenses to give him a vision of 20/20 may find that in a week's time his unaided vision has declined to 20/200. We have the testimony of Dr. Sidler-Huguenin of Zurich (*Archiv. f. Augenh.*, Vol. XXIX, 1915, translated in *Arch. Ophth.*, Vol. XIV, NO. 6, 1916), who says that of the thousands of myopes treated by him the majority grew steadily worse, in spite of all the skills he could apply to the refining of glasses and contact lenses for them. (www.iblindness.org).

1. **What is IRISTAL®?**

IRISTAL® is the most concentrated eye nutrition in Malaysia. It incorporates 3 precious ingredients that are especially beneficial for the eyes. These were trusted and used since the Middle Ages to cure eye diseases and maintain overall eye health. **ALTERNI** is the 1st company to combine these 3 ingredients and offer them in a capsule form using the latest technology.

2. **How did IRISTAL® get its name?**

IRISTAL® is a combination of 2 words, 'IRIS' and 'CRYSTAL'. By taking IRISTAL® and adhering to proper eye exercises recommended, you will be working your way towards crystal clear vision.

3. **Who should take IRISTAL®?**

IRISTAL® is recommended for those who are wearing spectacles, having difficulty seeing at night, blurring and aging eyes, and diabetics. IRISTAL® is also good for maintaining general eye health and for the prevention of eye diseases such as cataract, glaucoma and macular degeneration.

4. **Why should you take IRISTAL®?**

IRISTAL® can be used for preventing and improving the condition of various eye diseases

such as dry eyes, cataract, glaucoma, age-related macular degeneration, and diabetic retinopathy. It is also useful for improving night vision, astigmatism, short-sightedness and long-sightedness.

5. **What are the 3 unique ingredients in IRISTAL®?**

The precious ingredients in IRISTAL® are as follows:

Common Name	Scientific Names	Part Used
Eyebright	<i>Eupharasia officinalis</i>	Leaf extract
Bilberry	<i>Vaccinium myrtillus</i>	Fruit extract
Marigold	<i>Calendula officinalis</i>	Flower

Note: These are pure extracts – not compounded powder like in many cheaper formulations.

6. **What is the eyebright herb?**

Eyebright is a wild European plant. It is named as such because it has been used since the Middle Ages to treat eye irritation. Eyebright has a long history of herbal use in the treatment of eye problems and is today still one of the best supplements for the eye.

(Grieve, *A Modern Herbal*; Penguin 1984 ISBN 0-14-046-440-9).

7. **How does eyebright benefit the eyes?**

Eyebright herbs are beneficial for reducing redness and swelling. Eyebright tightens the mucous membranes of the eye to relieve the inflammation of conjunctivitis and blepharitis.

(Chevalier, A, *The Encyclopedia of Medicinal Plants* Dorling Kindersley, London 1996 ISBN 9-780751-303148).

8. **How special are eyebright herbs?**

Eyebright has been regarded as a specific plant to treat diseases of the eyes by the great herbalists since the 16th century, and has been a popular remedy in most countries (*M. Grieve, A Modern Herbal, 1996-2006*). Even Queen Elizabeth used it in her alcohol drink called the Eyebright Ale.

(*Markham, Countrie Farm, 1616*).

9. **What is bilberry?**

Bilberry is also known as bog bilberries, blueberries (a variety of), and whortleberries. Bilberry is a perennial ornamental shrub that is commonly found in various climates in damp woodlands and moorlands. In the US they are known as huckleberries, and there are over 100 species with similar names and fruit throughout Europe, Asia and North America. The English call them whortleberries. The Scots know them as blueberries.

10. **How does bilberry benefit the eyes?**

It was shown in early studies to effectively help people with poor night vision to better adapt to dark surroundings. (*Jayle GE. Ann Ocul, 1965, 198:556-62 Belleoud L. et al, Rev Med Aeronaut Spatiale 1966; 18:3-7*). A clinical study in Russia showed that dietary supplementation with bilberry extract prevents macular degeneration and cataract. (*Fursova Arh, Adv Gerontol 2005: 1676-79*).

11. **How special is the bilberry?**

Bilberry has been used as a medicinal herb since the 16th century. Bilberries are high in flavanoids known as anthocyanosides. Anthocyanosides speed the regeneration of rhodopsin, the purple pigment that is used by the rods of the eye for night vision. (*Alferi. R. et al, CR Soc Bid 1964:15:2338*).

12. **What is marigold?**

Marigold is also known as Pot Marigold, Mary bud, Calendula, Mary Gowles, Holigold and Golds. It is grown as a common garden plant throughout North America and Europe.

13. **How does marigold benefit the eyes?**

It contains naturally high levels of lutein and zeaxanthin. These two compounds are found in the macula of the eyes. Epidemiological studies done in UK in 2003 showed that lutein and zeaxanthin can prevent macular degeneration. (*CR Gale et al. 2003, 44: 2461-2465*).

14. **What are the advantages of IRISTAL®?**

IRISTAL® is the completely natural way to healthy eyes and good vision. It can also help in the prevention of eye degenerative diseases.

15. **What is the source of IRISTAL®'s capsule shells?**

IRISTAL®'s capsule shells are derived from a vegetable source.

16. How good is IRISTAL® compared to other eye supplements in the market?

IRISTAL® is the first eye health supplement to incorporate 3 herbal ingredients into one powerful formulation. **ALTERNI** also brings you a world's first by supplementing the benefits of IRISTAL® with a Sight Improvement Programme (SIP) booklet.

17. Will there be any side effects?

IRISTAL® is made from natural plant and fruit extracts, and does not contain any chemicals. There are no known side effects reported to this date.

18. I am a vegetarian, can I take IRISTAL®?

Of course! As IRISTAL®'s ingredients are made from plant extracts, it is absolutely suitable for vegetarians.

19. Can IRISTAL® be taken together with other multivitamins?

Yes, IRISTAL® can be taken together with other multivitamins.

20. Can IRISTAL® be taken with medication?

Yes, you can take IRISTAL® together with other medicines that you are taking but you should separate them from your IRISTAL® intake. This is to avoid the medicines from interfering with IRISTAL® during digestion.

21. What is the recommended dosage?

Condition	Dosage	Frequency	Effect
Treatment	1 capsule	Twice daily	6-9 months
Maintenance/ Prevention	1 capsule	Once daily	6-9 months

22. Can children and nursing women take IRISTAL®?

Children can take this supplement as long as they can swallow the capsules. As children today are exposed to various activities that can damage their sight like frequent reading, watching TV and also computer usage, it is good for them to take IRISTAL® to prevent eye diseases and improve their vision. Nursing women are not advisable to take herbal supplements.

23. How do I know if my eyesight has improved?

Here are some ways to determine whether your eyesight is improving:

- You see better and further.
- Night vision is improved.
- You can read the eye chart better.
- To be more specific, you can get your eyes tested by an optometrist or ophthalmologist.

24. How long should I wait before I can see results?

The efficacy of IRISTAL® varies from one individual to another and depends on the condition of their eyesight. However, there should be a significant improvement within 6 to 9 months if IRISTAL® is

consumed according to the recommended dosage along with proper eye exercises for 6 to 9 months.

25. What are the exercises recommended for the eyes?

There are many eye exercises that you can follow. All these exercises will be presented to you in a series of 12 booklets called the Sight Improvement Program (SIP).

26. What is the Sight Improvement Program (SIP)?

SIP is a series of 12 booklets, which will be issued upon purchase of the product. It incorporates all the crucial eye exercises from the Bates Method.

27. What is the Bates Method?

It is an alternative therapy aimed at improving eyesight. The Bates Method's founder is Dr. William H. Bates from New Jersey who was a New York ophthalmologist. This method has been proven for maintaining eye health and preventing eye diseases. It even can help people who are wearing glasses to not depend on them for good.

28. How much is the Sight Improvement Program (SIP)?

The SIP is worth RM60.

29. How can I get all the 12 booklets in the SIP series?

It is very simple: one SIP booklet will be given to you absolutely FREE upon the purchase of a bottle of IRISTAL® 60's. You can collect all 12 booklets in the SIP with subsequent purchases. This is a token of appreciation for our loyal IRISTAL® users.

30. What makes IRISTAL® so unique?

ALTERNI is the 1st company to back up IRISTAL® with the Sight Improvement Program (SIP).

31. Does SIP really work?

Numerous studies have proven that the eye exercises really help in improving the eyesight significantly. By feeding your eyes with proper nutrition as well as following the eye exercises your vision can be improved substantially.

32. Can I purchase IRISTAL® at pharmacies?

No, IRISTAL® can only be purchased from **ALTERNI**.

33. Who is ALTERNI?

ALTERNI is a healthcare company providing natural health supplements. We believe in the principles of alternative therapy without the use of synthetic drugs, and **ALTERNI** manifests this through a complete range of tried and tested supplements using worldwide-patented technology, and the finest all-natural ingredients from around the world.

ALTERNI aims to bring natural wellness directly to all Malaysians, which is why we are also the first and only Malaysian direct-to-customer healthcare company. This translates to better prices for better products, and good health that's delivered right to your doorstep.

It's a fact that you are what you eat, but in today's environment, the right supplements go a long way in improving your overall health and addressing specific ailments. Just remember that not all supplements are made equal; natural supplements from **ALTERNI** are the most readily absorbed by your body.

We believe that our supplements work, and that's why **ALTERNI** products come with a money back guarantee.*

34. **What are the benefits of becoming an ALTERNI member?**

- FREE membership for life.
- Receive complimentary **ALTERNI** membership bonus points upon your first purchase – 1000 points.
- Unique reward program – **ALTERNI** issues loyalty points which can be used for product redemptions.
- Free delivery of products right to your doorstep.*

- Exclusive member promotions.
- Attend health talks and seminars for free and get free health services.
- Get an informative quarterly health newsletter for free – **ALTERNI** Times.
- Receive breakthrough news on alternative medicine.
- Money back guarantee on all products.*

**Terms & conditions apply.*

35. **How do I purchase IRISTAL® from ALTERNI?**

Call **ALTERNI** Customer Care Centre @ **03-7965 2888**. You can also log on to **www.alterni.com** or visit **ALTERNI** retail outlet.

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