



Ear Health Plus



Ringing in the Ears?

**Nutritional Support
for Inner Ear Health**

Supplement Facts

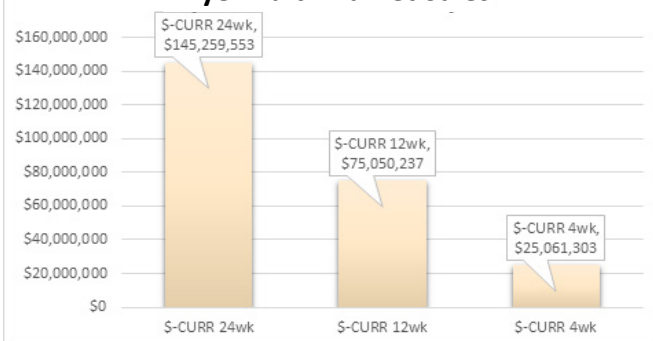
Serving Size 2 Tablets
Servings Per Container 50

	Amount Per Serving	%Daily Value
Vitamin C (as ascorbic acid)	200 mg	220%
Vitamin B1 (as thiamine mononitrate)	0.67 mg	60%
Vitamin B2 (riboflavin)	2 mg	150%
Niacin (as niacinamide)	6.67 mg NE*	40%
Vitamin B6 (as pyridoxine hydrochloride)	0.67 mg	40%
Vitamin B12 (as cyanocobalamin)	3.34 mcg	140%
Pantothenic Acid (as d-calcium pantothenate)	3.33 mg	70%
Choline (as choline bitartrate)	200 mg	35%
Calcium (as dicalcium phosphate)	58 mg	4%
Inositol	400 mg	**
Bioflavonoids (lemon bioflavonoid complex)	400 mg	**

**Daily Value not established.

Market Overview

Eye-Multi Market Sales



Source: TABS Report - xAOC thru 3-25-23

- According to Nielsen-TABS, In the last 12 wks there has been an increase over 70% of sales.
- The category has a growth rate of 3%
- Lipo-Flavonoid is a \$15.4M brand, Mason's Ear Health Plus offers a value-added alternative to the national brand.

Key Selling Points

Ear Health Plus formula provides the nutrition needed to help relief ringing in the ears and support overall ear health:

- B-vitamins** – may provide stabilizing effects on nerves
- Choline** – may improve hearing sensitivity
- Inositol** - may improve nerve related conditions
- Lemon Bioflavonoids** – active ingredient for reducing Meniere's symptoms and improving hearing according to some research

Mason 's new formula contains a stronger combination of vitamins and minerals compared to Advanced Ear Health.

- Soy-free**
- 2 pill/day dosage**
- Use for 6 months for best results**

Product Information

Item #	1808-100
Item Name	Ear Health Plus
Item UPC	3 11845 1808 1 0
Bottle Count	100 Tablets
Case UPC	1 03 11845 1301 4 0
Case Qty	72
Case Weight (lbs)	24.15
Case Dims (in) (L x W x D)	14.12 x 14.12 x 9
Launch Date	January 2021