



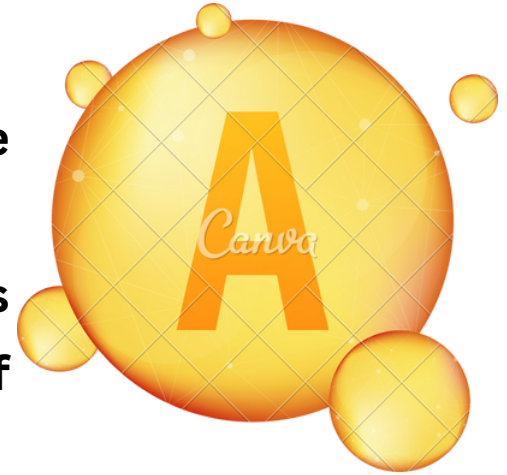
## Importance of Vitamin "A" and Bright Vision Detector

### The first letter of ABCD is **A**: Right?

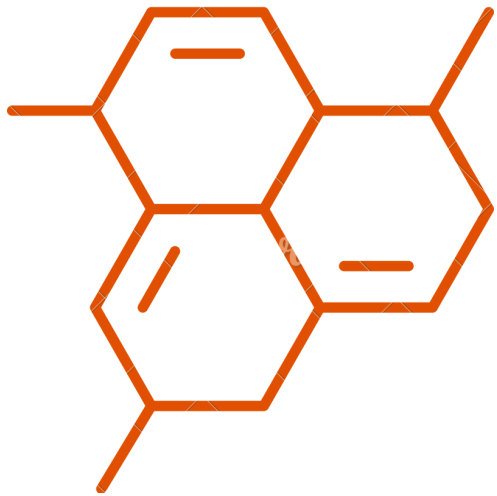
But have you ever known the amount of **vitamin 'A'** in your blood?

Did you know that a full body check-up is incomplete without a vitamin 'A' test?

Deficiency of Vitamin A invites many diseases, but it's treatment can also be dangerous if excessive doses of Vitamin 'A' are taken.

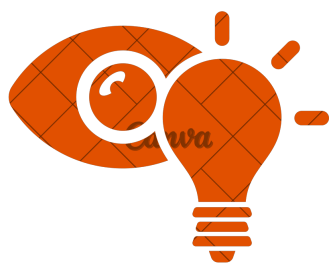


### *Function of Vitamin A*



Vitamin 'A' strengthens the bond between two cells - like cement binds two bricks together. Strengthens eyes, teeth, skin, lungs, digestive system, circulatory system, reproductive system, excretory system (kidney) etc., and increases immunity.

## Deficiency of vitamin A can cause the following diseases



Night blindness (inability to see in dim light - such as in the darkness of night).

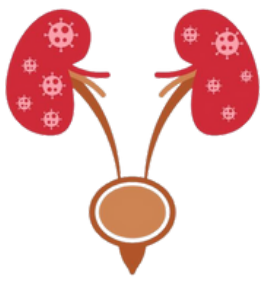
Eye infection, acne, cold, cough, lung related diseases can occur more. Decreased immunity will increase the chance of infectious disease.



Night blindness leads to more accidents. In India, it is estimated that the financials loss of more than 1 lac crore rupees every year occur due to accidents.

Increasing in child mortality and child morbidity. Increase the mother's chances of getting uterine infection and also causes menstrual problems.





Urinary tract infection, increased chance of urinary stones.

Measles can cause blindness.



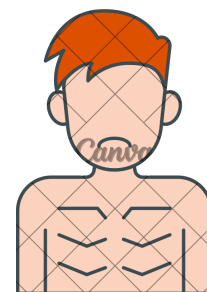
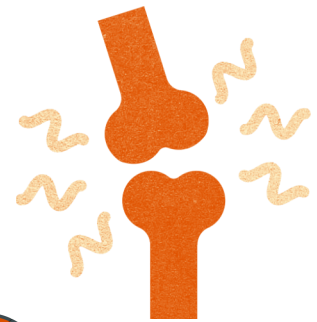
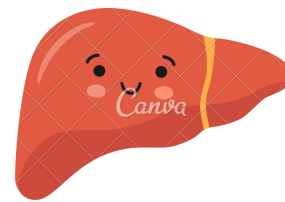
A white spot appears on the eyeball and if the disease progresses, the eye becomes sore and can lead to permanent blindness.

Damage to the wall of the digestive tract reduces the absorption of the rest of the vitamins and minerals and the required amount of nutrition is not provided.



## Taking excessive doses of vitamin 'A' can also cause harm. like,

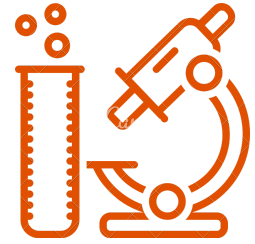
- Liver damage, joint pain.
- Skin rash.
- Headache, dizziness.
- Diarrhea, vomiting.
- High doses given to pregnant woman may cause malformations in newborns.
- Bone loss, early fracture.



*Since **vitamin 'A'** is fat soluble, frequent doses accumulate in the body and cause premature damage, so avoid excessive doses and if there is a deficiency of vitamin 'A', get it tested immediately and remove it by giving an appropriate dose.*



# What should be done to find the deficiency of vitamin "A" ?

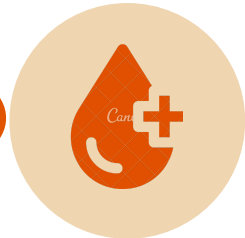


## BRIGHT VISION TEST

OR

## LABORATORY TEST

Blood sample is not required.



Blood sample is required.

The result of the test is immediately available in just 5 to 10 minutes.



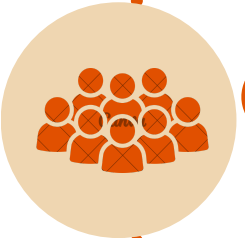
Normally it Takes 4 hours to 4 days.

Cost of Rs.100 only.



Costs Rs. 4000 to 5000.

We can put one device for every 10000 population.



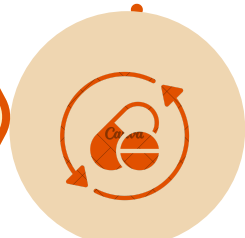
It is difficult to build even one lab for every 1000000 population.

Even a normal person can use it with just one week of training.



Pathologist and trained technician are required.

Vitamin 'A' tablets are available free of cost with this test if required.



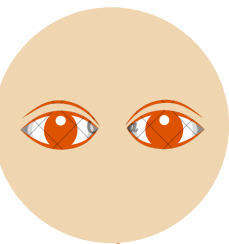
Treatment is charged separately.

If there are other reasons besides vitamin A deficiency, the test can also detect.



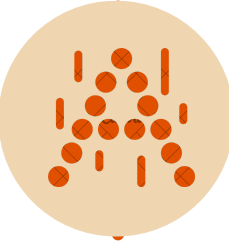
No other problem is detected except vitamin A deficiency.

Two different machines give almost the same report.



Two different laboratories may give different reports.

Precise vitamin 'A' level cannot be measured.



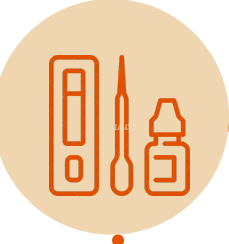
Precise vit a level can be measured.

The difference between the two eyes can also be measured.



The difference cannot be measured between the two eyes.

The patient or the person himself can check whether the report is correct or not.



The patient or the individual cannot verify himself. The report has to be accepted.

There is no fear of contracting an infectious disease as there is no blood sample to be taken.



Taking a blood sample can cause some fear of contracting an infectious disease.

No need for cold chain to transfer machine.



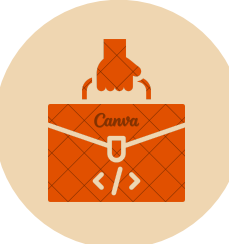
A cold chain is needed to transfer blood samples.

No waste is generated at all.



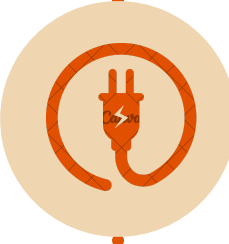
Waste generation increases.

As the machine is portable, it can be taken anywhere.



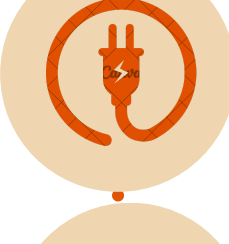
Available only in big cities or advanced hospitals.

The machine and setup cost for the test is only Rs 1.5 lakh.



The cost of machine and setup for the test is more than 10 lakhs.

No special electrical setup is required.



Requires special electrical setup.

Recurring cost per test is negligible.



Recurring cost per test is more than Rs. 2000/-

**Bright vision test charge Rs. 100/- Only**

For more details: 99099 68495 , 75748 13972

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