



**FOR IMMEDIATE RELEASE**

Guardion Health Sciences, Inc.  
15150 Avenue of Science, Ste. 200  
San Diego, CA 92128  
Ph 858.605.9055; Fax 858.630.5543  
[www.guardionhealth.com](http://www.guardionhealth.com)

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**Macular pigment specialists, Guardion Health Sciences appoints  
Gordon Bethwaite as Vice President**

**San Diego, California – January 4, 2016.** – Guardion Health Sciences, a leading provider of verifiable, validated and proprietary solutions in the areas of Ocular Health, is pleased to announce the appointment of Gordon Bethwaite to the role of Vice President, Sales and Marketing.

"We are excited to welcome Gordon to our team. He brings with him a wealth of expertise, knowledge and experience in the ophthalmic industry" said Michael Favish, CEO, Guardion Health Sciences (GHS). "As we enter into this exciting phase of growth for GHS, Gordon's years of successful collaboration with leading doctors in the field, will enable him to develop an effective and dynamic sales team. As VP of Sales and Marketing, Gordon will be responsible for building and executing our business strategy and contributing to making GHS a globally revered and respected company."

Gordon joins GHS having most recently served as Director of Marketing for Carl Zeiss Meditec, a global leader and innovator in the ophthalmology & optometry industry. Speaking at the time of his appointment, Gordon said "I'm excited with the opportunity to assist GHS address a market need that, with the aging demographic we are experiencing, will become increasingly important as we seek to advise both healthcare professionals, and the public on the importance of the macular protective pigment and its relevance to macular degeneration and other ocular diseases. There is a global epidemic of macular degeneration and GHS is perfectly placed to serve both the national and international markets by providing the first evidence based protocol for treating a depleted macular protective pigment. The protocol combines the diagnostic capability of

the Mapcat*SF* and the medical food (Lumega-Z) to replenish and restore the macular pigment.”

“Throughout my career, I have taken pride in my ability to analyze and understand key opportunities available in the market, and to successfully leverage those opportunities by providing physicians with the knowledge and tools they need to serve their patients. My responsibilities have covered all the ophthalmic specialties, including retina, glaucoma, cataract and refractive, and this experience has furnished me with a great combination of application and strategic knowledge. I look forward to using my experience to contribute to developing this global and dynamic market establishing GHS as a significant ocular health company.”

#### **About Guardion Health Sciences**

Guardion Health Sciences, Inc. is a San Diego-based company that has assembled an elite, globally recognized team of scientists, together with practicing medical professionals, to provide verifiable condition specific solutions in the areas of ocular health and overall physical wellness.

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