



FEB 26 2007

Food and Drug Administration
College Park, Maryland 20740

CERTIFIED MAIL
RETURN RECEIPT REQUESTED

Larry McKaig
Essense-of-Life, L.L.C.
13114 U.S. Highway 160
Forsyth, Missouri 65653

Ref. No. CL-07-HFS-810-246

Dear Mr. McKaig:

This is to advise you that the Food and Drug Administration (FDA) has reviewed your web site at the Internet address <http://www.essense-of-life.com> and has determined that the product "NATRAflex Premium Velvet Antler" is promoted for conditions that cause the product to be a drug under section 201(g)(1) of the Federal Food, Drug, and Cosmetic Act (the Act) [21 U.S.C. § 321(g)(1)]. The therapeutic claims on your web site establish that the product is a drug because it is intended for use in the cure, mitigation, treatment, or prevention of disease. The marketing of this product with these claims violates the Act.

Examples of some of the claims observed on your web site include:

[All under the heading "**More About NATRAflex Premium Velvet Antler**"]

"NATRAflex's Premium Velvet Antler is a natural nutritional supplement used to relieve joint stiffness.

...

Today, new research has highlighted the supplement's powerful benefits for osteoarthritis, rheumatoid arthritis, and osteoporosis sufferers."

"NATRAflex's Premium Velvet Antler naturally contains ... anti-inflammatory compounds...."

"Glucosamine, another leading supplement, is regularly recommended by doctors for arthritic joint pain relief."

"Velvet antler is much more than an all-natural alternative to standard joint and arthritis pain relievers."

"[Your product's] benefits to ... osteoporosis, may be even more significant."

"HELP FIGHT OSTEOPOROSIS"

"The combination [of compounds in your product] provides a daily "one-two" punch in the ongoing fight against osteoporosis."

“INGREDIENTS

...

+ **GLUCOSAMINE SULFATE** May aid in arthritic joint pain relief*...

+ **PROSTOGLANDINS** May aid in fighting joint & muscle pain*

...

+ **SELENIUM**

May aid in reducing infection....”

“**VELVET ANTLER MAY BE BENEFICIAL FOR**

+ **ARTHRITIS**

Arthritis is an inflammation of a joint resulting in pain and swelling.

...+ **OSTEOPOROSIS**

Osteoporosis is an inheirited [sic] disorder in which bone and cartilage [sic], especially in the long bones, becomes dense and hardened to an extent that marrow is obliterated.

...

+ **RHEUMATOID ARTHRITIS**

Rheumatoid Arthritis is a chronic and progressive systematic disease, especially in women, characterized by stiffness and inflammation of the joints and sometimes leading to deformity and disability.”

Furthermore, your product is not generally recognized as safe and effective for the above referenced conditions and therefore, the product is also a “new drug” under section 201(p) of the Act [21 U.S.C. § 321(p)]. New drugs may not be legally marketed in the U.S. without prior approval from FDA as described in section 505(a) of the Act [21 U.S.C. § 355(a)]. FDA approves a new drug on the basis of scientific data submitted by a drug sponsor to demonstrate that the drug is safe and effective.

FDA is aware that Internet distributors may not know that the products they offer are regulated as drugs or that these drugs are not in compliance with the law. Many of these products may be legally marketed as dietary supplements if claims about diagnosis, cure, mitigation, treatment, or prevention are removed from the promotional materials and the products otherwise comply with all applicable provisions of the Act and FDA regulations.

Under the Act, as amended by the Dietary Supplement Health and Education Act, dietary supplements may be legally marketed with truthful and non-misleading claims to affect the structure or function of the body (structure/function claims), if certain requirements are met. However, claims that dietary supplements are intended to prevent, diagnose, mitigate, treat, or cure disease (disease claims), excepting health claims authorized for use by FDA, cause the products to be drugs. The intended use of a product may be established through product labels and labeling, catalogs, brochures, audio and videotapes, Internet sites, or other circumstances surrounding the distribution of the product. FDA has published a final rule intended to clarify the distinction between structure/function claims and disease claims. This document is available on the Internet at <http://vm.cfsan.fda.gov/~lrd/fr000106.html> (codified at 21 C.F.R. § 101.93(g)).

In addition, only products that are intended for ingestion may be lawfully marketed as dietary supplements. Topical products and products intended to enter the body directly through the skin or mucosal tissues, such as transdermal or sublingual products, are not dietary

supplements. For these products, both disease and structure/function claims may cause them to be new drugs.

Certain over-the-counter drugs are not new drugs and may be legally marketed without prior approval from FDA. Additional information is available in Title 21 of the Code of Federal Regulations (21 C.F.R.) Parts 310 and 330-358, which contain FDA's regulations on over-the-counter drugs.

This letter is not intended to be an all-inclusive review of your web site and products your firm markets. It is your responsibility to ensure that all products marketed by your firm comply with the Act and its implementing regulations.

If you need additional information or have questions concerning any products distributed through your web site, please contact FDA. You may respond in writing to Linda J. Webb, Compliance Officer, Food and Drug Administration, Division of Dietary Supplement Programs, 5100 Paint Branch Parkway, College Park, Maryland 20740-3835. If you have any questions concerning this letter, please contact Ms. Webb at (301) 436-2375.

Sincerely yours,

/s/

Vasilios H. Frankos, Ph.D.
Acting Director
Division of Dietary Supplement Programs
Office of Nutritional Products, Labeling
and Dietary Supplements
Center for Food Safety
and Applied Nutrition