



DEPARTMENT OF HEALTH & HUMAN SERVICES Public Health Service

Food and Drug Administration
7520 Standish Place - Room 254
Rockville, MD 20855

October 26, 2000

Ref. No. 01-HFD-310I-043

Ms. Kathi Quan
Web Dreams Design
3019 Valasstrada Ct
Carmichael CA 95608

Dear Ms. Quan:

This is to advise you that the Food and Drug Administration (FDA) has reviewed your web site at the Internet address: <http://www.longevityformulas.com> and has determined that the products SILVERLOID™ (Colloidal Silver), Aloe-Silver Gel, ORGANIC NONI, and other products being offered, are promoted for conditions that cause the products to be drugs under section 201(g) of the Federal Food, Drug, and Cosmetic Act (the Act) [21 USC 321(g)]. The products may be considered drugs because the therapeutic claims as shown on your web site establish their intended use as a drug.

Examples of some claims observed on your web site include, in part:

SILVERLOID[®] Colloidal Silver “Colloidal Silver is a stable, safe, natural antibiotic, proven to kill harmful germs and bacteria. Most commonly used for its SAFE, natural germicidal qualities, it is taken internally, or gargled, dropped into nose or ears, or used topically”. “.....An antibiotic kills perhaps a half-dozen different disease organisms, but silver kills some 650.” “For decades, silver has been used in medicine for treating burns, and for treating eye, ear, nose rectal, throat, urethra, and vaginal inflammation and infection.”

Aloe-Silver Gel “Aloe vera has been used externally for general skin conditions, skin cancer, burns, cuts and traumatic wounds, and Copper and Zinc are known for their abilities to aid in cell repair and rapid healing. Silver is well known for its germicidal qualities and has been used for decades in medicine for treating burns, inflammation and infection.”

ORGANIC NONI “....Tests at the University of Hawaii have found that Noni helps suppress tumor growth indirectly by stimulating the immune system. It also contains antibacterial properties against such bacteria as E. coli. It has been successfully used for diabetes, high blood pressure, cancer and other degenerative illnesses.”

Furthermore, FDA has no information that your products are generally recognized as safe and effective for the above referenced conditions and therefore, they may also be new drugs under section 201 (p) of the Act. 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 USC 355(a)]. FDA approves new drugs 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 or as cosmetics if certain therapeutic claims 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 (DSHEA), dietary supplements may be legally marketed with claims that they are intended to affect the structure or function of the body (structure/function claims) if certain conditions are met. Claims that dietary supplements are intended to prevent, diagnose, mitigate, treat, or cure disease (disease claims) excepting health claims authorized for use by FDA, may not be made as they 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 statements allowed as structure/function claims and those that represent disease claims. This document is available on the Internet at <http://vm.cfsan.fda.gov/~lrd/fr000106.html>. In addition, only products that are intended for ingestion may be lawfully marketed as dietary supplements. Topical products and products intended to enter into the body directly through the skin or mucosal tissues, such as transdermal or sublingual products, are not dietary supplements. For these products, disease or structure/function claims may cause them to be new drugs.

Additional information is available in Title 21, Code of Federal Regulations, (21 CFR) Parts 310 and 330-358. These parts include the Final Rules for various OTC ingredients or products that may or may not be legally marketed without prior approval.

This letter is not intended to be an all-inclusive review of your web site and products your firm may market. It is your responsibility to ensure that all products marketed by your firm are in compliance 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 reach FDA electronically (e-mail) at Tartm@CDER.FDA.GOV or you may respond in writing to Ms. Margaret A. Tart, Food and Drug Administration, HFD-300, 7520 Standish Place, Rockville, MD 20855 or by telephone at (301) 594-0054.

Sincerely yours,

/s/

David J. Horowitz, Esq.

Acting Director

Office of Compliance

Center for Drug Evaluation and Research

Food and Drug Administration