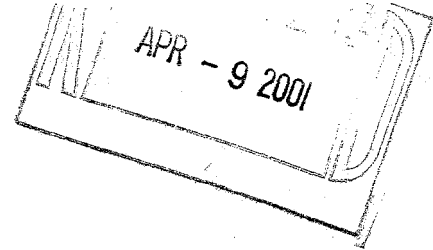


The Future In Natural Foods

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March 30, 2001

Office of Special Nutritionals (HF-450)  
Center for Food Safety and Applied Nutrition  
Food and Drug Administration  
200 C Street SW  
Washington, DC 20204



Re: 21 U.S.C. Section 343(r)(6), Notification of Statements on Dietary Supplements

Dear Sir/Madam:

I hereby notify the Food and Drug Administration ("FDA") of the use of statements of nutritional support in the labeling of Cholesterol Support, a dietary supplement.

Statements being made in the labeling of Cholesterol Support

- (1) The nutrients in this formula have been the subjects of numerous studies in China, India and the United States. This product is formulated to support cholesterol metabolism. In addition, we recommend a diet low in saturated fats, regular aerobic exercise and supplements such as Tocotrienols + Vitamin E Complex.

To the best of my knowledge, and based upon information and belief present at the time of the executing of this notice, I certify that the above information is accurate and complete. Now Foods possesses substantiation that the statements are truthful and not misleading.

Jim Roza  
Director, Quality Assurance  
NOW Foods  
395 S. Glen Ellyn Rd.  
Bloomington, IL 60 108

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