



The Future in Natural Foods

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February 5, 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 Entrox®, an Omega-3 dietary supplement.

Statements being made in the labeling of Entrox®

- (1) Entrox® is a dietary supplement derived from the seeds of the perilla plant (*Perilla frutescens*), an herb native to Asia. It is a rich source of Omega-3 fatty acids, which favorably support healthy levels of DHA and EPA in the body and aid in the maintenance of good health. Since many comparable fish oil products may have an undesirable taste reflux, this product is enteric coated to allow the softgel to pass intact through the stomach into the small intestine.

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 60108

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