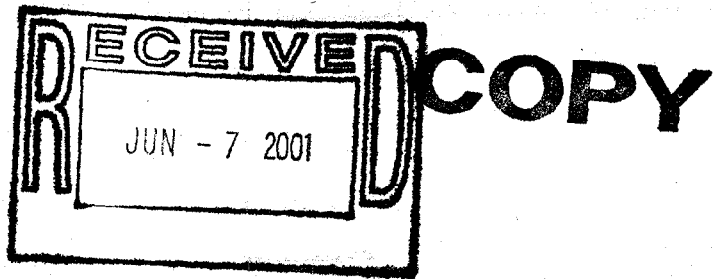


*Andrew Lessman's*  
**WINNING COMBINATION™**  
The Informed Choice for Nutritional Supplements

June 4, 2001

Director  
Special Nutritionals  
Center for Food Safety and Applied Nutrition  
Food and Drug Administration  
200 C Street S.W.  
Washington, DC 20204



**SENT VIA CERTIFIED MAIL - RETURN RECEIPT REQUESTED**  
**ARTICLE #: 7099 3400 0016 4140 0785**

**RE: MAXIMUM EYE SUPPORT**

Dear Sir / Madam:

This is a 30-day notification of a statement of nutritional support for a dietary supplement. The product name is **Andrew Lessman's Maximum Eye Support**. The structure / function claims on all sizes and configurations of this product are identical. They are as follows:

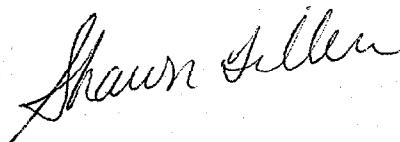
**Andrew Lessman's MAXIMUM EYE SUPPORT™** is the result of a world-wide search for the most beneficial phytonutrients, herbs, vitamins and Anti-Oxidants\* necessary to support healthy vision and the delicate tissues of the eye. It is hard to imagine any other part of our body that is more important to our daily life and routine than our eyes. Yet all of our senses, particularly our vision, can gradually lose some of their youthful acuity and capabilities as we age. **Maximum Eye Support** contains the highest levels we have ever offered of the four vital vision nutrients and herbs: Lutein, Zeaxanthin, Bilberry and Quercetin. Lutein and Zeaxanthin are two powerful naturally occurring anti-oxidant carotenoids that are stored throughout the tissues of the eye, including the lens and macular region of the retina. **Maximum Eye Support** provides as much Lutein as is found in over two pounds of broccoli or almost half a pound of cooked spinach. Research has shown that these anti-oxidant carotenoids can be depleted by sunlight and ultraviolet (UV) radiation. Accordingly, increased consumption of these beneficial anti-oxidant carotenoids may help protect the lens and macular portions of the eye. The macular region of the eye is the portion of the retina that is primarily responsible for visual acuity (sharpness of vision). Research has also shown that Lutein can block harmful blue light from reaching vulnerable eye tissues and may protect the macular region from light induced damage or other oxidative insults. Lutein and Zeaxanthin cannot be produced by the body, as a result, they can only be delivered to the eye and their benefits realized by consuming them in food or by supplementation. **Maximum Eye Support** also contains our special high potency blend of standardized Bilberry fruit. Bilberry contains powerful anti-oxidants called Anthocyanins that have been shown to help support the regeneration of the visual purple portion of the retina, which is vital to optimum vision at night or in low light conditions. Bilberry has also been shown in several studies to support the health of the macular tissues of the eye. The benefits of Lutein, Zeaxanthin and Bilberry may be further enhanced by the addition of high levels of the following powerful anti-oxidants: Quercetin, Green Tea, Vitamin C, Natural Vitamin E, Natural Beta-Carotene and Alpha Carotene, as well as other naturally occurring carotenoids. Vitamins C and E are also found

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throughout the tissues of the eye and as numerous studies have shown, they offer substantial oxidative protection and may help shield these delicate eye tissues. Water soluble Vitamin C is concentrated in the fluid present in the eye and can be especially protective against light induced oxidative damage. Beta-Carotene is a fat-soluble anti-oxidant that your body can convert into Vitamin A, which is essential for healthy eyes and normal vision. Studies have suggested that anti-oxidants contained in Green Tea may help protect the retina and that this activity may be enhanced in combination with Vitamin E. This blend of powerful natural anti-oxidants is specifically designed to help protect the fragile cells of the retina, macula, lens and other eye tissues from oxidative damage, thereby helping to support the health of our eyes and reduce the impact of a lifetime of inevitable oxidative damage.

Respectfully Submitted,



Shawn Tiller  
Manager, Product Development