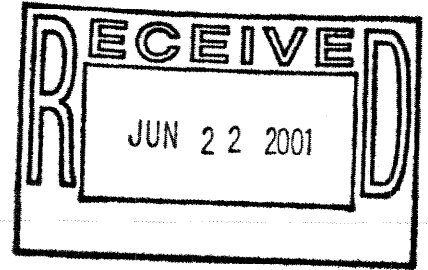




*Bee-Alive*® Inc.



June 19, 2001

Office of Nutritional Products, Labeling and Dietary Supplements  
Center for Food Safety and Applied Nutrition (HFS-800)  
Food and Drug Administration  
200 C Street, SW  
Washington, DC 20204

Dear Sir/Madam:

Notice is hereby given pursuant to the requirements of section 403 (r)(6) (21 U.S.C. 343(r)(6)) of the Federal Food, Drug, and Cosmetic Act that Bee-Alive, Inc., 7 New Lake Road, Valley Cottage, NY has commenced marketing a dietary supplement bearing the following statement(s) on the label and/or in the labeling:

**NAME OF SUPPLEMENT:**

Perfect 7

**STATEMENTS OF NUTRITIONAL SUPPORT**

- Now there's a way to maintain a healthy colon with this remarkable combination of cleansing herbs!
- Perfect 7 gently cleanses the colon, relieves occasional constipation, and promotes regularity, quickly and effectively.

**NAMES OF DIETARY INGREDIENTS**

Proprietary Blend

Psyllium  
Buckthorn  
Cascara Sagrada  
Alfalfa  
Rosehips  
Lactobacillus bifidus powder  
Bentonite Clay (Colloidal montmorillonite)  
Cayenne pepper  
Garlic  
Goldenseal  
Gelatin

97S 0162 LET 8234

7 New Lake Road • P.O. Box 1006 • Valley Cottage, New York 10989  
845-268-0960 • Fax 845-268-3247

76504

The undersigned certifies that the information contained in this notice is complete and accurate and that Bee-Alive, Inc. has substantiation that the statements are truthful and not misleading.

Sincerely,

A handwritten signature in black ink, appearing to read "Diane Masi". The signature is written in a cursive style with a large, stylized initial "D".

Diane Masi  
Senior Vice President

DM/bb