

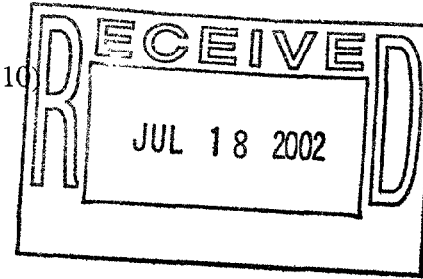


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GENERAL VITAMIN CORPORATION

July 12, 2002

Office of Nutritional Products, Labeling and Dietary Supplements (HFS-810)
Center for Food Safety and Applied Nutrition
Food and Drug Administration
5100 Point Branch Pkwy
College Park, MD 20740



To Whom It May Concern:

This letter is submitted pursuant to Section 406 (r)(6) of the Federal Food, Drug, and Cosmetic Act for the purpose of notifying the agency of statements being made in connection with the marketing of dietary supplements being distributed by this company.

The product name is:

BestCholest

The text of the statements that are being made in regards to the above stated product are listed below:

- You want to eat well
- You strive for a healthy lifestyle
- You don't have high cholesterol now and you want to keep it that way
- Diet of low in saturated fat and cholesterol, rich in fruits, vegetables and grain products, along with regular exercise can help
- And so can BestCholest – a natural choice for people just like you
- BestCholest is a source of key plant micronutrients called sterols
- Researchers are now studying a link between these micronutrients, blood cholesterol and heart health
- Help maintain your cholesterol levels already within the normal range*
- Add BestCholest to your healthy diet and exercise program today

*This statement has not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, care, or prevent any disease.

97S 0162 LET 10655

The undersigned certifies on behalf of General Vitamin Corporation that the information presented and contained in this correspondence is complete and accurate.

Sincerely,

General Vitamin Corporation

A handwritten signature in black ink that reads "Ann Buzenberg". The signature is written in a cursive style with a large, prominent initial "A".

Ann Buzenberg
Director of Marketing