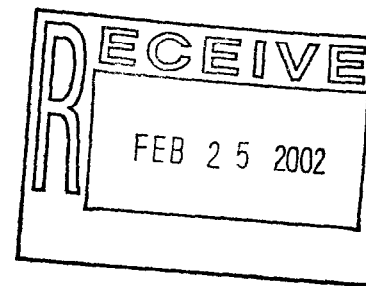




The Future in Natural Foods
998 02 APR -5 P1: .



December 15, 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 Attention Please, a dietary supplement.

Statements being made in the labeling of Attention Please

- (1) Attention Please is an organic kosher herbal supplement specially formulated to support a healthy nervous system and cognitive function. Numerous studies have shown that B complex vitamins, along with the amino acids Tyrosine and Glutamine, support many vital functions of the nervous system. Ginkgo Biloba has been added as a synergist to support cognitive function.

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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