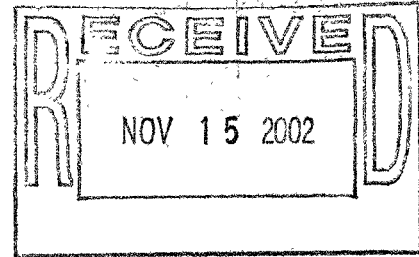




Quality Health From God's Pharmacy

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October 30, 2002

Office of Special Nutritionals (HFS-450)
Center for Food Safety and Applied Nutrition
U.S. Food and Drug Administration
200 C Street, S.W.
Washington, D.C. 20204

Re: Structure/Function Label Claim

This letter is to notify the Food and Drug Administration that within the past 30 days our company has begun to market **Flora's Pure Hawaiian Noni Juice Dietary Supplement**, with the following statement(s) of nutritional support included on the label and in labeling for the product:

1. ...helps to improve digestion, stimulate the immune system and provide relief for sore joints and other minor aches and pains.
2. ...helps bring relief from menstrual discomfort and the common symptoms of menopause.

The dietary ingredients of the product that are the subject of the above statements are:
Noni Juice.

It is hereby certified that the information in this notification is complete and accurate, and that our company has substantiation that the above statements are truthful and not misleading.

Very truly yours,

Flora, Inc.

Janet Sperry
Compliance Coordinator
Labels & Packaging

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Flora, Inc.

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