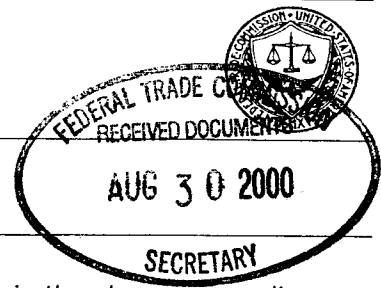


NOTICE OF APPEARANCE



CASE NAME Natural Organics, Inc., et al	FILE/DOCKET NUMBER D09294
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► Pursuant to Section 4.1 of the Commission's Rule of Practice, enter in the above proceeding the appearance of

counsel or representative for the respondent (*Complete items 1, 2, 4, and 5 below*)

counsel supporting the complaint (*Complete items 1, 3, 4, and 5 below*)

1. COUNSEL OR REPRESENTATIVE	2. RESPONDENTS
------------------------------	----------------

Include name, address and telephone of each

Include address and telephone numbers of all persons, partnerships, corporations, or associations

KAPLAN, THOMASHOWER & LANDAU LLP
26 Broadway
New York, New York 10004
(212) 593-1700

By: MARK LANDAU, ESQ.
JOHN M. DESIDERIO, ESQ.
FRAN OBEID, ESQ.

AND

MILTON A. BASS, ESQ.
2 Sutton Place South
New York, New York 10022
(212) 813-0744

Attorneys for Natural Organics, Inc.,
and Gerald A. Kessler, individually
and as an officer of Natural
Organics, Inc.

3. ASSOCIATE/ASSISTANT DIRECTOR

4. SIGNATURE OF SENIOR COUNSEL

5. DATE SIGNED

Mark Landau
by John M. Desiderio

August 28, 2000

Return this form to: H-159
Federal Trade Commission
Washington, D.C. 20580

Rule 4.1(d) Statement

The undersigned attorney appearing of record on behalf of respondents in Natural Organics, Inc. et al. (FTC Docket No. 9294) hereby certifies, pursuant to FTC Rule § 4.1(d), that he/she is admitted to practice in the highest court of the State of New York and that he/she is currently in good standing within the legal profession.

Signature: *Mark Landau*

Typed Name: MARK LANDAU

N.Y. Attorney Registration No.: 1040039

Rule 4.1(d) Statement

The undersigned attorney appearing of record on behalf of respondents in Natural Organics, Inc., et al. (FTC Docket No. 9294) hereby certifies, pursuant to FTC Rule § 4.1(d), that he/she is admitted to practice in the highest court of the State of New York and that he/she is currently in good standing within the legal profession.

Signature:  _____

Typed Name: JOHN M. DESIDERIO _____

N.Y. Attorney Registration No.: 1095298 _____

Rule 4.1(d) Statement

The undersigned attorney appearing of record on behalf of respondents in Natural Organics, Inc., et al. (FTC Docket No. 9294) hereby certifies, pursuant to FTC Rule § 4.1(d), that he/she is admitted to practice in the highest court of the State of New York and that he/she is currently in good standing within the legal profession.

Signature: *Fran Obeid*

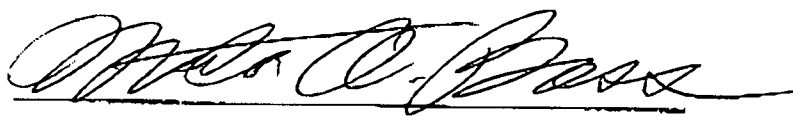
Typed Name: FRAN OBEID

N.Y. Attorney Registration No.: 2775708

Rule 4.1(d) Statement

The undersigned attorney appearing of record on behalf of respondents in Natural Organics, Inc., et al. (FTC Docket No. 9294) hereby certifies, pursuant to FTC Rule § 4.1(d), that he/she is admitted to practice in the highest court of the State of New York and that he/she is currently in good standing within the legal profession.

Signature:



Typed Name: MILTON A. BASS

N.Y. Attorney Registration No.: 1428622

CERTIFICATE OF SERVICE

The undersigned, one of the attorneys representing the respondents in Natural Organics, Inc., et al (FTC Docket No. 9294), hereby certifies that he/she duly caused a copy of the foregoing document to be served upon Counsel Supporting the Complaint by facsimile and by delivering said document to Federal Express for next-day delivery on August 28, 2000



MARK LANDAU, ESQ.
JOHN M. DESIDERIO, ESQ.
FRAN OBEID, ESQ.