

Tabak's HEALTH PRODUCTS

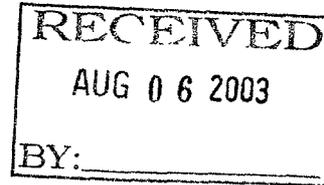
A Corporation

Our Guiding Philosophy:
Superior, Science-Based
Nutritional Supplements

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July 25, 2003

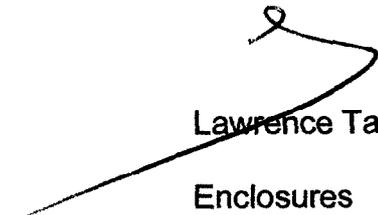
Mr. Robert Moore
Food and Drug Administration
5100 Paint Branch Pkwy
Room 4C083
College Park, MD 20740



Dear Mr. Moore,

In compliance with the final ruling for Dietary Supplements dated January 6, 2000 here are copies of our offers for your files:

Sincerely,



Lawrence Tabak

Enclosures

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**Our Guiding Philosophy:
Superior, *Science-Based*
Nutritional Supplements**

I, Lawrence Tabak, certify the accuracy of the information presented and contained in the notice is complete and accurate, and that we have substantiation that the statements are truthful and not misleading.

To the best of my knowledge and belief, I believe the above is true.



Lawrence Tabak,
President

At Last: A Sexual Enhancement Formula
Custom Tailored just for [Firstname Lastname]

[Firstname Lastname]
[Street Address]
[City, STATE ZIPCODE]
[Barcode]

[MONTH] [DAY], [YEAR]

Dear [Firstname],

Would you like to boost your sexual energy? Increase your desire? Become firmer - for longer? Perform with more stamina?

Yes? - Then you'll want to know about a new technology - a revolutionary, cutting edge approach to sexual enhancement. It's called "custom formula."

Here's how it works. Answer a few quick, simple questions about yourself. Based on what you tell us, we'll custom tailor a sexual enhancement formula just for you.

Your formula is guaranteed to contain ingredients that are proven to give your sex life a major "shot in the arm". What's more, these ingredients are 100% natural and safe.

If you have firmness issues, this formula will help with that. If you lack duration, you'll get more stay power. If desire is a problem, your formula will put lust in your loins. The bottom line [Firstname]? You tell us about your unique body and we'll send you a formula - just for you - that's guaranteed to give you results!

Want even better news [Firstname]. . . ?

It won't cost you one thin dime to try it!

We're so confident "custom formula" will help you feel and perform like you did years ago that we're making an unprecedented offer:

Send no money now. Instead, just answer a few easy questions on the back. Return this letter in the reply envelope provided. We'll evaluate your answers. Custom tailor your formula for your body. Send it to you to try for 30 days so you can put it to the test in the privacy of your home with absolutely no risk.

Then let your own performance make the decision for you.

If you're satisfied, pay the bill that comes with it. If not, simply return the container. You'll pay nothing. No questions will be asked. And you won't owe us a penny [Firstname].

(Please turn over)

These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

Customer #

KeyCode

Finder #

You have everything to gain. Nothing to lose. Fill the survey out. Mail it back today. That's how easy it is to get started.

Sincerely,

Ray Fabela

Ray Fabela, V.P. Custom Formula Program

P.S. Would you like to boost your sexual energy? Increase your desire? Become firmer - for longer? Perform with more stamina? Then answer the simple questions. Pop this letter in the mail. We'll rush your custom tailored sexual enhancement formula to try free of risk for 30 days.

P.P.S Remember, this formula is different from anything else you've tried before because its custom tailored for you!!

Last Minute P.S. Send no money now. Just mail this letter back.

Free 30-Day Trial and Confidential Profile

(Send No Money Now)

YES Based on my answers please rush me a full month's supply of sexual enhancement formula custom tailored for my body.

If I don't want my custom formula for any reason, I'll return the container and owe nothing - no questions asked.

But if I decide to keep it, I'll gladly pay the bill of only \$29.97 plus shipping and continue to receive a fresh supply each month with a bill. I may cancel future shipments at any time.

- 1) My gender is: Male Female
- 2) My date of birth is: $\frac{\text{m}}{\text{m}} / \frac{\text{d}}{\text{d}} / \frac{\text{y}}{\text{y}} \frac{\text{y}}{\text{y}}$
- 3) I constantly have very low energy: Yes No
- 4) I am more concerned about my: Firmness Stamina/Sexual energy
- 5) I am more concerned about my:
 Duration of firmness Duration of performance
- 6) I am more concerned about my: Softness issues Sexual desire/drive
- 7) Some ingredients cannot be taken if you have any of the following. Do any apply to you? diabetes heart disease hypertension
 abnormal blood pressure herpes blood thinning medication
 liver or kidney disease

I understand this information will be kept strictly confidential.

X _____

Sign name here

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12/03

Tabak's Health Products

Superior, Science-Based Supplements

www.tabaks.com

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At Last: A Weight Loss Formula
Custom Tailored just for [Firstname Lastname]

[Firstname Lastname]
[Street Address]
[City, STATE ZIPCODE]
[Barcode]

[MONTH] [DAY], [YEAR]

Dear [Firstname],

Would you like to lose inches from your waist, thighs, and buttocks? What about taking off that extra weight?

Yes? Then you'll want to know about a new technology - a revolutionary, cutting edge approach to weight loss - called "custom formula."

Here's how it works. Answer a few quick, simple questions about yourself. Based on what you tell us, we'll custom tailor a weight-loss formula for you.

Your formula is guaranteed to contain ingredients that are proven to assist in weight-loss when combined with sensible diet and exercise. What's more, these ingredients are 100% natural. Safe. And contain no ephedra.

Do you tend to overeat? We'll give you ingredients proven to bring your appetite down. Snacking your downfall? We'll arm you with ingredients to tackle that. Is your energy level too low? We'll speed up your metabolism and you'll get extra "pep." Eat a lot of starchy foods? We'll include ingredients that help keep those starches from turning into fat. The bottom line? You tell us about your unique body, and we'll send you a formula - just for you - that's guaranteed to give you results.

Want even better news [Firstname]. . . ?

It won't cost you one thin dime to try it!

We're so confident "custom formula" will help you achieve your weight loss goals that we're making an unprecedented offer:

Send no money now. Instead, answer a few easy questions on the back. Return this letter in the enclosed envelope. We'll evaluate your answers. Custom tailor your formula for your body. Send it to you to try for 30 days with absolutely no risk.

Put it to the test in the privacy of your home. Then let your scale and mirror make the decision for you.

If you're satisfied, pay the bill that comes with it [Firstname]. If not, simply return the container. You'll pay nothing. No questions will be asked. And you won't owe us a penny. You have everything to gain. Nothing to

(Please turn over)

These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

Customer #

Key Code

Finder #

lose. Fill the survey out. Mail it back today. That's how easy it is to get started.

Sincerely,
Ray Fabela

Ray Fabela, V.P. Custom Formula Program

P.S. Would you like to lose inches from your waist? Thighs? Buttocks? Take off that extra weight? Then answer the simple questions below. Pop this letter in the mail. We'll rush your custom tailored diet formula to try - free of risk for 30 days.

P.P.S Remember, this formula is different from anything else you've tried before because its custom tailored for you!!

Last Minute P.S. Send no money now. Just mail this letter back.

Free 30-Day Trial and Confidential Profile
(Send No Money Now)

YES Please send me a full month's supply of Custom Formula weight-loss supplements tailored precisely for my body and lifestyle.

If I don't want my Custom Formula for any reason, I'll return the unused portion or empty bottle to you and owe nothing - no questions asked. But if I decide to keep it, I'll gladly pay the bill of only \$29.97 plus shipping and continue to receive a fresh supply each month with a bill. I may cancel future shipments at any time.

- 1) My gender is: Male Female
- 2) My date of birth is: $\frac{\text{---}}{\text{m}} \frac{\text{---}}{\text{m}} \frac{\text{---}}{\text{d}} \frac{\text{---}}{\text{d}} \frac{\text{---}}{\text{y}} \frac{\text{---}}{\text{y}}$
- 3) My goal is to lose _____ pounds.
- 4) I feel I am overweight primarily because I overeat starchy foods like pasta, pizza, potatoes and bread: Yes No
- 5) I often snack on junk food between meals: Yes No
- 6) I regularly feel "stuffed" after I finish a meal: Yes No
- 7) I constantly suffer from abnormally low energy levels: Yes No
- 8) I exercise (walk, jog, gym): Never 1-2 times/week 3+ times/week
- 9) I often get second helpings of bread, rice or potatoes with my meal:
 Yes No

I understand this information will be kept strictly confidential.

X _____

Sign name here

These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease. Always consult with your doctor before beginning any weight loss program. As with any diet product, the best results are obtained when you follow a low-fat diet, eat smaller portions and exercise regularly. If you don't change your eating habits, you'll simply regain weight overtime. Individual results will vary

FCPBT

Tabak's Health Products

Superior, Science-Based Supplements

TA
Tabak's Health Products
3198 Airport Loop Drive, Suite G
Costa Mesa, CA 92626-3407

Free 30-Day Trial

KEY CODE
CUSTOMER#

[DATE]

No Risk To You
If at any time you would like
postage to respond to this offer or
return product, call 1-800-749-3937
for a postage paid reply label.

[FINDER#]

[Firstname Lastname]
[Street Address]
[City, State Zipcode]
[Barcode]

[Firstname, sign the back, Correct address if needed.]

[Tear Here and Mail Today!]

No Hype. No Exaggerated Claims. Just Real Weight Loss Results
You Can Prove for Yourself - Without Risking a Penny

[Firstname] [Lastname]
[Street Address]
[City], [State] [Zipcode]

[MONTH] [DAY] , [YEAR]

Dear [Firstname],

Are you sick and tired of the outrageous claims being made for diet products these days?

Like this one I just got in the mail...

"... a new MIRACLE weight loss aid that attracts fat like a magnet. Drink and eat anything you want. (The product) takes care of everything in the digestive tract. No more need to diet."

How about this for an exaggeration. . .

"Those people who sell diet programs will need to turn in their keys and apply for unemployment. You no longer need them! French fries, mayonnaise, gravy, butter, whipped cream are on the menu from now on. You can eat anything and (the product), will clean it up in your stomach."

Outrageous? Just listen to this one [Firstname]. . .

"Lose 30 pounds in 30 days with no dieting and no exercise"

Do these people think you have the brains the Lord gave lobsters, or what?

Let's stop the insanity, right now. Truth be told, there is no "miracle pill" that will let you sit on your rear end all day, eat corn chips and cupcakes by the dozen, and still lose weight. Anyone who tells you otherwise is. . .

Flat-out lying.

We do things a little differently. First, we don't make "off the wall," unrealistic claims. Second, we do something our competition wouldn't dare do.

We let you try it before you buy it!

Studies prove that the ingredients in our product, ThermAway™, can help you lose weight by converting body fat into thermogenic energy.

This means, [Firstname], your metabolism will speed up - without you hardly noticing it - and less of those calories you eat will

(Please turn over)

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30-DAY FREE TRIAL

YES! I want to shed unwanted pounds and inches. Naturally. Safely. Quickly. Please rush my **FREE 30-DAY TRIAL** of all-natural ThermAway™. If I don't want ThermAway™ for any reason, I'll return the unused portion or empty container to you and owe nothing - no questions asked. But if I decide to keep it, I'll gladly pay the bill of only \$29.97 plus shipping and continue to receive a fresh supply each month with a bill. I may cancel future shipments at any time.

Mail To:
Tabak's Health Products
3198 Airport Loop Drive, Suite G
Costa Mesa, CA 92626-3407

Mail Free Trial Invitation Today!

X

Sign name here

- 2 -

find their way to your thighs, hips, stomach or buttocks. Instead? They'll be burnt up, allowing you to lose weight.

Send for ThermAway™ as part of your sensible diet and exercise plan. Then judge the results for yourself.

After a full month if you like what you see in your mirror, pay the bill that comes with it. If not, just return the unused portion - or even the empty container. Don't pay a cent. Don't owe a cent.

How can we make an offer like this? Because the ingredients in ThermAway™ are proven to help you lose weight. They really do work!

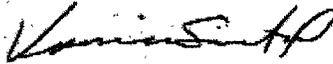
The choice is yours. You can spend your money on products that make bogus hyped-up claims. Or you can just try ThermAway™ completely free for 30 days - with zero risk and zero up front cost to you - then let the results speak for themselves.

Which makes more sense to you?

Take your free trial invitation. Sign it. Pop it in the mail. We'll rush you ThermAway™ to try for a full month.

It's guaranteed to work for you. Or you don't pay a cent. Can anything be fairer than that?

Sincerely,



Veronica Simental
For ThermAway™

P.S. No hype. No stupid claims. Just real weight loss results you can prove for yourself - without risking a penny.

P.P.S. Send no money now. Just mail your free trial invitation today. See what ThermAway™ can do for you. Then decide.

Supporting References
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Hoeger WW, Hains C, Long EM, Hopkins DR "Four-week supplementation with a natural dietary compound produces favorable changes in body composition." Adv Ther 1998 Sep-Oct(5):305-14.
Williams MH "Vitamin supplementation and athletic performance." Int J Vitam Nutr Res Suppl 1989;30:163-81.
Ogorek CP, Davidson L, Fisher RS, Krevsky B "Idiopathic gastroparesis is associated with a multiplicity of severe dietary deficiencies." Am J Gastroenterol 1991 Apr;86.
Homer JL, Coppock CE, Moya JR, Labore JM, Lanham JK "Effects of niacin and whole cottonseed on ruminal fermentation, protein degradability, and nutrient digestibility." J Dairy Sci 1988 May;71(5):1239-47.

These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease. Consult with your doctor before starting any weight loss program. ThermAway™ should be used as part of your overall weight-loss plan, which includes a sensible diet and exercise plan. Follow label directions carefully.

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