

AVON

the company for women

August 13, 2003

AVON PRODUCTS, INC.
1251 AVENUE OF THE AMERICAS
NEW YORK, NY 10020-1196

212 282.7000 TEL

Office of Nutritional Products,
Labeling and Dietary Supplements (HFS-810)
Center for Food Safety and Applied Nutrition
Food and Drug Administration
200 C St., SW
Washington, DC 20204

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Re: Dietary Supplement Notification; 21 CFR § 101.93

Dear Sir or Madam:

Pursuant to Section 403(r)(6) of the Federal Food, Drug, and Cosmetic Act and Food and Drug Administration regulation 21 CFR § 101.93, this letter is submitted by Avon Products, Inc. as notification to FDA of the below statements made on the labeling of the following dietary supplement product:

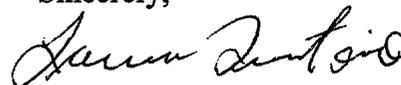
Product Name: VitAdvance AquaNew

Statements:

- With hyaluronan, replaces moisture-generating components in the skin and body that naturally deplete with age.
- An antioxidant plus hyaluronan, a natural component of healthy young skin, helps rejuvenate and revitalize the body's own moisture system helping skin to look its best.

The undersigned certifies that the information contained in this notice is complete and accurate and that Avon Products, Inc. has substantiation that the statements are truthful and not misleading.

Sincerely,



Laura Quintano
Assistant General Counsel

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