

Rexall®

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June 13, 2003

Food and Drug Administration
Office of Special Nutritionals (HFS-450)
Center for Food Safety and Applied Nutrition
200 C Street, SW
Washington, DC 20204

Dear Sirs:

Notice is hereby given that Rexall, Inc. ("Rexall") located at 6111 Broken Sound Parkway, N.W., Boca Raton, Florida 33487 has marketed a dietary supplement under the Rexall brand name bearing the following statement(s) on the label and/or in the labeling:

Vuemax™ Essential: What can Vuemax™ Essential do for you? Eyesight is our most precious sense, but it's the one most often taken for granted. Over time your eye health can be compromised by exposure to sunlight and other environmental factors. Vuemax Essential is a daily eye nutritional supplement specifically formulated to provide the important vitamins and minerals that can help your eyes stay healthy. Vuemax Essential contains powerful antioxidant like Beta-Carotene plus Lutein and Zeaxanthin nutrients that are naturally occurring in the eye. Lutein and Zeaxanthin provide additional protection by absorbing and filtering harmful light. The helpful nutrients in Vuemax Essential are associated with maintenance of healthy macula and eye health.

Why does Vuemax Essential include Lutein and Zeaxanthin? Commonly found in dark leafy greens like kale and spinach, Lutein and Zeaxanthin are two beneficial carotenoids that have been shown to be important for the healthy eyes. These two nutrients are found in the retina, macula and lens of the eye. People with diets high in Lutein and Zeaxanthin may have a reduced risk of developing some age-related eye conditions. It is important to note that the levels of these carotenoids found in Vuemax Essential generally can only be attained by supplementation and not through diet alone.

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The undersigned certifies that the information contained in this notice is complete and accurate and that Rexall has substantiation that the statement is truthful and not misleading. Pursuant to § 101.93 (a)(1), two copies of this notification are enclosed.

Cordially,

A handwritten signature in cursive script that reads "Deborah Shur Trinker".

Deborah Shur Trinker, Esq.
Senior Vice President
Regulatory Affairs

Enclosures