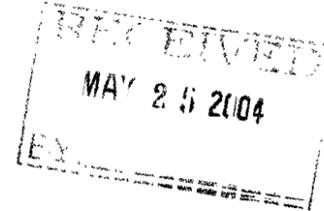




14 May 2004

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



Dear Sir or Madam:

This letter is notification that Wild Oats Markets, Inc. (Boulder, Colorado) has the products listed in the attached document, that bear structure/function claims or statements. Certain additional products not listed are undergoing label revisions, and a separate filing will be made when the revisions are completed. The information attached is complete and accurate and Wild Oats Markets, Inc. has adequate substantiation that these statements are truthful and not misleading.

Sincerely,


Elysa R. Brier
V.P. Legal and General Counsel

Attachments

88457

975 0162 LET

14130

Wild Oats Markets, Inc.
Branded Herbal Extracts
FDA Structure/Function Statement 2004

WILD OATS PRODUCT	STRUCTURE/FUNCTION STATEMENT
SINGLE HERBS	
Wild Oats Food Origins Astragalus	Helps boost deep immunity
Wild Oats Food Origins Chaste Tree Berry	Helps balance the female cycle
Wild Oats Food Origins Dong Quai	Helps balance the female cycle
Wild Oats Food Origins Echinacea	Supports a healthy immune system
Wild Oats Food Origins Eleuthero	Promotes energy & endurance
Wild Oats Food Origins Ginger	Supports healthy digestion & circulation
Wild Oats Food Origins Ginkgo	Supports a healthy mind & memory
Wild Oats Food Origins Ginseng, American	Supports stamina & energy
Wild Oats Food Origins Hawthorn Berry	Supports cardiovascular health
Wild Oats Food Origins Kava Kava	Supports deep relaxation & reduces everyday stress
Wild Oats Food Origins Licorice	Supports adrenal health
Wild Oats Food Origins Milk Thistle	Promotes healthy liver function
Wild Oats Food Origins Oregano Oil	Helps boost overall immune function
Wild Oats Food Origins Saw Palmetto	Supports prostate health
Wild Oats Food Origins St. John's Wort	Supports emotional well-being
Wild Oats Food Origins Valerian	Calms, relaxes, & supports restful sleep
FORMULAS	
Wild Oats Food Origins Ache Relief	Soothes temporary muscle discomfort
Wild Oats Food Origins Allergy Defense	Supports healthy sinuses
Wild Oats Food Origins Astragalus Plus	Boosts healthy immunity
Wild Oats Food Origins Blood Sugar Harmony	Supports healthy blood sugar levels
Wild Oats Food Origins Daily Chi Tonic	Promotes strength and endurance
Wild Oats Food Origins Detox	Promotes internal cleansing
Wild Oats Food Origins Digest Formula	Supports healthy digestion
Wild Oats Food Origins Echinacea Goldenbiotic	Immediate immune system support
Wild Oats Food Origins Echinacea Goldenseal	Immediate immune system support
Wild Oats Food Origins Healthy Hair	Helps promote strong hair growth
Wild Oats Food Origins Heart Harmony	Supports healthy heart function
Wild Oats Food Origins Kava De-Stress	Helps relieve mild anxiety & stress

Wild Oats Markets, Inc.
Branded Herbal Extracts
FDA Structure/Function Statement 2004

WILD OATS PRODUCT	STRUCTURE/FUNCTION STATEMENT
Wild Oats Food Origins Kid's Cough	Supports the respiratory system
Wild Oats Food Origins Kid's Defense	Boosts healthy immunity
Wild Oats Food Origins Kid's Ear Health	Oral tonic
Wild Oats Food Origins Kid's Echinacea Goldenbiotic	Immediate immune support
Wild Oats Food Origins Kid's Mellow	Promotes relaxation, balance, & focus
Wild Oats Food Origins Kid's Tummy Helper	Supports & soothes digestion
Wild Oats Food Origins La Turista	Supports normal intestinal ecology
Wild Oats Food Origins Liver Defense	Supports liver cleansing
Wild Oats Food Origins Lung Support	Immediate respiratory system support
Wild Oats Food Origins Mushroom Defense	Supports healthy immune function
Wild Oats Food Origins Serene Sleep	Supports restful sleep
Wild Oats Food Origins Sinus Health	Promotes healthy sinuses
Wild Oats Food Origins Three Ginsengs	Supports physical, emotional & mental energy
Wild Oats Food Origins Urinary Support	Supports healthy urinary function
Wild Oats Food Origins Woman's Menses	Helps relieve common symptoms of PMS
Wild Oats Food Origins Woman's Transformation	Support during menopause
Wild Oats Food Origins Yin Chiao Immune Health	Immediate immune system support
CAPSULES	
Wild Oats Food Origins Oregano Oil	Helps boost overall immune function

Wild Oats Markets, Inc.
d Vitamins, Minerals and Supplements
Structure/Function Statement 2004

STRUCTURE/FUNCTION SIDE PANEL STATEMENT
Wild Oats Multi-Vitamin One helps your body maintain optimal health
Wild Oats High Potency Multi-Vitamin Time Release One/day tablets help your body maintain optimal health
Wild Oats Iron Free Multi-Vitamin One helps your body maintain optimal health
Wild Oats High Potency Multi-Vitamin Time Release Two/day tablets help your body maintain optimal health
Wild Oats Multi-Vitamin Capsules Two/day help your body maintain optimal health
Wild Oats Iron Free Multi-Vitamin Capsules Two/day help your body maintain optimal health
Wild Oats Vegetarian Multi-Vitamin Time Release helps your body maintain optimal health
X
Food Origins has developed this advanced formula to meet the unique nutritional needs of men over 40, providing complete essential nutrition, standardized extracts including saw palmetto, ginseng, hawthorn and beneficial mushroom extracts.
Wild Oats Food Origins Saw Palmetto has been extensively studied for its role in promoting the health of the prostate and male urinary tract. Researchers believe the herb may help maintain normal prostate structure through effects on specific male hormones and enzymes.
X
X
Wild Oats Food Origins Women's Hormonal Balance contains a patented blend of Black Cohosh and Vitex, along with other phytonutrients, which help support women's fertility and hormonal balance.
Beta carotene is one of the best-known and best-researched antioxidants. It helps protect cell membranes from damage and, as a precursor for Vitamin A, is essential for normal eyesight.
Beta carotene is one of the best-known and best-researched antioxidants. It helps protect cell membranes from damage and, as a precursor for Vitamin A, is essential for normal eyesight.
Vitamin A is necessary for vision, growth, reproduction and immune system integrity. It is also needed for the maintenance of normal epithelial cells (e.g. skin, blood vessels, organs).
Food Origins Vitamin A w/ D provides vital fat-soluble Vitamins A and D in a synergistic relationship to support eye, bone and immune health.
Vitamin D helps support healthy bones by promoting calcium absorption.
Niacin is an essential vitamin that promotes energy production by releasing energy from carbohydrates. It helps maintain normal cholesterol levels in persons already within the normal range.
Niacin is an essential water-soluble nutrient important for energy production and for maintaining normal cholesterol levels in persons already within the normal range.
Vitamin B-6 promotes cardiovascular health by maintaining healthy homocysteine levels. It is an essential nutrient needed to process amino acids in the body.
Vitamin B-6 promotes cardiovascular health by maintaining healthy homocysteine levels. It is an essential nutrient needed to process amino acids in the body.
Water-soluble Vitamin B-12 500mcg is essential for proper energy metabolism, nerve and mental function, red blood cell formulation, and cardiovascular health.
Wild Oats Vitamin B-12 500mcg is a water-soluble vitamin, essential for proper energy metabolism, nerve and mental function, red blood cell formulation, and cardiovascular health.
Biotin is an essential nutrient from the vitamin B family known for its support of hair, skin and nails, as well as energy production.
Folic Acid supports heart health by supporting healthy red blood cell function.

Wild Oats Markets, Inc.
d Vitamins, Minerals and Supplements
Structure/Function Statement 2004

STRUCTURE/FUNCTION SIDE PANEL STATEMENT
Wild Oats Food Origins Complete B contains a broad spectrum of B vitamins, important for metabolic function. It also features a combination of synergistic herbs and green foods, and provides essential nourishment during times of stress.
Wild Oats Complete Vitamin B-50 provides a high potency, synergistic combination of B-vitamins to support heart health and energy production.
Wild Oats Complete Vitamin B-50 provides a high potency, synergistic combination of B-vitamins to support heart health and energy production.
This high potency Vitamin B-complex provides a complete complement of B-vitamins, some of which are depleted during stress and are necessary for energy metabolism.
Wild Oats Complete Vitamin B-100 provides a high-potency, synergistic combination of B-vitamins to help support your body's nervous system and energy metabolism, important for stress support.
Vitamin C is an essential antioxidant nutrient, which is needed by every cell in the body, every day. Food Origins™ Vitamin C 250mg blends a food form Vitamin C with bioflavonoids and guaranteed potency herb extracts.
Vitamin C is an essential antioxidant nutrient, which is needed by every cell in the body, every day.
Vitamin C is a general antioxidant that is important for maintaining many systems of the body.**
Provides antioxidant support. Vitamin C is a general antioxidant that is important for maintaining many systems of the body.
Provides antioxidant support. Vitamin C is necessary for collagen synthesis, to strengthen the immune system, and functions as an antioxidant. This Vitamin C product contains natural buffering agents to reduce acidity. Esterification with mineral ascorbates helps your body more efficiently absorb vitamin C.**
Provides antioxidant support. Esterification with mineral ascorbates helps your body more efficiently absorb Vitamin C.
Provides antioxidant support. Esterification with mineral ascorbates helps your body more efficiently absorb vitamin C. Vitamin C is a general antioxidant that is important for maintaining many systems of the body.
Provides antioxidant support. Esterification with mineral ascorbates helps your body more efficiently absorb vitamin C. Vitamin C is a general antioxidant that is important for maintaining many systems of the body.
Provides antioxidant support. Wild Oats Vitamin C is necessary for collagen synthesis and to support the immune system. Vitamin C also functions as an antioxidant.
Food Origins™ Vitamin E is a powerful antioxidant that helps protect cells from free radical damage and prevents oxidation of blood lipids. Helps maintain healthy cardiovascular function.
A fat-soluble antioxidant, Vitamin E scavenges free radicals and helps protect cells from oxidative damage. When combined with a healthy diet and lifestyle, Vitamin E supplements can help neutralize excess free radicals to promote healthy skin.
Food Origins™ Vitamin E is a powerful antioxidant that helps protect cells from free radical damage and prevents oxidation of blood lipids. Helps maintain healthy cardiovascular function.
Food Origins™ Vitamin E is an important antioxidant that helps protect cells from free radical damage and prevents oxidation of blood lipids. Helps maintain healthy cardio-vascular function.** Our product contains mixed tocopherols, which many scientists believe are superior to Vitamin E alone.
Food Origins™ Vitamin E is a powerful antioxidant that helps protect cells from free radical damage and prevents oxidation of blood lipids. Helps maintain healthy cardiovascular function.
Wild Oats Vitamin E Plus Selenium provides a full spectrum of natural tocopherols, which offer antioxidant support.** Wild Oats Vitamin E Plus Selenium also contains the Wild Oats blend, a proprietary food concentrate blend of spinach leaf, acerola cherry and broccoli floweret.

Wild Oats Markets, Inc.
Branded Vitamins, Minerals and Supplements
FDA Structure/Function Statement 2004

WILD OATS PRODUCT	STRUCTURE/FUNCTION FRONT PANEL STATEMENT	STRUCTURE/FUNCTION SIDE PANEL STATEMENT
Minerals		
Wild Oats Chromium Picolinate	Supports normal glucose metabolism	Chromium plays a major role in regulating glucose metabolism.**
Wild Oats Iron 18mg	Promotes healthy red blood cells	Wild Oats Iron 18mg is important in the formation of hemoglobin f and myoglobin; promotes protein metabolism and helps with the effects of stress in daily living.**
Wild Oats Magnesium 375mg	Supports bone health	Magnesium is an essential mineral and is involved in many functions in the body. Along with calcium, magnesium supports healthy bones and teeth.** It also may play a role in supporting heart health.** The magnesium in this product is chelated to assure delivery and utilization of minerals.
Wild Oats Potassium 99mg	Regulates normal water balance	Potassium is an essential mineral, important to regulate water balance. It is also used for relief of temporary muscle cramps.**
Wild Oats Selenium 100mcg	Provides antioxidant protection	Wild Oats Selenium is an essential mineral that helps activate the necessary production of an antioxidant enzyme called glutathione peroxidase. It also provides antioxidant and immune function support and helps improve the function of vitamin E.
Wild Oats Selenium 200mcg	Provides antioxidant protection	The primary health benefit of the mineral Selenium is its antioxidant support. It works synergistically with Vitamin E, protecting cell membranes against free radical damage, and supporting eye and cardiovascular health.**
Wild Oats Chelated Zinc 30mg	Supports general well-being	Zinc is an essential mineral that is a component of enzymes needed for many functions in the body.**
Calcium/Magnesium		
Wild Oats Food Origins Calcium-Magnesium	Helps maintain healthy bones and teeth	Food Origins™ Calcium-Magnesium helps build and maintain healthy bones and teeth. These essential nutrients help support healthy function of the cardiovascular and nervous systems.
Wild Oats Calcium-Magnesium	Supports bone health	Calcium and magnesium in the optimal ratio are important for bone health and maintaining bone density.** Adequate calcium, along with regular exercise and a healthy diet, helps maintain good bone health.**
Wild Oats Calcium Magnesium Caps	Supports bone health	Calcium is necessary for the formation of bones and teeth, blood clotting and for normal muscle and nerve tissues. Adequate calcium, along with regular exercise and a healthy diet, helps maintain good bone health.** The calcium-magnesium in this product is chelated to assure delivery and utilization of minerals.
Wild Oats Calcium-Magnesium-Zinc	Supports bone health	Calcium, magnesium, and zinc in the optimal ratio are important for bone health and maintaining bone density.** Adequate calcium, along with regular exercise and a healthy diet, helps maintain good bone health.
Wild Oats Calcium-Magnesium Citrate Complex	Supports bone health	Calcium and magnesium in the optimal ratio are important for bone health and maintaining bone density.** Adequate calcium, along with regular exercise and a healthy diet, helps maintain good bone health.** The calcium-magnesium in this product is chelated to assure delivery and utilization of minerals.
Wild Oats Bone Support	Promotes bone health	Wild Oats Bone Support contains calcium, magnesium, and other minerals which are necessary for the formation and maintenance of healthy bones. This product also contains ipriflavone and isoflavones derived from soy, which may help reduce post menopausal bone loss, and maintain normal bone density.**
Wild Oats Ipriflavone with Vitamin D	Supports bone density	Wild Oats Ipriflavone with Vitamin D contains an isoflavone derivative that may help support normal bone density.**
Branched Chain Amino Acids		
Wild Oats Branched Chain Amino Acids	Promotes healthy tissue growth	Branched chain amino acids (BCAA) leucine, isoleucine, and valine are all essential amino acids, vital to promote healthy tissue growth.
Wild Oats Complete Amino Blend	Promotes healthy tissue growth	Wild Oats Complete Amino Blend contains essential and non-essential amino acids, vital for healthy tissue growth.*
Wild Oats L-Arginine 500mg	Supports cardiovascular health	L-Arginine is one of the amino acids produced in the human body by the digestion, or hydrolysis, of proteins. Arginine is converted into nitric oxide by the body, a compound known to increase blood flow, and supports heart health.
Wild Oats L-Carnitine 500mg	Supports heart health and fat metabolism	L-Carnitine is critical in the transport of fatty acids into the mitochondria. L-Carnitine releases fatty acids allowing them to be converted to energy.
Wild Oats L-Glutamine 500mg	Supports immune health	L-Glutamine is the most abundant amino acid in the body and has been shown to support immune health, especially after stress to the body.**
Wild Oats L-Glutathione 50mg	Provides antioxidant support	L-Glutathione is a small protein composed of three amino acids – cysteine, glutamic acid and glycine. It acts as an antioxidant in the body.**
Wild Oats L-Lysine 500mg	Supports the immune system	L-Lysine is one of the eight essential amino acids that cannot be manufactured by the body. Not only is it needed to support proper growth and bone development, but L-Lysine also may promote calcium absorption, supports the immune system and helps maintain nitrogen balance in the body.**
Wild Oats L-Ornithine 500mg	Supports liver health	L-Ornithine is produced by the body from the amino acid arginine. It has been shown to support liver health.
Wild Oats L-Tyrosine 500mg	Supports mental well-being	Wild Oats L-Tyrosine 500mg is a precursor to neurotransmitters in the brain. It helps support a positive mood, stress response and mental function.**

Wild Oats Markets, Inc.
Branded Vitamins, Minerals and Supplements
FDA Structure/Function Statement 2004

WILD OATS PRODUCT	STRUCTURE/FUNCTION FRONT PANEL STATEMENT	STRUCTURE/FUNCTION SIDE PANEL STATEMENT
Wild Oats Complete Antioxidant	Full spectrum antioxidant support	Antioxidants are important to neutralize free radicals in the body.**
Wild Oats Homocysteine Support	Supports heart health	Elevated levels of homocysteine, a breakdown product of methionine, are thought to be undesirable. Wild Oats Homocysteine Support promotes normal levels of homocysteine, which is thought to support heart health.**
Wild Oats Complete Eye Support	Eye support formula	Wild Oats Complete Eye Support contains many nutrients and herbs supportive of vision function, including carotenoids and other antioxidants, bilberry, eye bright and lutein. Trust this formula for complete vision support.
Wild Oats Food Origins Lutein with Carotenoids	Antioxidant support for eye health	Like beta-carotene, lutein belongs to a class of potent antioxidants known as carotenoids and plays an important role in maintaining eye health.** The body does not manufacture its own lutein, so it must be taken as food or supplement.
Wild Oats Food Origins Leg Vein Health	Supports optimal cardiovascular wellness	The botanical compounds in Food Origins™ Leg Vein Health target the veins of the body to tone and strengthen circulatory system function. Backed by centuries of traditional use, modern research confirms the value of these phytonutrients in supporting cardiovascular health.*
Wild Oats Alpha Lipoic Acid 50mg	Provides antioxidant support	Alpha Lipoic Acid is a natural substance found in all living cells. Research has focused on its metabolic antioxidant activity to protect the body against free radical damage.
Wild Oats Food Origins Grape Seed Extract 60mg	Provides powerful antioxidant protection	Food Origins™ Grape Seed Extract 60mg provides powerful antioxidant protection and helps maintain capillary health.*
Wild Oats Food Origins Pycnogenol 60mg	Provides antioxidant support	Food Origins™ high quality proprietary extract comes from the bark of the European coastal pine (Pinus maritima). Food Origins Pycnogenol 60mg supplies a guaranteed 85% concentration of oligomeric proanthocyanidins (OPCs, a special class of highly active antioxidant compounds) plus pure citrus bioflavonoids for added antioxidant effectiveness.*
Wild Oats Food Origins CoQ10 22mg	Supports a healthy cardiovascular system	The antioxidant CoQ 10 is found in every cell in the body. Food Origins™ CoQ 10 maximizes the antioxidant power of this essential coenzyme. According to research, cultured CoQ10 provides 20 times the anti-oxidant activity of standard USP CoQ10.
Wild Oats CoQ10 30mg	Supports heart health	Wild Oats CoQ10 is used by the body to transform adenosine triphosphate (ATP) into energy. It is an important antioxidant and has been shown to support heart health by increasing the heart's tolerance to lack of oxygen.
Wild Oats CoQ10 60mg	Supports heart health	Wild Oats CoQ10 is used by the body to transform adenosine triphosphate (ATP) into energy. It is an important antioxidant and has been shown to support heart health by increasing the heart's tolerance to lack of oxygen.
Wild Oats CoQ10 100mg	Supports heart health	Wild Oats CoQ10 is used by the body to transform adenosine triphosphate (ATP) into energy. It is an important antioxidant and has been shown to support heart health by increasing the heart's tolerance to lack of oxygen.**
Wild Oats Food Origins Kelp 150mcg	Natural source of iodine for thyroid health	Food Origins™ Kelp is from seaweed, a natural source of iodine, essential for thyroid health.
Wild Oats Food Origins Green Chlorella	For well-being and vitality	Chlorella have been studied for their unique abilities to support healthy well being and vitality.*
Wild Oats Food Origins Complete Green Juice	Provides antioxidant support	Also contains plant-based antioxidants and helps support detoxification.**
Wild Oats Food Origins Complete Veggie	Provides antioxidant support	Food Origins™ Complete Veggie supplements a diet lacking in the recommended daily servings of vegetables. It is highly concentrated to support maximum antioxidant protection and overall health with a specialized delivery system for maximum absorption and utilization.**
Wild Oats Food Origins Complete Citrus	Provides antioxidant protection and supports overall health	The highly concentrated citrus formula in Food Origins™ Complete Citrus delivers antioxidants and a class of essential oils that provide antioxidant protection and support for the cardiovascular and immune systems in a delayed release delivery system to ensure full absorption and utilization.*
Wild Oats Food Origins Borage Oil 1300mg	Helps support healthy skin	Food Origins™ Borage Oil provides high GLA and LA concentrations, which help maintain healthy skin and overall health.**
Wild Oats Food Origins Evening Primrose Oil 500mg	Helps maintain heart and overall health	A unique extraction technology 'cold presses' pure, virgin oil from the seed without the use of harsh chemical solvents. Food Origins™ Evening Primrose Oil provides GLA and LA concentrations, which help maintain heart and overall health.** GLA, an important fatty acid, is often in short supply in the diet.
Wild Oats Food Origins Flax Seed Oil 1000mg (organic)	Promotes a healthy cardiovascular system	Food Origins™ Flax Seed Oil 1000mg provides Omega 3 & 6 fatty acids, essential nutrients that our bodies cannot produce, for maintenance of healthy blood lipids and cardiovascular health
Wild Oats Food Origins Flax Seed Oil 1000mg (organic)	Promotes a healthy cardiovascular system	Food Origins™ Flax Seed Oil 1000mg provides Omega 3 & 6 fatty acids, essential nutrients that our bodies cannot produce, for maintenance of healthy blood lipids and cardiovascular health
Wild Oats Food Origins Complete DHA Omega-3	Promotes brain development and memory support	Food Origins™ Complete DHA Omega-3 provides DHA from cold-water, deep-sea ocean fish to support brain development and memory function. DHA also helps with fetal brain and eye development.**
Wild Oats Food Origins Complete EPA Omega-3	Supports cardiovascular health	Food Origins™ Complete EPA Omega-3 provides EPA from cold-water, deep-sea ocean fish to support cardiovascular health and help maintain normal cholesterol levels already in the normal range. Supports normal joint function
Wild Oats Food Origins Cod Liver Oil	Helps maintain healthy skin and eyes	Food Origins™ Cod Liver Oil softgels help maintain healthy skin and eyes in an easy-to-swallow softgel.**.
Wild Oats Food Origins Lecithin Softgels	Helps maintain healthy nervous system and liver function	Food Origins™ Lecithin Softgels provide choline, a nutrient necessary for support of liver health and nerve function.
Wild Oats Food Origins Lecithin Granules	Supports healthy nerve function	Food Origins Lecithin Granules provide three forms of choline to support liver health and neurologic transmission, a key in learning and memory function **

Wild Oats Markets, Inc.
Branded Vitamins, Minerals and Supplements
FDA Structure/Function Statement 2004

WILD OATS PRODUCT	STRUCTURE/FUNCTION FRONT PANEL STATEMENT	STRUCTURE/FUNCTION SIDE PANEL STATEMENT
Wild Oats Food Origins Acidophilus 3.5 billion	Supports a healthy digestive tract	Food Origins™ Acidophilus provides probiotic (live culture) support for the digestive tract. Probiotics are beneficial microorganisms that help maintain a healthy balance in the intestines to support digestive health and immune function.**
Wild Oats Food Origins Complete Probiotics	Supports a healthy digestive tract	Food Origins™ Complete Probiotics is a combination of probiotic live cultures and prebiotics. Probiotics are beneficial microorganisms that help maintain a healthy balance in the intestines to support digestive health and immune function.** Prebiotics are special nutrients that nourish these beneficial organisms.
Wild Oats Food Origins Probiotic with FOS	Supports a healthy digestive tract	Food Origins™ Probiotic with FOS supports digestive health and immune function and contains FOS to encourage the growth of lactic bacteria.
Wild Oats Food Origins Liquid Acidophilus	Balances and supports the digestive system	Beneficial bacteria normally found in the small intestine, Lactobacillus acidophilus helps maintain intestinal health.**
Wild Oats Chewable Papaya w/ Enzymes	Natural digestive aid	These tablets may be chewed and provide enzymes which may aid digestion.
Wild Oats Food Origins Digestive Enzyme Blend	Promotes healthy digestion	Food Origins™ Digestive Enzyme Blend contains enzymes that help you digest dairy, carbohydrates, starches and fats. Supports digestion with less distress from gas and bloating
Wild Oats Food Origins Complete Fiber w/ Psyllium	Supports colon health and regularity	Food Origins™ Complete Fiber with Psyllium is high in fiber, and therefore enhances natural elimination for effective colon cleansing. Strong scientific evidence highlights the many health benefits of a high-fiber diet, and psyllium husks are one of the best sources of soluble fiber. This type of fiber not only supports proper digestion, but also helps maintain healthy cholesterol levels already in the normal range.**
Wild Oats Food Origins Psyllium Fiber	Supports colon health and regularity	Food Origins™ Psyllium Fiber is high in fiber, and therefore enhances natural elimination for effective colon cleansing. Strong scientific evidence highlights the many health benefits of a high-fiber diet, and psyllium husks are one of the best sources of soluble fiber. This type of fiber not only supports proper digestion, but also helps support cholesterol levels already in the normal range for overall cardiovascular health.
Wild Oats Food Origins Glucosamine HCl	Helps maintain healthy joints and range of motion	Glucosamine is a naturally occurring component within skeletal joints and is involved in the production of synovial fluid responsible for joint lubrication. The HCl form (hydrochloride) helps stabilize the Glucosamine, promoting optimal utilization.**
Wild Oats Food Origins Joint Relief	Promotes healthy joint function	The phytonutrients and herbs in Food Origins™ Natural Joint Relief inhibit the COX-2 enzymes for relief of temporary inflammation. **
Wild Oats Food Origins Joint Relief Evenings	Promotes healthy joint function and restful sleep	Food Origins™ Natural Joint Relief Evenings' phytonutrients and herbs inhibit the COX-2 enzymes to relieve temporary inflammation and promote restful sleep. **
Wild Oats Glucosamine Chondroitin	Supports joint function	Glucosamine Sulfate is a natural compound present in joint cartilage. This amino saccharide has been shown to play an integral role in maintaining healthy connective tissue and cartilage. Chondroitin helps promote joint flexibility.**
Wild Oats MSM 1000mg	Supports joint health	Methyl sulfonyl methane is a naturally occurring sulfur-containing compound. Sulfur is necessary for making collagen, which is important for supporting bone and joint function.**
Wild Oats Complete Lipotropic	Supports lipid metabolism	Inositol, choline, methionine, and betaine belong to a group of compounds called lipotropics, because they help the liver metabolize lipids (fats).**
Wild Oats CLA 1000mg	May increase lean muscle mass	Tonalin® has been shown to increase lean muscle mass and support lipid metabolism.
Wild Oats Pyruvate 1000mg	Supports energy metabolism	Pyruvate (the buffered form of pyruvic acid) is formed from the metabolism of carbohydrates and protein. It seems to support energy production by increasing the metabolic rate. ** Dihydroxyacetone, one of the sources of pyruvate in this product, is converted to pyruvate in the body
Wild Oats Pyruvate w/ Green Tea Extract	Supports energy metabolism	Wild Oats™ Pyruvate with Green Tea Extract is a potent combination for energy metabolism. Both pyruvate and green tea help to support energy production by increasing the metabolic rate.
Wild Oats Complete Creatine	Supports athletic performance	Creatine is a natural substance in the body that helps regenerate Adenosine Triphosphate (ATP), an energy compound necessary for muscular activity.**
Wild Oats Food Origins Vanilla Whey	Supports muscle growth and repair	A daily diet including the recommended amount of whey protein can help promote healthy bones as the body ages. Numerous studies have shown that whey proteins help enhance the body's immune system by raising glutathione levels. Glutathione is a powerful anti-oxidant with the ability to help the body's immune system.**
Wild Oats Food Origins Chocolate Whey	Supports muscle growth and repair	A daily diet including the recommended amount of whey protein can help promote healthy bones as the body ages. Numerous studies have shown that whey proteins help enhance the body's immune system by raising glutathione levels. Glutathione is a powerful anti-oxidant with the ability to help the body's immune system.**
Wild Oats Food Origins Non-GMO Soy Protein Pwd	Supports bone and cardiovascular health	Soy is an excellent source of Isoflavones. Research indicates isoflavones from soy promote hormonal and antioxidant balance, supporting cardiovascular, bone and menopausal health.**

Wild Oats Markets, Inc.
Branded Vitamins, Minerals and Supplements
FDA Structure/Function Statement 2004

WILD OATS PRODUCT	STRUCTURE/FUNCTION FRONT PANEL STATEMENT	STRUCTURE/FUNCTION SIDE PANEL STATEMENT
Wild Oats Soy-Spirulina Chocolate	Supports bone, cardiovascular and general health	Soy is an excellent source of isoflavones. Research indicates isoflavones from soy promote hormonal and antioxidant balance, supporting cardiovascular, bone and menopausal health.**
Wild Oats Soy-Spirulina Vanilla	Supports bone, cardiovascular and general health	Soy is an excellent source of isoflavones. Research indicates isoflavones from soy promote hormonal and antioxidant balance, supporting cardiovascular, bone and menopausal health.**
Wild Oats Soy-Spirulina Orange/Banana Cream	Supports bone, cardiovascular and general health	Soy is an excellent source of isoflavones. Research indicates isoflavones from soy promote hormonal and antioxidant balance, supporting cardiovascular, bone and menopausal health.**
Wild Oats SAMe Complex	Supports healthy joints and mood	SAMe (S-adenosyl-L-methionine) participates in over 40 biological reactions in the body. It appears to support a healthy level of dopamine, an important mood regulator. In addition, SAMe has been shown to support healthy joints.
Wild Oats Food Origins Tension Relief	Promotes relief from daily tension	Food Origins™ Tension Relief provides a potent herbal method for achieving tension relief. Scientific research has identified that the parthenolides within the feverfew flower have singular value in helping to provide tension relief. Exclusive extraction creates a uniquely high potency and stable parthenolide content enhanced with an array of nature's best recognized and synergistic herbs to promote comfort and relief from tension.**
Wild Oats Food Origins Rest Well	Promotes natural sleep	Food Origins™ Rest Well contains a time-honored blend of herbs carefully chosen for their calming, relaxing effects. Lavender, chamomile, hops and passionflower have been used for centuries to soothe, relax, and promote natural sleep.**
Wild Oats Food Origins Mental Focus	Supports normal cognitive function	Food Origins™ Mental Focus contains Lion's Mane, Hericium erinaceus, the most important mushroom for supporting brain function. Japanese research has shown that Lion's Mane produces compounds called erinacines, which are strong stimulators to nerve growth factor synthesis. These compounds stimulate neurons to regrow, which supports normal cognitive function, muscular coordination and response, and neurological repair.
Wild Oats Food Origins Liver Shield	Promotes healthy liver performance and energy	Food Origins™ Liver Shield provides a combination of traditional mushrooms that help maintain healthy function of the liver, the body's essential organ for detoxification.**
Wild Oats Food Origins Cordyceps	Promotes immune system health and stamina	Food Origins™ Cordyceps provides arabinoxylanes, glycoproteins, ergosterols and beta glucans to help support strength and provide immune system support. Cordyceps has been shown to increase Natural Killer (NK) cell activity, essential for a healthy immune system.**
Wild Oats Food Origins Mushroom Blend Cordyceps/Reishi	Promotes immune system health and stamina	The mycelia in Food Origins™ Mushroom Blend help promote immune system health and stamina as well as support for the respiratory system.**
Wild Oats Food Origins Maitake Mushrooms	Supports the immune system	Many fractions of Maitake have been praised for their immunostimulating effects, but as with most natural compounds, the whole is greater than the sum of its parts. Using certified organic Maitake mycelium and fruit bodies, Food Origins™ Maitake Mushrooms, containing all fractions, has been clinically shown to increase Natural Killer (NK) Cell activity by up to 300%.**
Wild Oats Food Origins Mushroom Immune Defense	Promotes immune system health	The mycelium from the 16 mushrooms in Food Origins™ Mushroom Immune Defense promotes immune system health by increasing Natural Killer cell activity. Our Mushroom Blend's mycelium activity provides maximum health benefits.**
Wild Oats Food Origins Black Cohosh Extract	Supports women's health	Food Origins™ Black Cohosh supports women's health. Modern clinical research confirms its benefits in reducing menopausal symptoms.*
Wild Oats Food Origins Echinacea Premium Extract	Supports a healthy immune system	Echinacea supports healthy immune function by increasing the activity level of white blood cells.**
Wild Oats Food Origins Echinacea-Goldenseal	Immune system support	Echinacea supports healthy immune function by increasing the activity level of white blood cells.**
Wild Oats Food Origins Garlic 500mg	Promotes cardiovascular health	Garlic has been consumed for centuries to support healthy cardiovascular and immune system health.**
Wild Oats Food Origins Ginkgo Biloba/DHA	Supports memory function	When used daily, Food Origins™ Ginkgo Biloba/DHA helps maintain mental alertness and memory function, and supports circulation.**
Wild Oats Food Origins Panax Ginseng Extract	Supports physical and mental endurance	Food Origins™ Panax Ginseng Extract enhances physical and mental endurance for people leading active and demanding lifestyles.
Wild Oats Food Origins Green Tea Extract	Provides antioxidant support	Green tea contains antioxidant polyphenols, such as epigallocatechin gallate (EGCG), which provide antioxidant protection.**
Wild Oats Food Origins Hawthorn Berry Extract	Supports heart health	Food Origins™ Hawthorn Berry Extract uses modern botanical science to provide the maximum concentration of proven standardized herbal constituents while retaining all of the benefits found in the raw herb. Hawthorn berries contain bioflavonoids shown to support heart health and circulation.
Wild Oats Food Origins Maca Extract	Promotes healthy energy levels	Native Peruvians have consumed Maca for centuries for its energy and stamina effects.** Maca's traditional use is sparking a growing interest in its therapeutic effects worldwide.
Wild Oats Food Origins Milk Thistle Extract	Promotes healthy liver function	Food Origins™ Milk Thistle helps maintain healthy function of the liver, which is the body's essential organ for detoxification. Milk thistle has been used for centuries to promote liver health. Researchers have identified an active antioxidant complex, silymarin, that protects liver cells and promotes cell growth.
Wild Oats Food Origins Freeze-Dried Noni Concentrate	Supports overall health	Food Origins™ Freeze Dried Noni Concentrate maintains the complete enzyme, protein and biological structure of Morinda Citrifolia. Noni has traditionally been used to support immune function and overall health.
Wild Oats Food Origins Rhodiola Root Extract	Maintains enhanced stamina	Rhodiola rosea is an adaptogen, an herb valued for its ability to help the body withstand the damaging effects of physical stress. This remarkable plant has been used for centuries in Eastern Europe and Asia for fatigue and nervous system support.

Wild Oats Markets, Inc.
Branded Vitamins, Minerals and Supplements
FDA Structure/Function Statement 2004

WILD OATS PRODUCT	STRUCTURE/FUNCTION FRONT PANEL STATEMENT	STRUCTURE/FUNCTION SIDE PANEL STATEMENT
Wild Oats Food Origins Saw Palmetto Extract	Supports prostate health	Food Origins™ Saw Palmetto Extract supports prostate health and urinary function through effects on enzymes and hormones, important to male reproductive health. The berries of this native North American plant have a long history of use as a tonic for the urinary tract.
Wild Oats Food Origins St. John's Wort Extract	Mood and stress support	Food Origins™ St. John's Wort Extract is the highest quality and most effective form of St. John's Wort available. St. John's Wort is one of the most extensively studied of all of the herbs. Clinical studies confirm that this traditional favorite helps support a healthy mood and outlook.
Wild Oats Food Origins Turmeric Extract	Antioxidant support for joint health	Turmeric has been a revered herb and spice in traditional Indian Ayurvedic medicine for many centuries. It has a long history of use for maintaining joint, digestive and liver health. **Food Origins™ Turmeric contains a high quality extract standardized to greater than 95% curcuminoids.
Wild Oats Food Origins Valerian Extract	For support of normal restful sleep	Valerian is the premier European herb for calming nerves and promoting natural, refreshing sleep. Turn to Food Origins™ Valerian Extract when you need a gentle, natural solution for occasional sleeplessness.
Wild Oats Food Origins Vitex (Chaste Tree Fruit) Extract	Supports healthy female cycle	One of the longest used plants in the European herbal tradition, Vitex has a well-deserved reputation as a valuable women's remedy. Today, modern clinical research confirms what the ancient herbalists knew: Vitex helps the body regain its own natural hormonal balance.