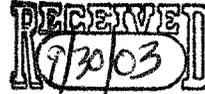


**Bayer HealthCare
Consumer Care Division**



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September 26, 2003

Catherine W. Fish, MS, RD
Senior Associate Director
Regulatory Affairs

Office of Special Nutritionals
Center for Food Safety and Applied Nutrition
U.S. Food and Drug Administration
5100 Paint Branch Parkway
College Park, MD 20740-3835

**Subject: 30-Day Post Market Notification for
Structure/Function Claims; One-A-Day® 50 Plus
Multivitamin/Multimineral Dietary Supplement**

Bayer HealthCare LLC
Consumer Care Division
36 Columbia Road
P.O. Box 1910
Morristown, NJ 07962-1910

Dear Sir or Madam:

Phone: (973) 254-4793
Fax: (973) 254-4875

Bayer HealthCare LLC, Consumer Care Division submits the information in this notification pursuant to Section 403(r)(6) of the Food, Drug and Cosmetic Act as notice of marketing structure/function claims on the product label of One-A-Day® 50 Plus Multivitamin/Multimineral Dietary Supplement.

PRODUCT NAME	One-A-Day® 50 Plus Multivitamin/Multimineral Dietary Supplement
NAME /ADDRESS OF DISTRIBUTOR	Bayer HealthCare LLC Consumer Care Division 36 Columbia Road P. O. Box 1910 Morristown, New Jersey 07962-1910
NAME OF DIETARY INGREDIENT/SUPPLEMENT (SUBJECT OF THE STATEMENT)	One-A-Day® 50 Plus Multivitamin/Multimineral Dietary Supplement

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TEXT OF STATEMENT BEING MADE	
Top Panel of Carton	<p>Complete Multivitamin designed for Adults 50 and Over to help support:*</p> <ul style="list-style-type: none"> • Healthy heart and blood pressure⁺⁺ through a combination of Folic Acid, Potassium, Vitamin C, Calcium, B6, and B12. • Healthy joints with 200% Daily Value of Vitamin C. • Brain function and mental energy through Vitamins B6, B12, and Chromium. • Healthy eyes with Vitamins A, C, E, and Zinc. • Bone strength with an appropriate level of Vitamin A, together with Calcium and Vitamin D. <p>⁺⁺ Helps maintain blood pressure already in the normal range.</p>
5th Panel of Carton	<p>COMPLETE MULTIVITAMIN PLUS MORE TO SUPPORT:*</p> <ul style="list-style-type: none"> • Healthy Heart • Normal Blood Pressure⁺⁺
Right Panel of Carton	<p>Key Ingredients for Adults age 50 and Over*</p> <ul style="list-style-type: none"> • JOINTS & BONES: Calcium, Magnesium, Zinc, Vitamins D, A, C • HEART HEALTH & BLOOD PRESSURE⁺⁺: Magnesium, Calcium, Potassium, Vitamin C, Vitamin B6, Vitamin B12, Folic Acid, Vitamin E • EYE HEALTH: Vitamin E, Vitamin A, Vitamin C, Zinc • MENTAL & PHYSICAL ENERGY: B12, B6, Chromium, Thiamin, Riboflavin, Niacin, Biotin, Folic Acid • IMMUNITY: Vitamins C, A, Selenium, Zinc <p>⁺⁺ Helps maintain blood pressure already in the normal range.</p>
Back of Carton	<p>One-A-Day 50 Plus has higher levels than the leading brand of 12 key vitamins and minerals needed by adults 50 and over, including those linked to heart health, blood pressure,⁺⁺ and joint health.*</p>
<p>*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.</p>	

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In accordance with 21 CFR 101.93, the information contained in this notification is complete and accurate. Bayer HealthCare LLC, Consumer Care Division has substantiation on file that the statements are truthful and not misleading. This notification is comprised of an original and two (2) copies.

Should you have any questions or need any additional information, please contact the undersigned at 973-254-4793 or MaryRose Salvacion at 973-254-4675.

Sincerely,

A handwritten signature in cursive script that reads "Catherine W. Fish, MS, RD".

Catherine W. Fish, MS, RD
Senior Associate Director, Regulatory Affairs
BAYER HEALTHCARE LLC, CONSUMER CARE DIVISION