



WOODLAND FARM LTD

798 Spring Road
Marathon, WI 54448-9986

July 31, 1997



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

0279 '97 SEP 19 P1:57

To Whom It May Concern:

Please find enclosed the document for notification related to a statement of nutritional support under section 403 (r) 6 §101.93 et al. Although the regulation provides for the elements of the notification, it does not provide for the format. Enclosed is my proposal. It is simple and concise.

We are currently in the process of redesigning all of our materials to take advantage of section 403 (r) §101.93 et al. to better inform the consumer. If any elements of the proposed label are objectionable, please notify us within 30 days of the specific objection and the specific reason(s), so that we can make the appropriate adjustments.

Reasonable substantiation has been established related to benefits and especially safety, before any of my products are marketed. It is my policy to personally review the world-wide medical research literature as a part of product development. Having been involved in biochemical medical research in the past, I feel I am reasonably qualified to evaluate the quality and accuracy of the literature I review. It is my purpose to provide beneficial, safe products of the best possible quality to the consumer. I, or members of my immediate family, use my products on a regular basis, and have done so for a number of years.

Sincerely,

Sheldon A. Schooler, M.D.
Physician's Choice Herbal Products

P.S. This is the fifth of six product notices to be sent.

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IN THE UNITED STATES

FOOD AND DRUG ADMINISTRATION

OFFICE OF SPECIAL NUTRITIONALS

RECEIVED
8/8/97

Subject: Notification, Statement of Nutritional Support, as provided for in section 403 (r) (6) §101.93 et al.

Notification Mailing Date (Certified Mail): 7/31/97

Distributor: Woodland Farm, Ltd.
798 Spring Rd.
Marathon, Wisconsin 54448

Product Brand Name: Physician's Choice Memory

Dietary Ingredients: Ginkgo Biloba and Ginseng

Statement(s) Attributable to Ingredient: Ginkgo- Memory, Brain Circulation, and Brain Function; Ginseng- Memory and Brain Function

Date of First Use In Commerce: 7/21/97

Actual Label Attached Below:

MY SUGGESTED DOSAGE: One capsule three times per day with meals. Store in cool, dry place.

*This statement has not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.



© 1997, Woodland Farm, Ltd.
Physician's Choice Quality
Use only as directed.

Freshness Guar. to:

LOT NO



325 mg

60 capsules

Physician's Choice™
Memory

Herbal Dietary
Supplement
with

Developed for you...
by
SHELDON A. SCHOOLER, M.D.

Can Help
Memory
Brain Circulation
Brain Function

This product contains the following carefully selected herbs:
Ginkgo Biloba leaf,
(195 mg/capsule)
Choice Wisconsin Ginseng.
No additives.
No preservatives.

Prepared for
Sheldon A. Schooler, M.D.
Woodland Farm, Ltd.
798 Spring Road
Marathon, WI 54448 U.S.A.

As per §101.93 (c), the undersigned certifies that the information contained in this notice is complete and accurate, and that the notifying firm has reasonable substantiation that the statement is truthful and not misleading.

Sheldon A. Schooler, M.D., President

Notification receipt date,
Office of Special Nutritionals _____

975-0162

received