

SB
SmithKline Beecham
Consumer Healthcare

November 4, 1997

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

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Dear Sir/Madam,

Notice is hereby given pursuant to the requirements of section 403(r)(6) (21 U.S.C. 343(r)(6)) of the Federal Food, Drug, and Cosmetic Act and in accordance with the requirements of 21 CFR 101.93, that SmithKline Beecham Consumer Healthcare, Pittsburgh, PA 15230, within the past 30 days commenced marketing a dietary supplement bearing the following statement(s) on the label and/or in the labeling:

TEXT OF CLAIMS

"Helps improve memory and concentration"

"Promotes healthy circulation"

"For memory, concentration and circulation"

"... to help maintain alertness, short term memory and concentration"

Abtei Memory can be used as a daily supplement that promotes healthy blood flow to the brain and body."

"... Ginkgo biloba can enhance mental performance by promoting healthy blood flow throughout the body."

NAME OF INGREDIENT OR SUPPLEMENT THAT IS SUBJECT OF CLAIM

Ginkgo biloba(Leaf) Extract

NAME OF SUPPLEMENT (INCLUDING BRAND NAME)

Abtei Memory

The undersigned certifies that the information contained in this notice is complete and accurate and that SmithKline Beecham Consumer Healthcare has substantiation that the statements are truthful and not misleading.

If you have any questions, feel free to contact me at (973) 631-8179 or at the address below.

Sincerely,



Sue E. James
Associate Director, Regulatory Affairs

975-0162

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