



RECEIVED BY THE
OFFICE OF SPECIAL
NUTRITIONAL S. HFS-450

INTERNATIONAL VITAMIN CORPORATION | 500 HALLS MILL ROAD | FREEHOLD, NEW JERSEY 07728 | PHONE: (908)308-3000 FAX: (908)308-8793

'95 OCT 33 P12:50

October 27, 1995

Lynda Kahl, Ph D
Office of Special Nutritionals
HFS 456
200 C Street SW
Washington, DC 20204

Re: Dietary Supplement Health and Education Act Statements of Nutritional Support.

Dear Dr. Kahl:

In compliance with the subject Act, I am submitting a draft of a sales promotion for Cranberry and Vitamin C tablets. The bold statements will probably be used in future label claims for our products. We possess the required substantiating research articles.

CRANBERRY

Americans eat about 117 million pounds of Cranberry sauce each year and most of the consumption takes place during the holiday months of November and December.

Cranberry, besides being an enjoyable tasting fruit, is one of nature's best weapons for maintaining a healthy urinary tract.

**NATURE HAS PROVIDE THE CRANBERRY TO HELP IN
MAINTAINING A HEALTHIER URINARY TRACT BY
INHIBITING HARMFUL BACTERIA FROM CLINGING TO THE
WALLS OF THE BLADDER.**

At one time, scientists believed that Cranberry acidified the urine, and in the process, killed invading bacteria that could cause the infection. Recently, Dr. Anthony Sabota, a scientist of Youngstown University in Ohio, offered the most accepted explanation. His studies concluded that Cranberry prevents bacteria from sticking to the wall of the

975-0162

LET 92



INTERNATIONAL VITAMIN CORPORATION | 500 HALLS MILL ROAD | FREEHOLD, NEW JERSEY 07728 | PHONE: (908)308-3000 FAX: (908)308-9793

bladder, thus flushing the potential bacterial troublemakers out of the body before they can do their damage.

Unfortunately, commercially prepared Cranberry products, such as juices and sauces are often laden with sugar and high in calories.

Cranberry 1000 Concentrate plus C Tablets are not only more potent but contain minimal calories and contain no sucrose.

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.

Since this is our first submission, we would appreciate any guidance offered by FDA in the proper presentation of this and future claims.

Sincerely,

A handwritten signature in black ink, appearing to read 'Frank M. Kuderka', written over a horizontal line.

Frank M. Kuderka
Director, Quality Control

cc: Mr. E. Joseph Edell
Mr. Arthur Edell
Mr. I. Alan Hirschfeld
Mr. Charles Deignan