



# Bee-Alive<sup>®</sup> Inc.

December 22, 1997

1690 '98 FEB 18 A8:53

*Received  
12/30/97*

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

Dear Sirs:

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 Bee-Alive, Inc., 7 New Lake Road, Valley Cottage, N.Y. within the past 30 days commenced marketing a dietary supplement bearing the following statement(s) on the label and/or in the labeling:

1. This remarkable formula combines high quality Echinacea and Goldenseal herbs, known for centuries for their powerful immune supporting benefits. . .
2. . . a truly unique and beneficial defense formula to use at times when you need to help your body the most.
3. Now, for those times when you need to support your body's immune functions, we've combined Echinacea and Goldenseal, two herbs used for centuries to defend the body. . .
4. A beneficial formula used to help maintain your body's defense system.
5. Echinacea - Highly valued for centuries by Native Americans and currently one of the most widely used herbs, Echinacea supports healthy immune function.

*978-0162*

*LET 1109  
56461*

6. Goldenseal - Traditionally used for its ability to stimulate natural defenses within the body.
7. Royal Jelly helps to build your body nutritionally and enables you to be your best at all times!

**NAME OF INGREDIENTS THAT ARE SUBJECT OF CLAIM:**

Echinacea & Goldenseal  
Royal Jelly

**NAME OF SUPPLEMENT:**

Bee-Alive Defense Formula  
Echinacea & Goldenseal with Royal Jelly

The undersigned certifies that the information contained in this notice is complete and accurate and that Bee-Alive, Inc. has substantiation that the statement is truthful and not misleading.

Sincerely,



Diane Masi  
Senior Vice President of Marketing

DM:sc