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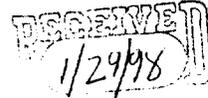
E-MAIL: WWW.EMORD.COM

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January 28, 1998

VIA UPS NEXT DAY AIR

Dr. Elizabeth Yetley
Office of Special Nutritionals (HFS-450)
Food and Drug Administration
200 C Street, S.W.
Washington, D.C. 20204



***Re: Fulfillment of Reporting Obligation
Under 21 U.S.C. § 343(r) and 21 CFR § 101.93***

Dear Dr. Yetley:

Pure Encapsulations, Inc.,¹ by counsel and in accordance with 21 U.S.C. § 343(r) and 21 CFR § 101.93, hereby submits an original and two copies of its notification within thirty days of first marketing its products with the statements presented below. Pure Encapsulations retains scientific documentation supporting the statements.

1. Supplement Brand Name

Macular Support Formula

Supplement Ingredients

Carotenoids

Beta Carotene
Zeaxanthin
Cryptoxanthin
Lutien

Bilberry Extract
Grape Pip
Vitamin C
N-acetyl-cysteine
Glutathione

¹ The address for Pure Encapsulations is 490 Boston Post Road, Sudbury, Massachusetts 01776.

975-0162

LET/1214
56847

Text of Statements of Nutritional Support

Macular Support Formula is a combination of potent antioxidants and botanicals designed to protect and support the macula, the central area of the retina responsible for sharp vision.

Since the macula is extremely susceptible to free radical damage, current research stresses the importance of antioxidant supplementation in maintaining and improving macular health.

This comprehensive formula brings together proanthocyanidins, amino acids, vitamin C and carotenoids to provide exceptional protection against free radical damage in retinal tissue.

In accordance with 21 USC § 343(r)(6) and 21 CFR § 101.93(c), each of the above statements will be followed by an asterisk that will be cross-referenced to another asterisk on the very same panel or page next to which the following statement will appear in a box in bold face type: "**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.**"

Respectfully submitted

A handwritten signature in black ink, appearing to read "Jonathan W. Emord" and "Claudia A. Lewis-Eng" written together in a cursive style.

Jonathan W. Emord
Claudia A. Lewis-Eng

Attachment

Certification

I, Ray Hamel, General Manager of Pure Encapsulations, Inc., hereby certify that the information contained in the foregoing notice is complete and accurate and that Pure Encapsulations has substantiation that the statements are truthful and not misleading.

Executed on: 1/28/98

Raymond F Hamel