



The Vitamin Marketing Experts

March 9, 1998

Dr. Elizabeth Yetley
Director of the Office of Special Nutritionals
Division of Programs and Enforcement Policy
Center for Food Safety and Applied Nutrition
Food and Drug Administration
200 C Street
HFS-455
Washington, D.C. 20204

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Dear Dr. Yetley:

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 of statements of nutritional support which have been made on the label and/or in the labeling in connection with the marketing of the dietary supplement FAMILY ESSENTIALS™ WITH REFERENCE TO ANY CLAIM CONCERNING MAGNESIUM 100-400 mg. FAMILY ESSENTIALS™ WITH REFERENCE TO ANY CLAIM CONCERNING MAGNESIUM 100-400 mg were first marketed with these statements of nutritional support on Friday, March 6, 1998. The statements of nutritional support are as follows:

“Aids in calcium utilization, cardiac function, muscle relaxation, protein synthesis and energy production.”

“The added magnesium in this formula plays a supportive role in the transition and the changes that come with a woman's menopausal phase”

“Extra magnesium is particularly important for maintaining strong bones as women are most susceptible to increased bone loss during menopause”

“A high amount of magnesium maintains healthy blood pressure levels and helps the body to better absorb calcium”

Very truly yours,

MASON VITAMINS, INC.

Sonia C. Rodriguez
VP Marketing & Regulatory Affairs

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STUDIES FOR MAGNESIUM CLAIMS

“Deliberation and Evaluations of the Approaches, Endpoints and Paradigms for Magnesium Dietary Recommendations 1,2” Shils, M.E., Rude, R.K. American Institute of Nutrition 1996 2398S-2403S

Cox, I.M. et al. *Lancet* 337:757-760, March 1991.