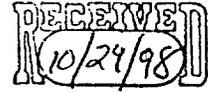




America's Finest Inc.

October 23, 1998



Office of Special Nutritionals (HFS-450) 9389 '98 DEC -1 P154
Center for Food Safety and Applied Nutrition
Food and Drug Administration
200 C Street, SW
Washington, DC 20204

Re: Notification for Statements on Dietary Supplements

In compliance with DSHEA regulations, we are providing notice to the Food and Drug Administration of a new dietary supplement label with structure/function claim(s):

Brand Name: America's Finest, Inc.
Product Name: Gugulipid® Plus Lactospore®
Structure/Function Claim: Helps maintain a healthy cholesterol level

The distributor of the product is:
America's Finest, Inc.
140 Ethel Road West, Suites S-T
Piscataway, NJ 08854
732-985-9899

Attached is a sample of the printed label for this product for your reference, which includes a bolded and boxed FDA disclaimer statement if a claim is made.

Submitted by:
Neil G. Reay, Vice President - Sales and Marketing

Product label for Gugulipid® Plus Lactospore®. Includes text: 'America's Finest, Inc. herbal formulas blend the rich herbal wisdom of ancient cultures...', 'Helps Maintain A Healthy Cholesterol Level*', '90 Tablets 1.02 g each', and a 'SUPPLEMENT FACTS' table. The table lists ingredients like Gugulipid® extract, Z & E Guggulsterones, and Lactospore® (Lactobacillus sporogenes) with their respective amounts and %DV. A disclaimer box states: '*These statements have not been evaluated by the F.D.A. This product is not intended to diagnose, treat, cure or prevent any disease.'

97S - 0162

140 Ethel Road West • Suites S&T • Piscataway, NJ 08854
Office (732) 985-9899 • (800) 350-3305 • Fax (732) 985-9851

LET2698
62010