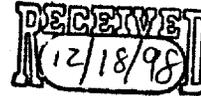




# Bee-Alive<sup>®</sup> Inc.

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December 15, 1998

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, NY has commenced marketing a dietary supplement bearing the following statement(s) on the label and/or in the labeling:

- 1.) We've combined St. John's Wort and Rhodiola Rosea, two herbs known to help maintain balanced moods.
- 2.) For those times when you're feeling discouraged . . . when the glass looks half empty instead of half full . . . when even the simplest challenges sometimes seem too difficult to manage – keep a positive outlook, reach for Bee-Happy Plus and keep smiling!
- 3.) Bee-Happy Plus helps you maintain a positive outlook on life by combining the mood enhancing benefits of Rhodiola Rosea and St. John's Wort.

NAME OF INGREDIENTS THAT ARE SUBJECT OF CLAIM:

St. John's Wort Flowering Tops Extract  
Rhodiola Rosea Root Extract

NAME OF SUPPLEMENT:

Bee-Alive Bee-Happy Plus

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

Sincerely,

A handwritten signature in cursive script, appearing to read "Diane Masi".

Diane Masi  
Senior Vice President of Marketing

DM/bb