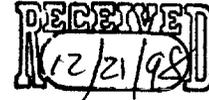


MARY KAY

December 10, 1988



Food and Drug Administration 2 '99 JAN -5 P 2:13  
Office of Special Nutritional (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) of the Federal Food, Drug, and Cosmetic Act and of 21 CFR 101.93 that May Kay Inc., 16251 Dallas Parkway, Dallas, Texas 75248 commenced, within the past 30 days, marketing a dietary supplement bearing the following statements on the label and/or labeling:

Daily Benefits for Women Dietary Supplements

*formulated to help improve a woman's overall well-being and to help create beauty from the inside out.*

*Vitamins, minerals and herbs scientifically formulate to help:*

*build and maintain strong bones  
reduce the risk of osteoporosis  
support a healthy immune system  
protect the cardiovascular system  
support healthy skin, hair and nails*

*... include vitamin E to help protect the cardiovascular system, antioxidant nutrients to support a healthy immune system, a balanced B-complex to help improve the body's ability to manage stress, calcium to build and maintain bones, horsetail extract to support healthy skin, hair, and nails...*

*Genisoy ( soy protein extract) aids in maintaining healthy cholesterol levels and is a natural source of estrogen-like compounds.*

*Red Clover Extract--an herbal ingredient which may provide cardiovascular*

Mary Kay Inc.  
Research and Development Division  
1330 Regal Row  
Dallas, TX 75247

070 - 0162

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protection.

*Horsetail Extract--an herbal source of silicon. The body uses silicon for healthy nail, hair and bone development.*

*Boron--enhances the body's production of estrogen and supports healthy bones.*

*Antioxidants--nutrients that include beta-carotene, and vitamins C and E—help protect cells from being damaged when they come into contact with oxygen. Antioxidants are also capable of neutralizing free radicals. . . .*

*Studies show that increased intake of vitamins A and C may be beneficial in protecting the health of the eyes. (Researchers measured the intake of both vitamin A and beta carotene, which is a closely **related form** of vitamin A and an antioxidant.)*

*Folate . . .has been cited as a critically important addition to a healthful diet in preventing certain neural tube birth defects.*

*Recent studies have shown that vitamin E is an important factor in protecting the heart, especially in women.*

*Long known to be an **essential** nutrient for health maintenance, vitamin C can also be important in **helping** to protect collagen protein, an important factor in maintaining healthy-looking skin and averting signs of **premature** aging. Vitamin C is a key factor in the synthesis of **collagen** in the skin. So by starting on a **lifetime** program of nutrients including vitamin C, you **could** be helping to protect against visible signs of aging.*

*Adequate calcium intake has **long** been known to **help** reduce the risk of osteoporosis..., particularly in Caucasian, Asian and menopausal women.*

The undersigned certifies that the information contained in this notice is complete and accurate and that Mary Kay Inc. has substantiated that the statement is **truthful** and not misleading.

Sincerely,



Carolyn B. Wills  
Manager, Regulatory Affairs and Compliance

enc: 2 copies