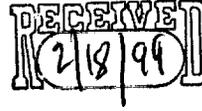




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February 15, 1999

Office of Special Nutritionals (HFS-450)
Center for Food Safety and Applied Nutrition
Food and Drug Administration
200 C St. SW
Washington DC 20204

Re: Notification of DSHEA nutritional support claim for AmeriFIT Cognizine Dietary Supplement

Dear Sir or Madam:

The purpose of this letter is to provide notification pursuant to section 403 (r)(6) of the Federal Food, Drug, and Cosmetic Act ("the Act") and 7 C.F.R. § 101.93 that AmeriFIT, Inc., is marketing a dietary supplement that bears a statement of nutritional support as defined in section 403 (r)(6) of the Act.

The labeling for Cognizine bears the following statements:

"Advanced Memory Formula"

"For Absentmindedness"

"Huperzine A preserves healthy levels of acetylcholine in the brain by supporting its production and release"

"Panax ginseng is regarded as a high-energy herb. It helps stimulate the body as well as the mind, supporting both physical and mental energy"

"DMAE, a precursor of acetylcholine, helps maintain healthy brain function"

"L-Tyrosine, an essential amino acid, is a precursor to important neurotransmitters"

"BioPerine® helps the body use the other ingredients more efficiently"

"Acetylcholine is a neurotransmitter vital to normal memory, concentration and cerebral functioning"

"The brain depends upon normal energy levels to provide healthy functioning . . . Panax Ginseng is one natural energizer that can help keep body and mind alert and responsive"

"The main active ingredients, huperzine A and panax ginseng, help preserve acetylcholine levels and enhance mental energy"

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Corporate Headquarters
166 Highland Park Drive
Bloomfield, CT 06002
1-800-990-FIRM (3476)
(860) 242-FIRM (3476)
FAX: (860) 243-9400

“(DMAE) helps maintain healthy brain tissue structure. It helps maintain healthy acetylcholine production”

“(L-Tyrosine) supports the production of other neurotransmitters important to health including epinephrine and norepinephrine”

AmeriFIT, Inc. has on file substantiation that the above statements are truthful and not misleading. To the best of my knowledge, the information contained in this notice is complete and accurate.

Sincerely,

A handwritten signature in black ink, appearing to be 'Craig Larsen', written in a cursive style.

Craig Larsen
Director of Product Development and Quality Assurance