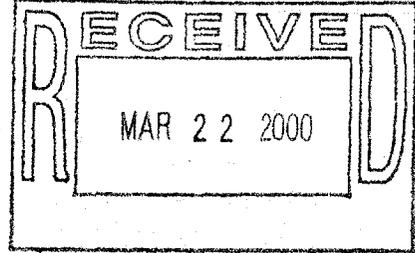




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March 14, 2000

Office of Nutritional Products Labeling and Dietary Supplements
Division of Compliance and Enforcement
Dietary Supplements Branch (HFS-811)
Food and Drug Administration
200 "C" St. S.W.
Washington, D.C. 20204



To Whom It May Concern:

Nature's Way Products, Inc. wishes to notify the Food and Drug Administration that it has, within the past 30 days, commenced marketing a dietary supplement which bears a statement under Section 403(r)(6) of the Federal Food, Drug and Cosmetic Act.

The dietary supplement for which the statement is made is Attention Focus. The dietary ingredients that are the subject of the statement are Fish Oil and Evening Primrose Oil. The statement reads as follows:

"Nature's Way Attention Focus combines the researched levels of Omega-3 fatty acids and DHA, the key essential fatty acids shown to maintain eye and brain function."

This statement is accompanied by the required disclaimer which is prominently displayed in bold-faced type.

The information contained in this notice is complete and accurate and the above statement is based on data which renders these statements substantiated, truthful and non-misleading.

Sincerely,

NATURE'S WAY PRODUCTS, INC.

Gordon M. Walker
General Counsel

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Regulatory:STRUCTURE-FUNCTION-NW-FDA Notices Sent/AttentionFocus

97S-0162

10 Mountain Springs Parkway • Springville, Utah 84663 • Phone 801/489-1500 • Fax: 801/489-1700

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