

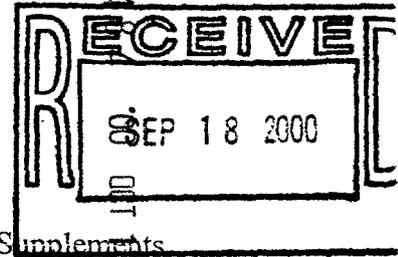


The Future in Natural Foods

August 15, 2000

Office of Special Nutritionals (HF-450)  
Center for Food Safety and Applied Nutrition  
Food and Drug Administration  
200 C Street SW  
Washington, DC 20204

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Re: 21 U.S.C. Section 343(r)(6), Notification of Statements on Dietary Supplements

Dear Sir/Madam:

I hereby notify the Food and Drug Administration ("FDA") of the use of statements of nutritional support in the labeling of Brain Elevate, a neural nutrition product.

Statements being made in the labeling of Brain Elevate

- (1) NOW Food's Brain Elevate is scientifically formulated to provide maximum support and nourishment to cerebral functions. Two of its primary components, Huperzine A and Rose Ox® are known respectively for their neuroprotective and antioxidant activity. Formulated with Ginkgo, Phosphatidylserine and Glutamine, Brain Elevate is synergistically balanced for optimal results.

To the best of my knowledge, and based upon information and belief present at the time of the executing of this notice, I certify that the above information is accurate and complete. Now Foods possesses substantiation that the statements are truthful and not misleading.

Jim Roza  
Director, Quality Assurance  
NOW Foods  
395 S. Glen Ellyn Rd.  
Bloomington, IL 60108

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