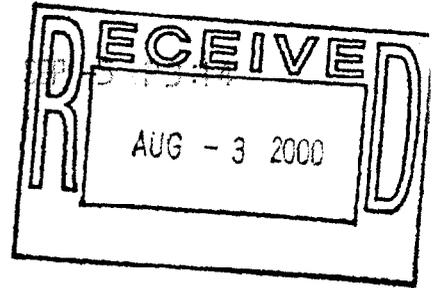




The Future in Natural Foods

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July 21, 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

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 E-1000 IU DA, an E vitamin product.

Statements being made in the labeling of E-1000 IU DA

- (1) Vitamin E is a major antioxidant and the primary defense against lipid peroxidation. It is particularly important in protecting the body's cell from free radical/oxidative damage. These protective benefits are achievable with supplement intakes higher than what is normally consumed in the average diet.

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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