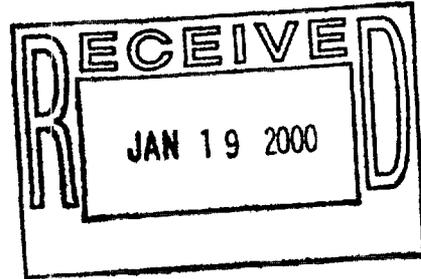




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January 10, 2000

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

Dear Sir or Madam:

Pursuant to Section 403(r)(6) of the Federal Food, Drug and Cosmetic Act and Section 101.93 of FDA's regulations, we hereby notify you that we are using the following statement(s):

- (1) Name and address of manufacturer:
Pharmavite Corporation, PO Box 9606, Mission Hills, CA 91346
- (2) Text of the statement(s):

Multi Plus Memory Multivitamin Supplement with standardized Ginkgo Biloba Extract

Nature Made Essential Multi Plus Memory offers a complete multivitamin with 120 mg of standardized Ginkgo Biloba extract in each serving. Studies indicate Ginkgo may increase peripheral circulation, thereby enhancing blood flow to the arms, legs and brain. Such an increase in blood flow to the brain may help maintain healthy memory function, mental alertness and an overall feeling of well-being.

Choline is one of the substances required for transmission of information from certain nerve cells to other cells.

Nature Made Essential Multi Plus Memory starts with our Essential Balance formula. It's a complete multivitamin with 27 key vitamins and minerals necessary for good health and rich in antioxidant vitamins C, E, and Beta Carotene. These antioxidants function to help protect your body from possible damage caused by oxidants.

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Then our Nature Made scientists added Ginkgo Biloba and Choline to our Essential Balance multivitamin formula to guarantee the delivery of the Memory support you seek.

- (3) Name of the dietary ingredient if not provided in the text of the statement:
see above

- (4) Name of the dietary supplement:
Essential Multi Plus Memory

The above statement(s) may be used in one or more of the following brands of products: Nature Made, Sunny Maid, Nature's Resource, AAFES, AARP, Osco, Sav-On, Valu Wise, Bartell Drug, CVS, Duane Reade, Walgreens, Longs, Spring Valley, Brite Life, Family Pharmacy, GNP, Valu-Rite.

We certify the information in this notice is complete and accurate, and we have substantiation that the above statement(s) is truthful and not misleading.

Sincerely,

David Kropp
Acting Director, Regulatory and Consumer Affairs