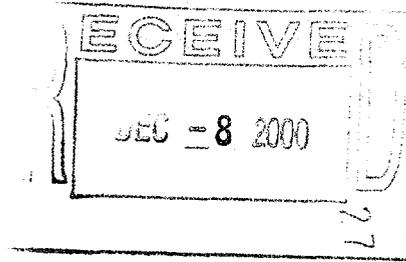




The Future in Natural Foods

December 2, 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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JAN 11 8:40

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

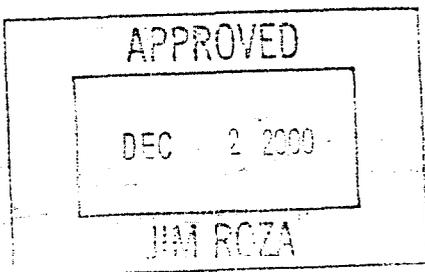
Dear Sir/Madam:

I hereby notify the Food and Drug Administration ("FDA") of the use of statements of nutritional support in the labeling of Coenzyme Q10 100mg, an antioxidant product.

Statements being made in the labeling of Coenzyme Q10 100mg

- (1) Coenzyme Q10 is a vitamin-like compound called ubiquinone. It is an essential component of cells and is utilized by the mitochondria in the normal process of energy production. Co Q10 is constantly being reduced and oxidized as an energy carrier. In its reduced form, CoQ10 functions as a potent antioxidant. Our Coenzyme Q10 is produced exclusively in Japan through a natural fermentation process.

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

Jim Roza

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