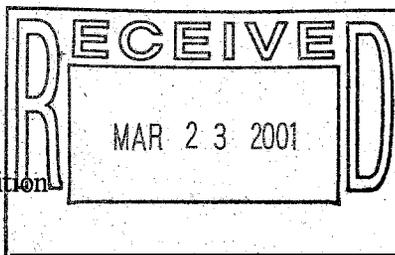


Andrew Lessman's
WINNING COMBINATION™
The Informed Choice for Nutritional Supplements

3898 01 MAY 10 P3:22

March 15, 2001

Director
Special Nutritionals
Center for Food Safety and Applied Nutrition
Food and Drug Administration
200 C Street S.W.
Washington, DC 20204



COPY

SENT VIA CERTIFIED MAIL - RESTRICTED DELIVERY
ARTICLE #: 7099 3400 0016 4140 0907

RE: MENTAL EFFORT

Dear Sir / Madam:

This is a 30-day notification of a statement of nutritional support for a dietary supplement. The product name is Andrew **Lessman's** Mental Effort. The structure / function claims on all sizes and configurations of this product are identical. They are as follows:

Andrew **Lessman's** MENTAL EFFORT™ is a natural blend of essential nutrients, herbs and phytochemicals to provide comprehensive nutritional, support for the brain to maintain normal -memory, and overall cognitive and mental functioning.

To function optimally, delicate circulatory tissues must nourish the brain with an abundance of oxygen and more glucose than any other organ in the body. Both Ginkgo Biloba and Vinpocetine help maintain healthy blood flow to the brain, to deliver the nutrients, fuel and oxygen necessary to support memory and overall cognitive functioning. Vinpocetine also acts as a powerful anti-oxidant, protecting the brain from free radical damage.

The work of the brain is electrochemical and these electrical impulses are conducted by specialized molecules called neurotransmitters. As tire age, the concentration of these vital neurotransmitters decreases, causing nerve impulses to become slower and weaker. Huperzine A, an extract from Chinese Club Moss, helps to reduce the depletion of these neurotransmitters and support normal cognitive and memory function. The Indian herb Bacopa Monniera, with its long history of use in Ayurvedic medicine, is added to support the delicate tissues of the brain and nervous system.

Respectfully Submitted,

A handwritten signature in cursive script that reads "Shawn Tiller".

Shawn Tiller
Manager, Product Development

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