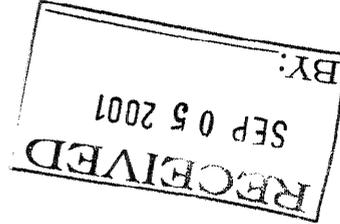


**Tabak's**  
**HEALTH PRODUCTS**  
A Corporation

Our Guiding Philosophy:  
Superior, *Science-Based*  
Nutritional Supplements

77620



September 4, 2001

Mr. Robert Moore  
Food and Drug Administration  
200 C. Street SW  
Washington, DC 20204

Dear Mr. Moore,

In compliance with the final ruling for Dietary Supplements dated January 6, 2000 here are copies of our offers for your files:

Sincerely,

A handwritten signature in cursive script that reads "Cindy Nydell".

Cindy Nydell

Enclosures

97S 0162 LET 8549

# Special Supplement Helps Keep Your Cholesterol Levels In Check. Safely and Naturally.

Dear Friend,

What can you do to keep your cholesterol levels under control?

Plenty.

Exercise. Eat a healthy diet. And take CholestLo™.

CholestLo™ is a trailblazing new formula that actually...

**Helps Maintain Cholesterol Levels That Are Already Within the Normal Range**

How? The answer is simple. By helping to regulate the amount of cholesterol your body produces. You see, scientists have discovered that 80% of your blood cholesterol comes from *your own body*. *Not from the food you eat!*

CholestLo™ is 100% natural. Contains no harsh

chemicals. Nothing artificial. The benefit for you? No bad side effects. Nothing dangerous.

CholestLo™ is loaded with powerful nutrients - clinically proven to help you...

- \* Maintain desired cholesterol levels<sup>1</sup>
- \* Keep your LDL and total cholesterol in a good range<sup>2,3</sup>

...if they're already in a healthy range.

Want another compelling reason to try CholestLo™? It helps to support a healthy heart and circulatory system.<sup>4</sup>

Healthy cholesterol is essential to the proper functioning of your "cardio" system. It can mean the difference between staying active - getting more living out of life - and alternatives I'd rather not mention.



Friendly, knowledgeable customer service is a top priority at Tabak's Health Products.

Take two capsules daily with food. You may take one in the morning and one later in the day. Or both together. It's up to you.

"With the help of CholestLo™, a proper diet and exercise program, my total cholesterol level is maintained at 159 and the good bad ratio is 3.70%. I am thrilled with my new way of life," says Peter Louis.

Take CholestLo™ regularly. Make it part of your daily regimen along with a well-balanced diet and exercise.

Do get started now.

#### Supporting References

1. Maki KC, et al. "Lipid responses to plant-sterol-enriched reduced-fat spreads incorporated into a National Cholesterol Education Program Step I diet." *Am J Clin Nutr* 2001 Jul; 74(1):33-34.
2. Prat H, et al. "Comparative effects of policosanol and two HMG-CoA reductase inhibitors on type II hypercholesterolemia." *Rev Med Chil* 1999 Mar; 127(3):286-94.
3. Greaves KA, et al. "Consumption of soy protein reduces cholesterol absorption compared to casein protein alone or supplemented with an isoflavone extract or conjugated equine estrogen in ovariectomized cynomolgus monkeys." *J Nutr* 2000 Apr; 130(4):820-6.
4. Sprecher DL. "Raising high-density lipoprotein cholesterol with niacin and fibrates: a comparative review." *Am J Cardiol* 2000 Dec 21; 86(12A):46L-50L.

This product is not intended to diagnose, treat, cure, or prevent a disease. These statements have not been evaluated by the Food and Drug Administration. In no way is CholestLo™ intended to replace or be a substitute for any prescribed cholesterol related medications.

# Read This Only If You've Decided Not to Try CholestLo™ Free For 30 Days

Dear friend,

Along with a sensible diet and exercise, CholestLo™ is a smart way to help maintain cholesterol that is already within the normal range.

I'm willing to bet - once you try it - you'll agree. Especially when you see it's loaded with the best science and nature have to offer.

But you decide. Preview

CholestLo™ - actually try it out for a full 30 days. If you're satisfied, pay the bill. If not, simply mail back the empty container and owe us nothing.

What do you have to lose? Send for your Free 30-Day Trial today.

Remember, send NO money now.

Just sign your Free Trial Voucher. Mail it. Do it now!

These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

1-800-21

# Free 30-Day Trial

No Risk To You  
If at any time you would like  
postage to respond to this offer or  
return product, call 1-800-749-3937  
for a postage paid reply label.

[DATE]

[KEY CODE]

[CUSTOMER#]

[FINDER#]

[Firstname Lastname]  
[Street Address]  
[City, State Zipcode]  
[Barcode]

[Firstname, sign the back. Correct address if needed.]

[Tear Here and Mail Today!]

Special Supplement Helps Keep  
Your Cholesterol Levels In Check -  
Safely and Naturally.

A Free 30-Day Trial Is Reserved For You

[Firstname Lastname]  
[Street Address]  
[City, State Zipcode]

[Date]

Dear [Firstname],

What can you do to keep your cholesterol levels under control?

Plenty.

Exercise. Eat a healthy diet. And take CholestLo™.

CholestLo™ is a trailblazing new formula that actually...

## Helps Maintain Cholesterol Levels That Are Already Within the Normal Range

How [Firstname]? The answer is simple. By helping to regulate the amount of cholesterol your body produces. You see, scientists have discovered that 80% of your blood cholesterol comes from your own body. *Not from the food you eat!*

On top of that, CholestLo™ is 100% natural. Contains NO harsh chemicals. Nothing artificial. The benefit for you? No bad side effects. Nothing dangerous.

And if you think that's great... listen to this: I've reserved a month's supply for you to try...

### Free For 30 Days!

This is a wonderful opportunity for you to try CholestLo™ - without sending us any money up front. I say "wonderful" because CholestLo™ is loaded with powerful nutrients - clinically proven to help you...

\*Maintain desired cholesterol levels.<sup>1</sup>

\*Keep your LDL and total cholesterol in a good range.<sup>2,3</sup>

...if they're already in a healthy range.

[Firstname]. Want another compelling reason to send for  
(Please turn over)

These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

**30-DAY FREE TRIAL**

**YES!** levels in check - safely and naturally.  
Please rush my **FREE 30-DAY TRIAL**  
of all-natural CholestLo™.

If I don't want CholestLo™ for any reason, I'll return the unused portion or empty container to you and owe nothing - no questions asked. But if I decide to keep it, I'll gladly pay the bill of only \$25.97 plus shipping and continue to receive a fresh supply each month with a bill. I may cancel future shipments at any time.

Mail To:

Tabak's Health Products  
3198 Airport Loop Drive, Suite G  
Costa Mesa, CA 92626-3407

P.S. You'll also enclose my **ABSOLUTELY FREE** report, "Cholesterol Management Made Easy" - mine to keep no matter what.

**X**

Tear Here. Mail Today!

Sign name here

- 2 -

your free trial of CholestLo™? It helps to support a healthy heart and circulatory system.<sup>4</sup>

Just take your attached voucher. Sign it. Pop it in the mail. When you do, I'll rush you...

1. A 30-day supply of CholestLo™ to try out. And...
2. A special report: "Cholesterol Management Made Easy", yours to keep - Free - no matter what you decide.

Healthy cholesterol is essential to the proper functioning of your "cardio" system. It can mean the difference between staying active - getting more living out of life - and alternatives I'd rather not mention.

Try CholestLo™ for a full month. If you're satisfied - simply pay the bill. If not, just return the empty container. No questions will be asked. And you won't owe us a dime. What could be more fair than that? Really?

Take action now. Join thousands of our satisfied customers who've made CholestLo™ an important part of their health regimen.

Grab your Free Trial Voucher. Sign it. Mail it today!

Looking forward to hearing from you,

Sincerely,

Kimberly Penttila  
For CholestLo™

P.S. CholestLo™ helps keep your cholesterol levels in good shape - safely and naturally. A Free 30-Day Trial is reserved for you!

P.P.S. In addition, you'll receive the special report, "Cholesterol Management Made Easy"... free. Just take your Trial Voucher. Send it in. Do it now!

Supporting References

1. Makr NC et al. "Lipid responses to plant-sterol-enriched reduced-fat spreads incorporated into a National Cholesterol Education Program Step I diet." Am J Clin Nutr 2001 Jul; 74(1): 33-34
2. Prator M et al. "Comparative effects of policosanol and two HMG-CoA reductase inhibitors on type II hypercholesterolemia." Rev Med Chil 1999 Mar; 127(3): 288-94
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4. Sorecher DC. "Raising high-density lipoprotein cholesterol with niacin and fibrates: a comparative review." Am J Cardiol 2000 Dec 21; 86(12A): 46L-50L

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**Tabak's Health Products**

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- HeartShield™
- HereWeGrow™
- Legulax™
- Mega JointWellness™
- The MegaWellness™ System
- Nature's Shape™
- PotencyPlus™
- ProstLo™
- ReFaze™
- ReguCleanse™
- RegularOne™
- SatisBaction™



## Cholesterol Concerns?

### Maintain Cholesterol Levels That Are Already Within the Normal Range

What can you do to keep cholesterol levels under control?

Plenty.

Exercise. Eat a healthy diet. And take **CholestLo™**.

**CholestLo™** is a trailblazing new formula that actually...

#### Helps Maintain Cholesterol Levels That Are Already Within the Normal Range

How? The answer is simple. By helping to regulate the amount of cholesterol your body produces. You see, scientists have discovered that 80% of your blood cholesterol comes from *your own body*. *Not from the food you eat!*

**CholestLo™** is 100% natural. Contains no harsh chemicals. Nothing artificial. The benefit for you? No bad side effects. Nothing dangerous.

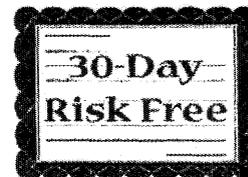
**CholestLo™** is loaded with powerful nutrients - clinically proven to help you...

- Maintain desired cholesterol levels.<sup>15</sup>
  - Keep your LDL and total cholesterol in a good range.<sup>16</sup>
- ...assuming they're already normal.

Want another compelling reason to try **CholestLo™**? It helps to support a healthy heart and circulatory system.<sup>17</sup>

Healthy cholesterol is essential to the proper functioning of your "cardiac" system. It can mean the

"Total Cholesterol is 159"  
 "With the help of CholestLo, a proper diet and exercise program, my total cholesterol level is maintained at 159 and the good bad ratio is 3.70%. I am thrilled with my new way of life."  
 - Peter Louis





square between the eyes. You realize...

It's Not Only How Long I Live That's Important...  
It's How Well I Live.

That's the reason you should try HeartShield™. Because you know good health is worth its weight in gold.

If playing with your grandchildren... enjoying the company of close friends... relaxing with your dog on your lap... are important to you... take action now to maintain your quality of life.

Remember, your hard-working heart has more to do with your well-being than any other part of your body.

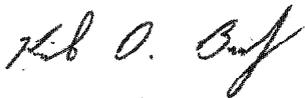
Experience HeartShield™ for yourself. Take it for 30 days. If you're thrilled - as I'm sure you will be - pay for it. If not, simply return the empty container. Your bill will be cancelled. No questions will be asked. And you won't owe a dime.

But I'm betting that won't be the case. I think you'll love HeartShield™ - especially when you see it's loaded with heart-energizing anti-oxidants - the kind science says help fortify your heart and "cardio" system.

Why gamble - when it's so easy to take that first step to maintaining a healthy heart?

Pick up your Free Trial Coupon. Sign it. Pop it into the enclosed envelope. Mail it. Do it right now. Your heart will thank you!

Sincerely,



Kiet Busby  
For HeartShield™

P.S. Maintain a healthy heart. Promote cardiovascular well-being. Acquire extra energy. It's easy and convenient to take HeartShield™. Send for your free 30-day trial today. Clip your coupon. Mail it.

Supporting References

1. Sacher HL, et al. "The clinical and hemodynamic effects of coenzyme Q10 in congestive cardiomyopathy." *American Journal of Therapy* 1997 Feb-Mar;4(2-3):66-72.
- Langsjoen H, et al. "Usefulness of coenzyme Q10 in clinical cardiology: a long-term study." *Molecular Aspects of Medicine* 1994;15 Suppl:165-75.
- Rimm EB, et al. "Folate and vitamin B6 from diet and supplements in relation to risk of coronary heart disease among women." *Journal of the American Medical Association* 1998 Feb 4;279(5):359-64.
- Verheij P, et al. "Folate and coronary heart disease." *Curr Opin Lipidol* 1998 Feb;9(1):17-22.
- Auen SP, et al. "Effect of supplementary antioxidant vitamin intake on carotid arterial wall intima-media thickness in a controlled clinical trial of cholesterol lowering." *Circulation* 1996 Nov 15;94(10):2369-72.
2. Agus MS, et al. "Cardiovascular actions of magnesium." *Crit Care Clin* 2001 Jan;17(1):175-86.
3. Chen X, et al. "Extracts of Ginkgo biloba and ginsenosides exert cerebral vasorelaxation via a nitric oxide pathway." *Clin Exp Pharmacol Physiol* 1997 Dec;24(12):958-9.
4. Jothi A, et al. "Protective effect of dietary selenium supplementation on delayed cardiotoxicity of adriamycin in rat: is PHGPX but not GPX involved?" *Free Radical Biology and Medicine* 1994 Feb;16(2):283-8.
5. Huang YM, et al. "An animal experiment and clinical investigation on the protective effect of selenium on the microcirculation induced by free radical damaged RBCs." *Sheng Li Xue Bao* 1998 Jun;50(3):315-25.

These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease. Do not stop taking any medication without first discussing it with your doctor. For the best results, HeartShield™ should be combined with a healthy, low fat diet and regular exercise.

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X

Sign name here