

# Tabak's HEALTH PRODUCTS

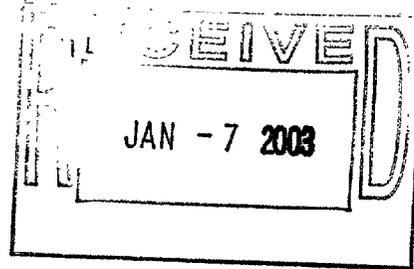
A Corporation

Our Guiding Philosophy:  
Superior, Science-Based  
Nutritional Supplements

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January 3, 2003

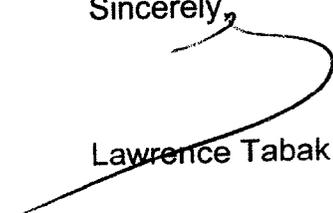
Mr. Robert Moore  
Food and Drug Administration  
5100 Paint Branch Pkwy  
Room 4C083  
College Park, MD 20740



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,

  
Lawrence Tabak

Enclosures

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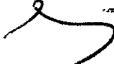
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I, Lawrence Tabak, certify the accuracy of the information presented and contained in the notice is complete and accurate, and that we have substantiation that the statements are truthful and not misleading.

To the best of my knowledge and belief, I believe the above is true.



---

Lawrence Tabak,  
President

# Free 30-Day Trial

EN 1 1  
[CUSTOMER#]

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]

[FINDER#]

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

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

[Tear Here and Mail Today!]

From the Home of:

**Col. Conrad Peterson**

(U.S.A.F., Retired)

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

[MONTH] [DAY], [YEAR]

Dear [Firstname],

Have you heard that old saying, "A mind is a terrible thing to waste?"

Well, it's true. Especially if it's your mind. And your memory.

I spent 8 years in nuclear testing, and then 30 years in the Air Force, and live near Patrick Air Force Base in Florida. I'm active in my church and like to travel. Unfortunately, shortly after my retirement I began to experience a loss of rapid recall. In other words, I was having trouble with short-term memory.

I could remember things that happened decades ago, but the last 5 minutes would often be a total blank.

Can you imagine how difficult that makes things? Particularly in a group discussion? It's hard to reply intelligently when you can't remember the question.

Not to mention the embarrassment.

Worse yet, with regularity, I was having difficulty remembering where I put my keys. Sunglasses. Hat. Wallet.

Has this ever happened to you? If so, you know how annoying and frustrating it can be.

Reading up on the subject, I found that memory and other vital mental processes diminish as we grow older. It's a scientific fact.

The main reason is that we experience a gradual reduction of blood flow to the brain. With that comes a decline in the metabolic activities of our brain cells. Memory comes and goes. We just don't think as clearly as we used to.

Sound troubling, [Firstname]? Well, it was - at least to me. But the good news is. . . it isn't anymore. Here's why: A little over a

(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!** I want better concentration and sharper memory, especially with regards to names. Places. Dates.

Please rush my **FREE 30-DAY TRIAL** of all-natural ThinkCaps™.

If I don't want ThinkCaps™ 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

X

Mail Free Trial Coupon Today!

Sign name here

- 2 -

year ago, I discovered a remarkable all-natural supplement called ThinkCaps™ - a unique, scientifically created formula designed to energize your brain, sharpen your memory and speed up mental processes.

After taking the product for just over a month, I noticed a real boost in my short-term recall. On top of that, my concentration was crisper and lasted longer. It felt wonderful to memorize things again.

My short-term memory has really improved. An additional "side-effect," if you will, is that I'm much more "mentally awake". I can honestly say that this product really does work.

If you have age-related difficulty gathering, processing, or retaining information, you should try it.

Best of all, [Firstname] the company will send it to you to use, before you pay for anything.

All you do is tear off the free trial coupon, sign it and mail it.

If you're satisfied, pay the bill that comes with it. If not, simply return the unused portion - even the empty container - and you won't pay a cent. Or owe a cent.

That's how they do business, and I think it's more than fair. So tear off the coupon. Mail it. I know you'll be as glad as I am.

Sincerely,



Conrad Peterson  
U.S.A.F. (Retired)

P.S. A mind is a terrible thing to waste. Particularly when it's yours[, Firstname]. You can enjoy sharper memory. Better concentration. Faster recall. Send for your free 30-day trial of ThinkCaps™. It's completely natural and designed to enhance your memory and speed up mental processing. Do it now, lest you forget.

P.P.S. With the no-risk free trial you have nothing to lose, so send for it today.

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. Testimonials should be considered a best-case scenario. Your results may differ.

**Tabak's Health Products**  
Superior, Science-Based Supplements  
3198 Airport Loop Drive, Suite G • Costa Mesa, CA 92626

www.tabaks.com

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# FREE 30-DAY TRIAL

PE 1004  
(CUSTOMER#)

BK

[DATE]

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.

[FINDER#]

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

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

[Tear Here and Mail Today!]

An Open Letter to All Women Over 35 Who Want to Keep Their Bones Robust  
and Healthy - How Simple it is Might Surprise You. . .

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

[MONTH] [DAY], [YEAR]

Dear [Firstname],

I don't want to scare you, but it's just a scientific fact: If you're  
over 35, your bones are probably losing density at an alarming rate.

According to the Association of Reproductive Health Professionals, "The  
average woman's bone mass reaches maximum density somewhere between the  
ages of 25 and 35. At age 35, it begins to decrease at an average rate of  
.02 to .05 percent per year, picking up speed during the first five years  
of menopause."<sup>1</sup>

Are you shocked [Firstname]? So was I. But I'm hoping you'll turn  
that agony into action. Here's how: By sending - on a completely risk-  
free basis - for a special. . .

### Supplement with essential nutrients your bones need.

Doctors agree that minerals - particularly calcium - and vitamins D and  
K - are vital to bone growth and development.<sup>2</sup> They also agree that most  
Americans aren't getting enough of them in their diets.<sup>3</sup> But let me be  
perfectly clear on one thing: Calcium, while important, can't do the  
whole job alone. Supplementing with calcium is a good start - but it  
will not give you maximum protection against bone density loss.

That's precisely why we developed new, improved BoneKeeper<sup>™</sup>. It's  
uniquely formulated to give you all the essential nutrients you need to  
keep your bones healthy and robust - in easy-to-swallow tablet form. It's  
simple, quick, convenient and economical to take - without bother of any  
kind.

But don't let that fool you. It's as strong as a lion at protecting  
your bones from decay.

It contains the entire Recommended Daily Allowance of calcium and  
vitamins D and K, plus minerals doctors say are vital for bone support -  
including zinc, magnesium, copper and manganese.

**Plus, it contains another important ingredient you may have never heard  
of - but medical professionals are raving about. It's called Ipriflavone.  
Recent clinical studies have shown it to be a real breakthrough in  
increasing bone density<sup>4,5</sup> - and far more effective than calcium alone.<sup>6</sup>**

(Please turn over)

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## 30-DAY FREE TRIAL

Mail To:

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

**YES!** I want to keep my bones robust and healthy. Please rush my **FREE 30-DAY TRIAL** of BoneKeeper™.

If I don't want BoneKeeper™ 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 \$29.97 plus shipping and continue to receive a fresh supply each month with a bill. I may cancel future shipments at any time.

X

Tear Here. Mail Today!

Sign name here

- 2 -

It even gives you glucosamine sulfate, for healthy cartilage and joint connective tissue. All in all, BoneKeeper™ is your "ace in the hole" in fortifying your bones and joints.

But here's the best part. I'm not asking you to send me one red cent up front.

Yes, you read that correctly. Try BoneKeeper™ on a no-risk, free trial basis for a full month. Then decide if it's for you.

Why would I do this? The answer is simple. Because I know that once you try BoneKeeper™ -- and feel in your bones how it's working for you - you'll want to stay with it - to keep your bones strong and healthy.

It's easy to get started. Just tear off your free trial certificate. Sign it. Pop it in the mail.

Try Bonekeeper™ for 30 days - free of any risk! If you're satisfied, pay the bill that comes with it. If not, simply return the unused portion - even the empty container. Pay nothing. Owe nothing.

What could be fairer than that?

Send your free trial certificate today.

Sincerely,

*Benita Saunders*

Benita Saunders  
For BoneKeeper™

P.S. Over 35 and want to keep your bones robust and healthy? Do the easy thing. Do the smart thing. Send for Bonekeeper™. Mail your free trial certificate today. There's no risk of any kind.

P.P.S. Remember, don't send any money now. Not a penny. Just return your free trial certificate today.

### - Supporting References -

- 1 "Hormonal Replacement, Hormone Control, Bone Density and Osteoporosis," Clinical Proceedings, Association of Reproductive Health Professionals, Oct 28 2002
- 2 Marchigiano G. "Osteoporosis: primary prevention and intervention strategies for women at risk." Home Care Provid 1997 Apr;2(2):76-81.
- 3 Amschler DH. "Calcium intake: a lifelong proposition." J Sch Health 1985 Nov;55(9):360-3.
- 4 Head KA. "Ipriflavone: an important bone-building isoflavone." Altern Med Rev 1999 Feb;4(1):10-22
- 5 Kovacs AB. "Efficacy of ipriflavone in the prevention and treatment of postmenopausal osteoporosis." Agents Actions 1994 Mar;41(1-2):86-7.
- 6 Gennari C, Agnusdei D, Crepaldi G, Isaia G, Mazzuoli G, Ortolani S, Bufalino L, Passeri M. "Effect of ipriflavone - a synthetic derivative of natural isoflavones - on bone mass loss in the early years after menopause." Menopause 1998 Spring;5(1):9-15.

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 change or stop taking any medications without first consulting your doctor.

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