

NOTIFICATION PURSUANT TO  
SECTION 6 OF DSHEA  
AND RULE 21 CFR §101.93

RECEIVED  
11/30/09

This notification is being filed on behalf of **Market America, Inc.** which is the distributor of the product bearing the statements identified in this notification. Its business address is **1302 Pleasant Ridge Road, Greensboro, NC 27409**. This notification is being made pursuant to Section 6 of DSHEA and Rule 21 CFR §101.93. The dietary supplement product on whose label or labeling the statements appear is **Essential Omega III**.

The text of each structure-function statement for which notification is now being given is:

**Statement 1:** "Essential Omega III Fish Oil with Vitamin E offers one of the highest amounts of beneficial fish oils, EPA and DHA to help maintain healthy triglyceride, cholesterol and C-reactive protein levels."—Booklet

**Statement 2:** "Heart Health - Cardiovascular Maintenance"—Bottle Label

The following summary identifies the dietary ingredients or supplements for which a statement has been made:

<u>Statement Number(s)</u>	<u>Identity of Dietary Ingredient or Supplement That Is the Subject of the Statement</u>
1.-2.	Essential Omega III is composed of the following ingredients: 100% natural vitamin E (d-alpha tocopherol), eicosapentaenoic omega-3 fatty acid, docosahexaenoic omega-3 fatty acid; other ingredients include: gelatin, glycerin, and natural lemon flavor.

The following identifies the brand name of each supplement for which a statement is made:

<u>Statement Number(s)</u>	<u>Brand Name</u>	<u>Label or Labeling</u>
1.-2.	Essential Omega III	Bottle Label and Booklet

97S 0162 LET 15038

Also see 97S-0163

I, **James L. Wilmer**, am authorized to certify this Notification on behalf of **Market America, Inc.** I certify that the information presented and contained in this Notification is complete and accurate, and that **Market America, Inc.** has substantiation that each structure-function statement is truthful and not misleading.

Date Signed: November 12, 2004

By: James L. Wilmer

James L. Wilmer, Ph. D.  
Director, Scientific Affairs  
Market America, Inc.