

Notification Letter

November 15, 2004

Office of Nutritional Products
Labeling and Dietary Supplements (HFS-810)
Center for Food Safety and Applied Nutrition
Food and Drug Administration
5100 Paint Branch Pkwy.
College Park, MD 20740

NOV 30 2004

Re: Notification Letter for Atkins Dia-Circ Dietary Supplement

To Whom It May Concern:

This letter notifies the Food and Drug Administration that within the past 30 days our company has begun to market Dia-Circ Dietary Supplement, with the following structure/function claims included on the label and in labeling for the product:

Claims:

1. Helps maintain overall circulatory health
2. Horse chestnut and ginko biloba provides circulatory support, helpful to the extremities
3. Pantothenic acid helps to metabolize carbohydrates, fats and proteins
4. Atkins Dia-Circ is a nutritionally balanced formula that supports overall circulatory health.
5. Horse chestnut and ginkgo biloba are known to promote healthy circulation helpful to the extremities.
6. Vitamin C not only provides powerful antioxidant protection, but also helps to maintain healthy collagen and elastin, the main components of blood vessels and connective tissues.
7. This specialized formula provides targeted circulatory support for lifetime of well being.

The dietary ingredients of the product that are the subject of the above statements are:

- Statement 1, 4 and 7 applies to the ingredients ginkgo biloba leaf standardized extract and horse chestnut standardized extract.
- Statement 2 and 5 applies to the ingredients horse chestnut standardized extract and ginko biloba leaf standardized extract.
- Statement 3 applies to the ingredient pantothenic acid (as D-calcium pantothenate and pantethine).
- Statement 6 applies to the ingredient vitamin C (as ascorbic acid).

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The brand name of the product is Dia-Circ Dietary Supplement.

It is hereby certified that the information in this notification is complete and accurate, and that our company has substantiation that the above statement is truthful and not misleading.

Very truly yours,
Atkins Nutritionals, Inc.



Paul Bruns, Ph.D.
Scientific Affairs Manager