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

RECEIVED
9/5/98

Dear Sir / Madam:

This is a 30-day notification for a dietary supplement that will be on the market within 30 days. The product name is **St. John's Emotional Lift**. The claims on the 60 and 180 count packages are identical and are:

“ST. JOHN’S EMOTIONAL LIFT is a 100% natural herbal supplement designed to provide a naturally supportive lift and help balance the demands of today’s emotionally exhausting lifestyle. St. John’s Wort is an herb that has been used as a part of traditional herbal medicine for millennia going all the way back to the ancient Greeks. St. John’s Wort’s primary application in herbal folklore has been as a natural supportive agent to promote feelings of well being. Extensive clinical research has been done in Europe, which has confirmed the properties of St. John’s Wort to elevate mood and help to support a positive outlook. In Germany, extracts of St. John’s Wort are widely recommended precisely for this purpose. In numerous European clinical studies, St. John’s Wort has been confirmed to possess emotionally supportive properties in those individuals who are feeling mildly depressed. Following these clinical studies, our St. John’s Wort is standardized to deliver 0.3% hypericin. Additionally, our **St. John’s Emotional Lift** contains synergistic nutrients to support and enhance this formula’s benefits.

Caution: This formula is not intended for use during pregnancy, lactation or by children. Do not overexpose yourself to sunlight while taking this product. St. John’s Wort may cause photosensitization. Discontinue use if a rash develops. This product should not be used while taking a prescription antidepressant medication.

The above statement has not been evaluated by the FDA. This product is not intended to diagnose, treat, cure or prevent any disease.”

Respectfully Submitted,

Rob Maltas
VP Product Development

975-0162
also see docket 975-0163

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