

Samra

6315 '98 SEP 21 P1:55

September 8, 1998

Office of Special Nutritionals (HFS-450)
Center for Food Safety and Applied Nutrition
Food and Drug Administration
200 C Street SW
Washington DC 20204



Dear Sirs:

This notice is to inform you that the following company:

Samra Health & Beauty, Inc.
3000 S. Robertson Blvd., Suite 420
Los Angeles, CA 90034

will be making the following statements in the labeling of dietary supplements:

1. Product: Samra Anti Aging

Statement: "Traditional Chinese Medicine (TCM) believes that a long and healthy life is the result of good nutrition, a healthy lifestyle and an active mind and body. Samra's Anti-Aging provides an exclusive combination of precious herbs together with essential vitamins and minerals to promote optimal health and vitality."

2. Product: Samra Balanced Woman

Statement: "Traditional Chinese Medicine (TCM) believes that to promote optimal health, a woman's circulatory and hormonal systems must be in balance. Young women must have healthy bone and liver functions to produce and store blood. As women age, healthy kidneys play an important role in the production of essential hormones. TCM herbal formulas are designed to promote optimal health by establishing the body's natural balance."

3. Product: Samra Brain Power

Statement: "Traditional Chinese Medicine (TCM) believes that to stimulate the brain it is necessary to bring into balance the complimentary elements in the body that effect the brain. The heart must function optimally to send blood to the brain. The lungs must be strong and clean to oxygenate the blood. The liver and kidneys must be in a state of balance to cleanse the blood. TCM herbal formulas are designed to promote optimal health by establishing the body's natural balance."

97S-0162

U.S. DEPARTMENT OF HEALTH & HUMAN SERVICES
200 202 7949 • FAX: 202 8999 • WEB: <http://www.fda.gov>

Also see docket 97S-0163

LET 2152

samra health & beauty, inc.

4. **Product: Samra Children's Vita-Herb**
Statement: "Traditional Chinese Medicine (TCM) believes that a growing child needs the right balance of nutrition, a healthy lifestyle, and an active mind and body for proper growth and development. The Children's Vita-Herb by Samra provides an exclusive combination of herbs together with sixteen essential vitamins and minerals to promote optimal health, growth and energy.
5. **Product: Samra Detoxify**
Statement: "Traditional Chinese Medicine (TCM) believes that to achieve a long and healthy life the body must be able to dispel harmful toxins. The liver and kidneys, as the chief purifiers of the blood must be strong and healthy. TCM herbal formulas are designed to promote optimal health by establishing the body's natural balance."
6. **Product: Samra Digest Ease**
Statement "Traditional Chinese Medicine (TCM) believes that to promote proper digestion and efficient absorption of nutrients the body's systems must be in balance. The stomach, liver, intestines and spleen must function in harmony to transform and transport essential nutrients throughout the body. TCM herbal formulas are designed to promote optimal health by establishing the body's natural balance."
7. **Product: Samra Healthy Hair**
Statement: "Traditional Chinese Medicine (TCM) believes that to promote healthy hair, the scalp must receive the proper nutrients. A balance of strong circulation and healthy blood is essential to nourish the scalp and hair. TCM herbal formulas are designed to promote optimal health by establishing the body's natural balance."
8. **Product: Samra Healthy Prostate**
Statement: "Traditional Chinese Medicine (TCM) believes that as the body ages, toxins may begin to accumulate in the liver and kidneys diminishing their ability to cleanse and nourish the blood. As a result of this, other body organs and glands (such as the prostate) absorb damaging toxins which can effect their natural functions. TCM herbal formulas are designed to promote optimal health by establishing the body's natural balance."
9. **Product: Samra Immune Booster**
Statement: "Traditional Chinese Medicine (TCM) believes that a strong immune system is supported by many elements. The lungs are the first line of defense, they expel toxins, phlegm, and protect the body from pathogens. Next the blood and spleen support the body's immune capability. TCM herbal formulas are designed to promote optimal health by establishing the body's natural balance."
10. **Product: Samra Potent Man**
Statement: "Traditional Chinese Medicine (TCM) believes that a healthy and virile life requires inner balance and mental well-being. Healthy kidneys are needed to balance hormones, a healthy spleen provides nutrients and energy to the body. Finally, a calm mind frees the soul. TCM herbal formulas are designed to promote optimal health by establishing the body's natural balance."

samra health & beauty, inc.

11. **Product: Samra Stress Relief**

Statement: “Traditional Chinese Medicine (TCM) believes that a healthy and happy life requires a balance between the mind and body. Mental well being results from a rested mind and a calm spirit. The body system must be refreshed with renewed energy from natural nutrients and healthy blood to defend against mental stress. TCM herbal formulas are designed to promote optimal health by establishing the body’s natural balance.”

12. **Product: Samra Ultra Circulation**

Statement: “Traditional Chinese Medicine (TCM) believes that to promote a healthy circulatory system requires a healthy heart, flexible blood vessels, healthy blood cells, and efficient lungs to oxygenate the blood. The kidney and liver must also be in balance to store blood. TCM herbal formulas are designed to promote optimal health by establishing the body’s natural balance.”

13. **Product: Samra Ultra Energy**

Statement: “Traditional Chinese Medicine (TCM) believes “vital energy” is the result of the harmonious balance of the life force (Qi) within us. Energy results from different sources within the body: the lungs to oxygenate blood, the spleen to transmit nutrients to the body, and a clear mind to promote quick reflexes. TCM herbal formulas are designed to promote optimal health by establishing the body’s natural balance.”

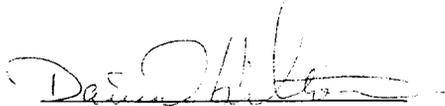
14. **Product: Samra Vita Herb**

Statement: “Traditional Chinese Medicine (TCM) believes that a healthy life is the result of good nutrition, a healthy lifestyle, and an active mind and body. Samra’s Vita Herb provides an exclusive combination of principle herbs together with essential vitamins and minerals to promote optimal health, well-being and energy.”

15. **Product: Samra Weight Loss**

Statement: “Traditional Chinese Medicine (TCM) believes that excess weight can be the result of imbalances within the body. Digestive stagnation, water retention, an imbalance in metabolism or even physical or mental stress can all contribute to excess weight. TCM herbal formulas are designed to promote optimal health by establishing the body’s natural balance.”

The information contained herein is complete and accurate. Samra Health & Beauty, Inc. has competent and reliable substantiation that the above statements are truthful and not misleading.



David Hilton
Vice President
Samra Health & Beauty, Inc.