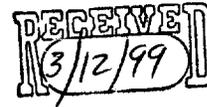




1319 '99 MAR 23 P2:17

March 10, 1999

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



Dear Sirs:

Notice is hereby given pursuant to the requirements of section 403(r)(6) (21 U.S.C. 343(r)(6)) of the Federal Food, Drug, and Cosmetic Act and in accordance with the requirements of 21 C.F.R. 101.93, that Rexall Showcase International, Inc. located at 853 Broken Sound Parkway, N.W., Boca Raton, Florida 33487 within the past 30 days has marketed a dietary supplement bearing the following statement(s) on the label and/or in the labeling:

Cogno Blend™: [is] scientifically formulated to promote mental alertness and performance. Cogno Blend supports learning and memory functions by maintaining a healthy environment in the brain. Cat's claw PTI-00703, from the highlands of the Peruvian Amazon, inhibits the formation of brain amyloid deposits in *in vitro* studies. Bacopa monniera, also known as Brahmi in India, has traditionally been used to promote healthy mental function and concentration. Standardized to 24% Ginkgo Flavone Glycosides, Ginkgo Biloba, from China, promotes circulation to the brain, increasing the flow of oxygen. Balanced with rosemary and gotu kola, Cogno Blend helps promote mental sharpness and alertness.

The undersigned certifies that the information contained in this notice is complete and accurate and that Rexall Showcase International, Inc. has substantiation that the statement is truthful and not misleading. Pursuant to § 101.93 (a)(1), two copies of this notification are enclosed

Sincerely,

Deborah Shur Trinker
Vice President of Regulatory Affairs
and Assistant General Counsel

Enclosure

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INTERNATIONAL CORPORATE HEADQUARTERS
853 Broken Sound Parkway NW, Boca Raton, FL 33487-3694 • (407) 994-2090
FAX (407) 241-5319

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