



September 3, 1999

Food and Drug Administration
Office of Special Nutritionals (HFS-450) 6805 '99 SEP 29 22:33
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. ("RSI") located at 6111 Broken Sound Parkway, N.W., Boca Raton, Florida 33487 within the past 30 days commenced marketing a dietary supplement bearing the following statement(s) on the label and/or in the labeling:

Ultimate Performance™ Protein Bars: They are made with Promune™ - the patented protein that contains a complete array of amino acids to help build muscles. By utilizing fast-burning carbohydrates you can treat yourself to a great-tasting bar that provides quick energy. This premium protein bar is an excellent source of 19 vitamins and minerals, plus it offers carnitine, choline, and inositol to support your exercise regimen and a healthy lifestyle. Get in step with the bar that's designed to enrich, enliven and energize...Ultimate Performance.

Ultimate Performance™ Max Protein Bars: [It] replenishes and revitalizes! [It] is formulated with patented Promune™ - to provide protein that helps build muscles. This protein-packed bar is an excellent source of 19 vitamins and minerals needed for optimum health. Plus, it offers glutamine and taurine to support your exercise regimen and healthy lifestyle, and carbohydrates to help provide quick energy.

The undersigned certifies that the information contained in this notice is complete and accurate and that RSI has substantiation that the statement is truthful and not misleading.

Sincerely,

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

Enclosure

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