DEPARTMENT OF HEALTH & HUMAN SERVICES

Public Health Service

Food and Drug Administration
College Park, MD 20740

AUG 15 2006

Mr. Valentine Matrat
BrandStorm, Inc.
10853 Venice Boulevard
Los Angeles, CA 90034

Dear Mr. Matrat:

This is in response to your letter to the Food and Drug Administration (FDA) dated July 28, 2006. Your letter appears to have been submitted pursuant to 21 U.S.C. 343(r)(6) (section 403(r)(6) of the Federal Food, Drug, and Cosmetic Act (the Act)) and intended to be a notification of claims you are making in labeling for various products being marketed under the brand name HIMALANIA.

21 U.S.C. 343(r)(6) and 21 CFR 101.93(a) require that a firm notify the FDA of statements made in labeling pursuant to that section within 30 days of first marketing a dietary supplement bearing such claims in labeling. However, your products do not appear to be marketed as dietary supplements. Rather, they appear to be conventional foods in that they bear "nutrition facts" labeling that is required for conventional foods, they are not identity labeled using the term "dietary supplement," and they bear representations in labeling that they are intended for use as conventional foods (i.e., as ingredients in cereals, yogurt, trail mix, salads and other foods) that would exclude the products from the definition of dietary supplement in the act. Because these products are not dietary supplements, a notification pursuant to 21 U.S.C. 343(r)(6) is not required. Accordingly, because a notification for your products is not required the agency is taking no further action on your letter.

Please contact us if you have any questions concerning this matter.

Sincerely yours,

Vasilios Frankos

Vasilios H. Frankos, Ph.D.
Acting Director
Division of Dietary Supplement Programs
Office of Nutritional Products, Labeling
and Dietary Supplements
Center for Food Safety
and Applied Nutrition

Copy: FDA, Los Angeles District Office, Office of Compliance, HFR-PA240

BrandStorm Inc.

RECEIVED
AUG - 9 2006

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

July 28, 2006

Re: Notification of Product Claims

Dear Sir or Madam,

This letter serves as notification of the nutritional support label statements being made by BrandStorm, Inc located at 10853 Venice boulevard, Los Angeles, CA 90034, in connection with products being marketed under the brand name HIMALANIA by BrandStorm Inc. A list of the products and their respective nutritional support statements are listed in the enclosed Attachement "A".

The company hereby certifies that the information contained in this notice is complete and accurate, and that the company can substantiate the statements of nutritional support that are the subject of this notification letter.

If you have any question, please feel free to contact us.

Sincerely,

2006-6381
Aims

Valentine Matrat, *Marketing*
BRANDSTORM INC

Encl.

10853 Venice Blvd. suite#2
Los Angeles CA 90034
Phone 310 559 0259
Fax 310 559 0289
WWW.brandstormus.com

#1749

BrandStorm Inc.

HIMALANIA Organic Goji berries 2.5oz

GOJI BERRY, THE MOST FAMOUS BERRY IN THE HIMALAYAS

A berry pure and cherished for its nutritional benefits

Discovered in the Himalayas 3,000 years ago, Goji berries are considered to be one of the world's most nutrient rich fruit. For centuries, the Goji berry has been honored among Asian cultures that believed in its strength building and properties associated with longevity.

A sacred secret of the East revealed

The legend says that this sacred fruit has been harvested with care by monks for thousands of years. This berry of pure vitality is also widely used in Chinese and Tibetan medicines. Virtually unknown to the West until recently, Goji berries are rich in anti-aging agents, anti-oxidants, vitamins and minerals… facilitating the flow of vitality.

An everyday healthy part of your diet

Goji berries taste delicious in cereals, yogurt, trail mix and salads. Add them to smoothies, or recipes for muffins, and breads. You can also consume Goji berries as traditionally done in the Himalayas, steeped in tea, added to soup, or simply by themselves.

Nutrition Facts

Serving Size: 40g
Servings Per Container: 2

Amount Per Serving

Calories 150 Fat Cal. 0

	% Daily Value*
Total Fat 0g	0%*
Saturated Fat 0g	0%*
Trans Fat 0g	
Cholesterol 0g	0%*
Sodium 190mg	8%*
Total Carbohydrate 36 g	11%*
Dietary Fiber 1g	5%
Sugars 30g	
Protein 5g	10%*

Vitamin A 20% · Vitamin C 10%
Calcium 0% · Iron 8%

*Daily Values are based on a 2,000 calorie diet

Ingredients: Organic Goji Berries

Allergies:
May contain Peanuts, Egg, Milk, Soy, Wheat and other tree nuts

Imported from China by:
Brandstorm, Inc.
Los Angeles, CA 90034
HIMALANIA.com

USDA ORGANIC

Certified organic by Global Culture

Net Wt. 2.5oz (71g)

56308 00003 3

These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

10853 Venice Blvd. suite#2
Los Angeles, CA 90034
Phone 310 559 0289
Fax 310 559 0289
WWW.brandstormus.com

BrandStorm Inc.

HIMALANIA Organic Goji berries 4oz

GOJI BERRY, THE MOST FAMOUS BERRY IN THE HIMALAYAS

— A berry pure and cherished for its nutritional benefits —

Discovered in the Himalayas 3,000 years ago, Goji berries are considered to be one of the world's most nutrient rich fruit. For centuries, the Goji berry has been honored among Asian cultures that believed in its strength building an properties associated with longevity.

— A sacred secret of the East revealed —

The legend says that this sacred fruit has been harvested with care by monks for thousands of years. This berry of pure vitality is also widely used in Chinese and Tibetan medicines. Virtually unknown to the West until recently, Goji berries are rich in anti-aging agents, anti-oxidants,

— An everyday healthy part of your diet —

Goji berries taste delicious in cereals, yogurt, trail mix and salads. Add them to smoothies, or recipes for muffins and breads. You can also consume Goji berries as traditionallly done in the Himalayas: steeped in tea, added to soup, or simply by themselves.

Nutrition Facts

Serving Size: 40g
Servings Per Container: 3

Amount Per Serving

Calories 150 Fat Cal. 0

	% Daily Value*
Total Fat 0g	0%*
Saturated Fat 0g	0%*
Trans Fat 0g	
Cholesterol 0g	0%*
Sodium 190mg	8%*
Total Carbohydrate 22g	11%*
Dietary Fiber 1g	5%*
Sugars 30g	
Protein 5g	10%*

Vitamin A 20% · Vitamin C 10%
Calcium 0% · Iron 8%

Ingredients: Organic Goji Berries
Allergies: May contain Peanuts, Milk, Egg, Soy Wheat and other tree nuts

Imported from China by:
BrandStorm, Inc.
Los Angeles, CA 90034
HIMALANIA.com
Certified Organic by Global Culture

USDA ORGANIC

Net Wt. 4 oz (113g)

9 56308 00075 0

These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnostic, treat, cure or prevent any disease.

10853 Venice Blvd. suite#2
Los Angeles, CA 90034
Phone 310 559 0259
Fax 310 559 0289
WWW.brandstormus.com

BrandStorm Inc.

HIMALANIA Organic Goji berries 8oz

GOJI BERRY, THE MOST FAMOUS BERRY IN THE HIMALAYAS

— A berry pure and cherished for its nutritional benefits —

Discovered in the Himalayas 3,000 years ago, Goji berries are considered to be one of the world's most nutrient rich fruit. For centuries, the Goji berry has been honored among Asian cultures that believed in its strength building and properties associated with longevity.

— A sacred secret of the East revealed —

The legend says that this sacred fruit has been harvested with care by monks for thousands of years. This berry of pure vitality is also widely used in Chinese and Tibetan medicines. Virtually unknown to the West until recently, Goji berries are rich in anti-aging agents, anti-oxidants,

— An everyday healthy part of your diet —

Goji berries taste delicious in cereals, yogurt, trail mix and salads. Add them to smoothies, or recipes for muffins and breads. You can also consume Goji berries as traditionallly done in the Himalayas: steeped in tea, added to soup, or simply by themselves.

Nutrition Facts

Serving Size: 40g
Servings Per Container: 6

Amount Per Serving

Calories 150 Fat Cal. 0

	% Daily Value*
Total Fat 0g	0%*
Saturated Fat 0g	0%*
Trans Fat 0g	
Cholesterol 0g	0%*
Sodium 1[illegible]mg	8%*
Total Carbohydrate 32g	11%*
Dietary Fiber 1g	5%*
Sugars 8[illegible]g	
Protein 5g	10%*

Vitamin A 20% · Vitamin C 10%
Calcium 0% · Iron 8%

Ingredients: Organic Goji Berries
Allergies: May contain Peanuts, Milk, Egg, Soy Wheat and other tree nuts

Imported from China by:
BrandStorm, Inc.
Los Angeles, CA 90034
HIMALANIA.com

USDA ORGANIC

Net Wt. 8 oz (227g)

Certified Organic by Global Culture

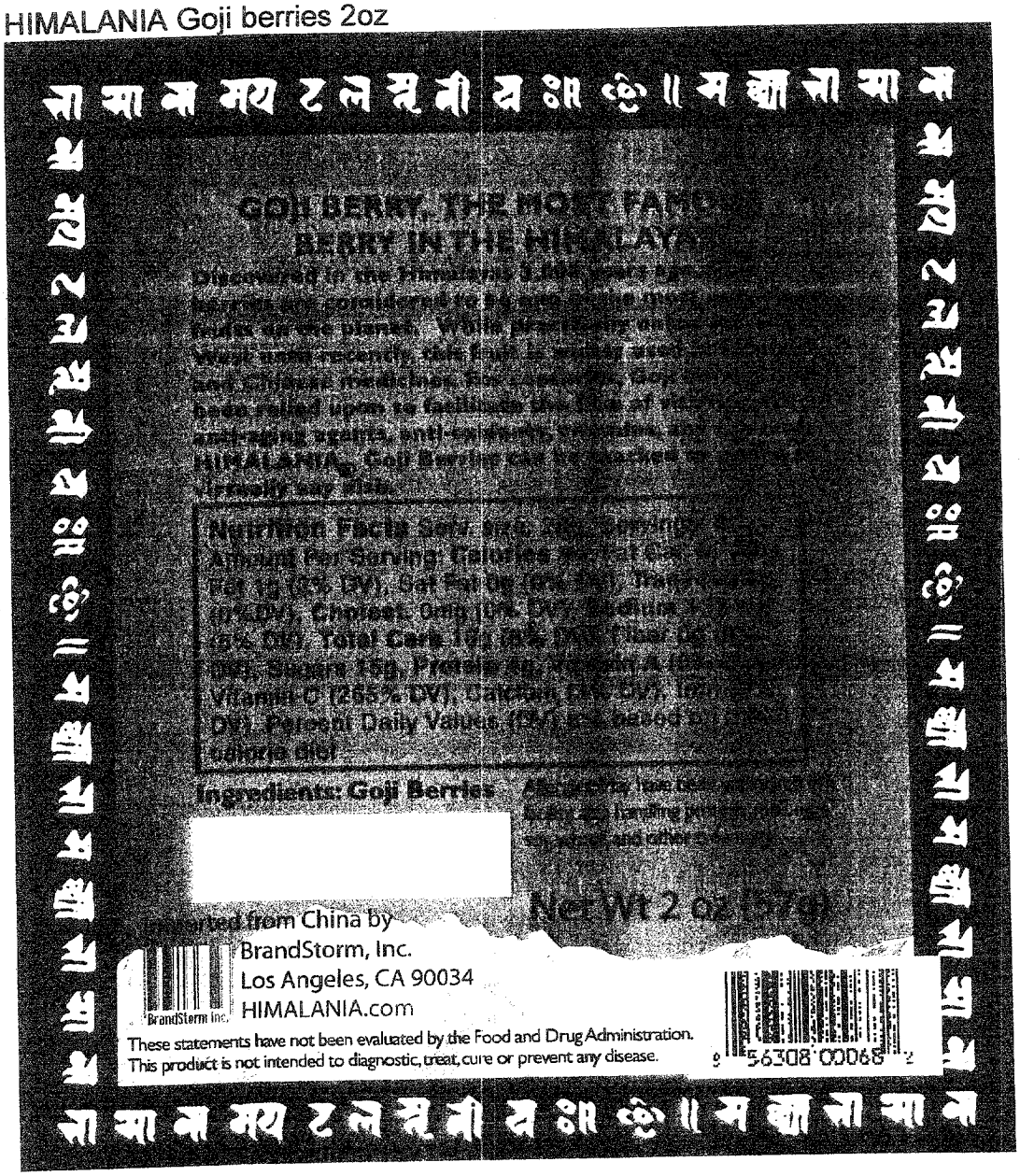
These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnostic, treat, cure or prevent any disease.

9 56308 00076 7

10853 Venice Blvd. suite#2
Los Angeles, CA 90034
Phone 310 559 0259
Fax 310 559 0289
WWW.brandstormus.com

BrandStorm Inc.

HIMALANIA Goji berries 2oz



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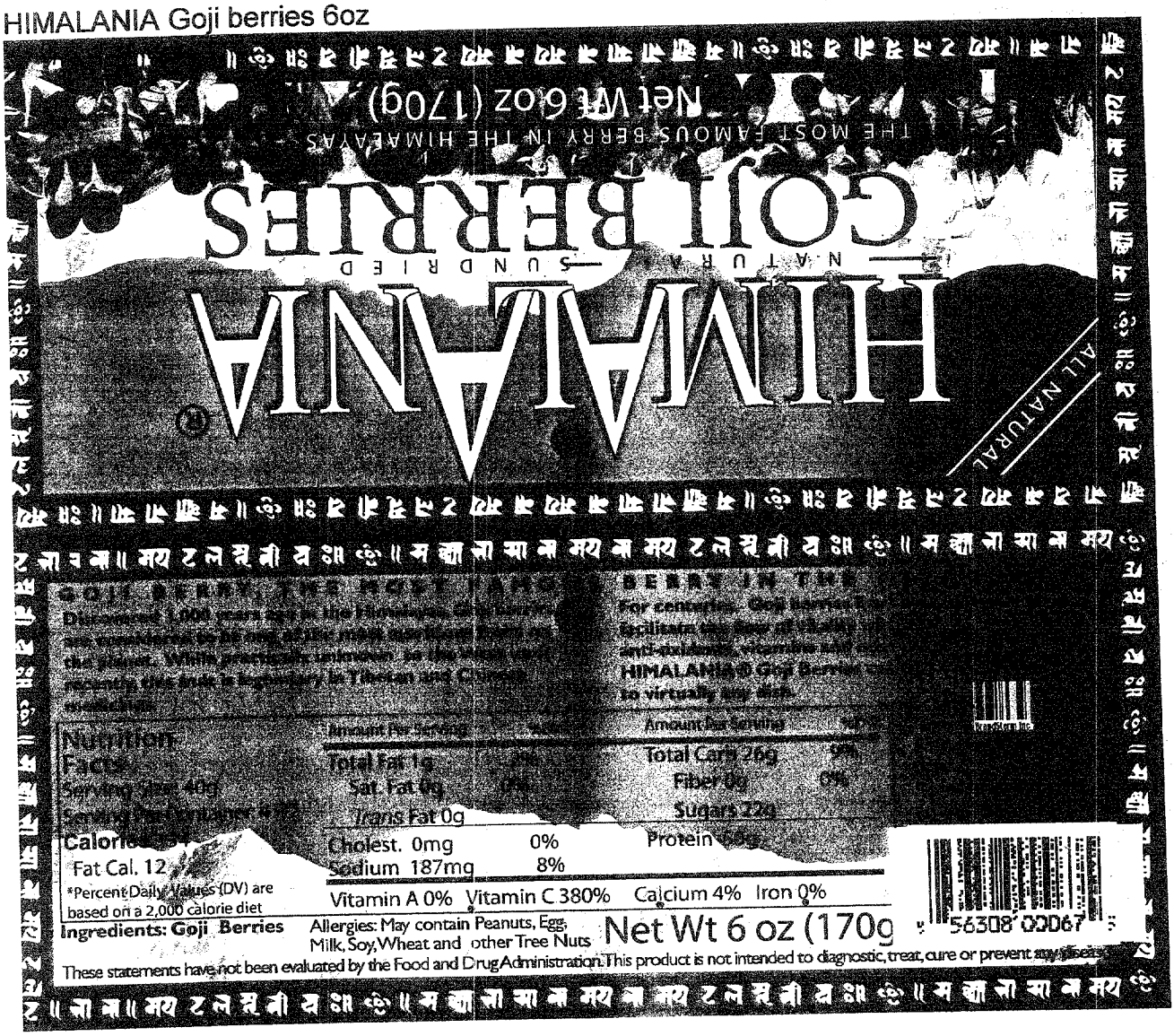
10863 Venice Blvd. suite#2
Los Angeles CA 90034
Phone 310 559 0259
Fax 310 559 0289
www.brandstormus.com

BrandStorm Inc.

HIMALANIA Goji berries 6oz



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10853 Venice Blvd. suite#2
Los Angeles, CA 90034
Phone 310 559 0259
Fax 310 559 0289
www.brandstormus.com

BrandStorm Inc.

HIMALANIA Goji berries 12 oz

10850 Venice Blvd. suite#2
Los Angeles, CA 90034
Phone: 310 559 0216
Fax: 310 559 0222
www.brandstormusa.com

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