



DEPARTMENT OF HEALTH & HUMAN SERVICES

Public Health Service

Food and Drug Administration
College Park, MD 20740

0029-6 SEP-5 12:22

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,

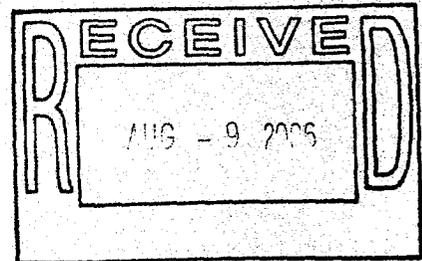
Vasilios H. Frankos, Ph.D.
Acting Director
Division of Dietary Supplement Programs
Office of Nutritional Products, Labeling
and Dietary Supplements
Center for Food Safety
and Applied Nutrition

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

975 0163 LET 896



Office of Special Nutritional Products, Labeling and Dietary Supplements (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

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GOJI BERRY, THE MOST FAMOUS BERRY IN THE HIMALAYAS

*A berry pure and cherished
let 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.

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



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.

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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	2	0%*
Sodium 190mg		8%*
Total Carbohydrate 3g		11%*
Dietary Fiber 1g		5%
Sugars 30g		
Protein 0g		10%*

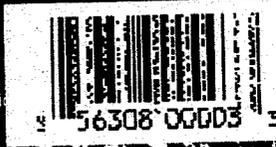
Vitamin A 20% - Vitamin C 10%
 Calcium 0% - Iron 8%
*Daily Values are percent Daily Reference Values.

Ingredients: Organic Goji Berries

Allergies:

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

Net Wt. 2.5oz (71g)



10853 Venice Blvd. suite#2
 Los Angeles, CA 90034
 Phone 310 559 0269
 Fax 310 559 0288
 WWW.brandstormus.com



HIMALANIA Organic Goji berries 4oz

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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 traditionally 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	150mg	8%*
Total Carbohydrate	32g	11%*
Dietary Fiber	1g	5%*
Sugars	30g	
Protein	5g	10%*

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

*Percent Daily Values are based on a diet of other people's misdeeds.

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

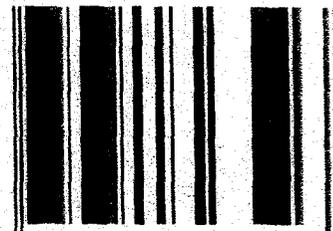


Net Wt. 4 oz (113g)



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 0259
Fax 310 559 0289
WWW.brandstormus.com



BrandStorm Inc.

HIMALANIA Organic Goji berries 8oz

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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 traditionally done in
the Himalayas: steeped in tea, added to soup, or
simply by themselves.
Imported from China by:
BrandStorm, Inc.
Los Angeles, CA 90034
HIMALANIA.com
USDA ORGANIC
Net Wt. 8 oz (227g)
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.

Nutrition Facts

Serving Size: 40g
Servings Per Container: 6

Amount Per Serving

Calories 150 Fat Cal. 0

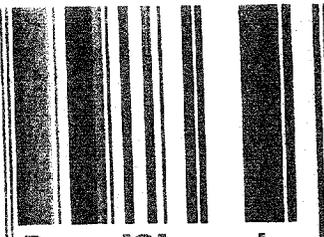
Table with 2 columns: Nutrient and % Daily Value. Includes Total Fat (0g, 0%), Saturated Fat (0g, 0%), Trans Fat (0g), Cholesterol (0g, 0%), Sodium (100mg, 3%), Total Carbohydrate (32g, 11%), Dietary Fiber (1g, 5%), Sugars (30g), and Protein (5g, 10%).

Vitamin A 20% Vitamin C 10%
Calcium 0% Iron 8%
Daily Values are based on diet of a cow.

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



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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नाम्य टल नूनी य शा कुं ॥ म क्का नामा न

GOJI BERRY, THE MOST FAMOUS BERRY IN THE HIMALAYAS

Discovered in the Himalayas 1,000 years ago, Goji berries are considered to be the most nutritious fruit in the planet. With a long history in the West and recently, the fruit is being used by natural medicine practitioners to help boost blood sugar, to enhance the immune system, and to help reduce inflammation. HIMALANIA Goji Berries can be enjoyed in many ways.

Nutrition Facts (per 1/2 cup (10g))
 Amount Per Serving Calories 100
 Total Fat 10g (20% DV) Oil Fat 10g (20% DV)
 Cholesterol 0mg (0% DV) Total Carb 10g (20% DV)
 Sugar 10g Protein 0g Vitamin C (25% DV)
 Dated: 10/10/10 Percent Daily Values are based on a diet of other people's secrets.

Ingredients: Goji Berries Allergens may have been used in the production of this product. Please see handling instructions for allergens and other information.

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

Net Wt 2 oz (57g)

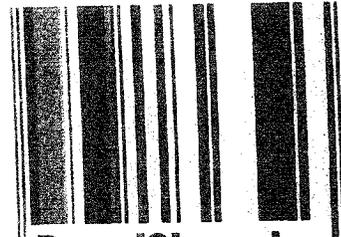
These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

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10858 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

THE MOST FAMOUS BERRY IN THE HIMALAYAS

NET WT 6 OZ (170g)

HIMALANIA

NATURAL SUNDRIED GOJI BERRIES

ALL NATURAL

GOJI BERRIES
 Dried for 2-3 days in the Himalayas, the berries are then sun-dried for 10-12 days. This process removes 90% of the water, leaving a nutrient-dense, chewy berry. Goji berries are a source of antioxidants, including beta-carotene, lycopene, and zeaxanthin. They are also a source of iron, zinc, and potassium.

BERRY JUICE
 For centuries, Goji berries have been used to facilitate the flow of blood and anti-oxidants, promoting overall health. HIMALANIA's Goji Berry Juice is virtually sugar-free.

Amount per Serving		Amount per Serving	
Total Fat 1g	2%	Total Carb 26g	9%
Sat. Fat 0g	0%	Fiber 0g	0%
Trans Fat 0g		Sugars 22g	
Cholest. 0mg	0%	Protein 10g	
Sodium 187mg	8%		
Vitamin A 0%	Vitamin C 380%	Calcium 4%	Iron 0%

Calories 54
 Fat Cal. 12

*Percent Daily Values (DV) are based on a 2,000 calorie diet

Ingredients: Goji Berries
Allergies: May contain Peanuts, Eggs, Milk, Soy, Wheat and other Tree Nuts

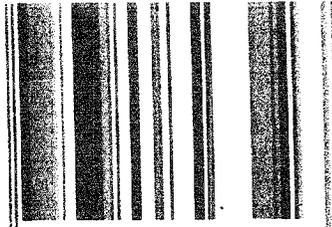
Net Wt 6 oz (170g)

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.

56308 00067

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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

THE MOST FAMOUS BERRY IN THE HIMALAYAS
 Net Wt 12 oz (340g)

HIMALANIA

NATURAL SUNDRIED
 GOJI BERRIES

ALL NATURAL

— A berry pure and cherished for its nutritional benefits —
 Goji berries are the most nutritious fruit in the world. They are considered a "super fruit" because they contain 21 essential vitamins, 22 essential minerals, and 18 essential amino acids. They are also rich in antioxidants, which help to protect your cells from damage caused by free radicals. This makes them an ideal food for building a healthy and vibrant life.

— A sacred secret of the East revealed —
 For thousands of years, the people of the Himalayas have used Goji berries as a natural remedy for a variety of ailments. This is because they are so rich in antioxidants and other beneficial compounds. 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 are a natural source of antioxidants, vitamins, and minerals. They are also rich in fiber, which helps to keep your digestive system healthy. Goji berries can be eaten whole, or they can be dried and added to soups, or used in a variety of other ways.

Ingredients: Goji Berries
 Allergies: May contain traces of Milk, Eggs, Wheat and other tree Nuts

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

Net Wt 12 oz (340g)

Vitamin A 0% · Vitamin C 380%
 Calcium 4% · Iron 0%

*Daily Value based on 2,000-calorie diet

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.

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10953 Venice Blvd, suite#2
 Los Angeles, CA 90034
 Phone: 310 588 0260
 Fax: 310 533 0280
 www.brandstorm.com