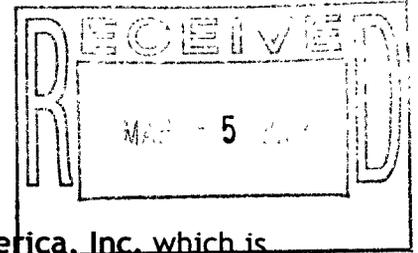


NOTIFICATION PURSUANT TO
SECTION 6 OF DSHEA
AND RULE 21 CFR §101.93



This notification is being filed on behalf of Market America, Inc. which is the **distributor** of the product bearing the statements identified in this notification. Its business address is **1302 Pleasant Ridge Road, Greensboro, NC 27409**. This notification is being made pursuant to Section 6 of DSHEA and Rule 21 CFR §101.93. The dietary supplement product on whose label or labeling the statements appear is **Prime Secretagogue HGH Enhancer**.

The text of each structure-function statement for which notification is now being given is:

Statement 1: "A breakthrough proprietary dietary supplement formulation that harnesses the latest scientific advances, research and development to help your body increase the natural production of beneficial human growth hormone"—Brochure

Statement 2: "Market America's Prime Secretagogue HGH Enhancer is a breakthrough product that uses a special blend of nutritional ingredients that will naturally increase the production and release of HGH by the pituitary gland."—Brochure

Statement 3: "When these amino acids and nutrients are combined in precise peptide formulation with other biologically active nutrients and taken as directed, they will effectively raise HGH levels."—Brochure

Statement 4: "Once "awakened" by secretagogue stimulation, the pituitary gland will naturally produce and secrete HGH and raise your body's level of this valuable hormone."—Brochure

Statement 5: "You'll soon discover that its "prime" advantage is the opportunity for you to hold the aging process at bay and enjoy a lifestyle that is no longer inhibited by the passage of time or the decline associated with growing old."—Brochure

Statement 6: "It stimulates your endocrine system to produce and release its own HGH naturally."—Brochure

Statement 7: "When taken as directed, Prime Secretagogue recreates a youthful, natural pattern of HGH production and release into the body."—Brochure

Statement 8: "All the indicated ingredients have been scientifically proven to raise HGH levels in the body to more younger, physiological levels."—Brochure

Statement 9: "You will start to notice the difference, have better sleep, an overall sense of well being and more energy."—Pamphlet

Statement 10: "Market America's Prime Secretagogue HGH Enhancer provides the jump start our lives need to enhance our own natural production of Human Growth Hormone and become a part of the population growing younger and benefiting from all the wonderful effects of this miracle."—Pamphlet

Statement 11: "Human colostrum promotes homeostatic balance in the body as well as healthy intestinal microflora, which facilitates gastrointestinal absorption of Prime's nutrients."—Pamphlet

Statement 12: "Melatonin was put specifically into the Prime PM formulation as a natural sleep enhancer and normalizer."—Pamphlet

Statement 13: "In three to six months of taking this product, you should notice decreased body fat and increased lean muscle mass, increased energy levels, improved skin elasticity, fewer wrinkles, less cellulite, improved quality of sleep, improved vision, stabilized cardiac output and vascular tone, increased bone mass, faster healing, increased sexual performance, stabilized immune function, a better memory and increased exercise performance."—Pamphlet

Statement 14: "The earlier you start taking Prime, the less you will age."—Pamphlet

The following summary identifies the dietary ingredients or supplements for which a statement has been made:

Statement Number(s)	Identity of Dietary Ingredient or Supplement That Is the Subject of the Statement
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1.—14.	Prime Secretagogue HGH Enhancer-AM Formulation- is composed of the following ingredients: vitamin C, niacin, vitamin B ₆ , L-arginine, glycine, L-ornithine, L-glutamine, L-lysine; other ingredients include: glucose polymers, citric acid, malic acid, natural flavors, guar gum, beet juice powder, xanthan gum, acesulfame-K, and silica.
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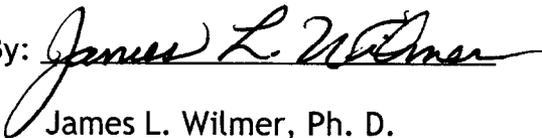
1.—14.	Prime Secretagogue HGH Enhancer-PM Formulation- is composed of the following ingredients: L-arginine, glycine, L-ornithine, L-glutamine, L-lysine, colostrum, melatonin; other ingredients include: glucose polymers, citric acid, malic acid, natural flavors, guar gum, beet juice powder, xanthan gum, acesulfame-K, and silica.
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The following identifies the brand name of each supplement for which a statement is made:

<u>Statement Number(s)</u>	<u>Brand Name</u>	<u>Label or Labeling</u>
1.-8.	Prime Secretagogue HGH Enhancer	brochure
9.-14.	Prime Secretagogue HGH Enhancer	pamphlet

I, James L. Wilmer, am authorized to certify this Notification on behalf of Market America, Inc. I certify that the information presented and contained in this Notification is complete and accurate, and that Market America, Inc. has substantiation that each structure-function statement is truthful and not misleading.

Date Signed: February 20, 2002

By: 

James L. Wilmer, Ph. D.
Director, Scientific Affairs
Market America, Inc.