

**GENERAL VITAMIN CORPORATION  
PO BOX 900044 RALEIGH NC 27675**

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December 11, 2003

**CERTIFIED MAIL  
Return Receipt Requested**

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

DEC 30 2003

To Whom It May Concern:

This letter is submitted pursuant to Section 406 (r)(6) of the Federal Food, Drug, and Cosmetic Act for the purpose of notifying the agency of statements being made in connection with the marketing of dietary supplements being distributed by this company.

The product name and the dietary ingredients for which the statement is being made is as follows:

97S 0162

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TODAY'S ESSENTIALS™  
**MEN'S MULTI PLUS**  
HIGH POTENCY MULTI-VITAMIN AND MINERAL SUPPLEMENT  
30 TABLETS

## Supplement Facts

Serving Size 1 Tablet

	Amount Per Serving	% Daily Value
Vitamin A (as beta carotene)	10,000 IU	200%
Vitamin C (as ascorbic acid)	100 mg	167%
Vitamin D (as ergocalciferol)	100 IU	25%
Vitamin E (as d-alpha tocopheryl succinate)	100 IU	333%
Vitamin K (as phytonadione)	150 mcg	188%
Thiamin (as thiamin HCl) (vitamin B-1)	50 mg	3333%
Riboflavin (vitamin B-2)	50 mg	2941%
Niacin (as niacinamide)	50 mg	250%
Vitamin B-6 (as pyridoxine HCl)	50 mg	2500%
Folate (as folic acid)	400 mcg	100%
Vitamin B-12 (as cyanocobalamin)	100 mcg	1667%
Biotin	300 mcg	100%
Pantothenic Acid (as calcium pantothenate)	10 mg	100%
Calcium (as proteinate complex)	100 mg	10%
Iodine (from kelp)	150 mcg	100%
Magnesium (as proteinate complex)	50 mg	13%
Zinc (as monomethionine)	30 mg	200%
Selenium (as proteinate complex)	100 mcg	143%
Copper (as proteinate complex)	1 mg	50%
Manganese (as proteinate complex)	2 mg	100%
Chromium (as polynicotinate)	120 mcg	100%
Molybdenum (as proteinate complex)	50 mcg	67%
Saw Palmetto Berry ( <i>Serenoa repens</i> ) (standardized 45% free fatty acids [27 mg])	60 mg	†
Choline (as bitartrate)	30 mg	†
Inositol	30 mg	†
Korean Ginseng Root ( <i>Panax ginseng</i> ) (standardized 15% [1.5 mg] ginsenosides)	10 mg	†
Alpha Lipoic Acid	10 mg	†
Pumpkin Seed ( <i>Cucurbita maxima</i> )	10 mg	†
L-Glycine (free form amino acid)	10 mg	†
L-Alanine (free form amino acid)	10 mg	†
L-Glutamine (free form amino acid)	10 mg	†

Amylase (from brown rice fermentation)	5 mg	†
Lipase (from brown rice fermentation)	5 mg	†
Lactase (DairyMate®)	5 mg	†
Protease (from brown rice fermentation)	5 mg	†
Lutein (active carotenoid from marigold flower extract)	2 mg	†
Lycopene (active carotenoid from tomato)	1 mg	†
† Daily Value not established.		

Other ingredients: Cross carmelose sodium, microcrystalline cellulose, stearic acid, magnesium stearate, silica and pharmaceutical glaze. Mineral proteinates are whole brown rice chelates.

Distributed Exclusively by: **General Vitamin Corp.**

P.O. Box 900044, Raleigh, NC 27675 • 1-800-323-8482 • [www.generalvitamin.com](http://www.generalvitamin.com)

The herbal support a man wants: saw palmetto, alpha lipoic acid, lycopene, lutein and pumpkin seed. The vitamins and minerals a man needs: high potency zinc and vitamin E, with a broad complement of essential nutrients. **MEN'S MULTI Plus.**

**DIRECTIONS:** As a dietary supplement, one tablet a day.

**KEEP TIGHTLY CLOSED IN A COOL, DRY PLACE. KEEP OUT OF REACH OF CHILDREN.**

The text of the statements that are being made in regards to the above stated product are listed below:

- Made with organically bound minerals for optimal absorption.
- Includes 60 mg of standardized saw palmetto extract and 10 mg pumpkin seed extract, two botanicals known for prostate health-supporting properties
- Supplies 200% of the Daily Value of Zinc, a mineral that is essential for testosterone and muscle growth.
- Formulated with standardized Korean ginseng, an Eastern herb reputed for its ability to support stamina in men.
- Contains the antioxidant fatty acid Alpha Lipoic Acid (ALA) to help combat free radicals.
- Comes in a convenient single tablet.
- 100% vegetarian.
- Contains no artificial colors or additives.
- Supports general well-being in men.
- Supports a healthy male reproductive system.
- Supports a healthy prostate and healthy prostate function.
- Supports healthy antioxidant function.
- Supports healthy free radical elimination.
- Supports healthy cardiovascular function.
- Supports healthy circulation.
- Supports healthy blood.
- Supports healthy heart function.

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- Supports healthy collagen, collagen formation, collagen growth and repair.
  - Supports healthy connective tissues.
  - Supports healthy joints.
  - Supports healthy energy production.
  - Supports healthy metabolism.
  - Supports healthy brain function.
  - Supports healthy bones.

Sincerely,  
General Vitamin Corporation



Tom Lotrecchiano  
President