

GENERAL VITAMIN CORPORATION
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DEC 30 2003

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

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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13591

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TODAY'S ESSENTIALS™
BEAUTIFUL HAIR
 SUSTAINED RELEASE
 DIETARY SUPPLEMENT
 30 TABLETS

Supplement Facts

Serving Size 1 Tablet

	Amount Per Serving	% Daily Value
Vitamin A (as beta carotene)	5000 IU	100%
Vitamin C (as ascorbic acid)	100 mg	167%
Thiamin (as thiamin HCl) (vitamin B-1)	10 mg	667%
Riboflavin (vitamin B-2)	50 mg	2941%
Niacin (as niacinamide)	30 mg	150%
Vitamin B-6 (as pyridoxine HCl)	10 mg	500%
Folate (as folic acid)	400 mcg	100%
Biotin	2,000 mcg	667%
Pantothenic Acid (as calcium pantothenate)	50 mg	500%
Zinc (as proteinate)	5 mg	33%
MSM (methylsulfonylmethane)	100 mg	†
PABA (para-aminobenzoic acid)	100 mg	†
Folliplex	75 mg	†
Standardized Extracts of <i>Ginkgo biloba</i> Leaf and Saw Palmetto (<i>Serenoa repens</i>) Berry		
Inositol	50 mg	†
Choline (as bitartrate)	50 mg	†
L-Cysteine (free form amino acid)	50 mg	†
Glucosamine Sulfate (aminomonosaccharide)	50 mg	†

† Daily Value not established.

Other ingredients: Di-calcium phosphate, microcrystalline cellulose, hydroxypropyl methylcellulose, stearic acid, magnesium stearate, silica and pharmaceutical glaze.

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

P.O. Box 900044, Raleigh, NC 27675 • 1-800-323-8482 • www.generalvitamin.com

BEAUTIFUL HAIR provides MSM, a form of dietary sulfur, one of the structural components of hair, as well as high-potency vitamins and synergistic nutrients—for healthy-looking, **BEAUTIFUL** hair.*

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

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

*This statement has not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

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

- Providing the B-vitamins needed for metabolism and synthesis of healthy hair follicles.
- Supplying vitamin antioxidants for protection against free radical damage to the scalp.
- Made with Folliplex, which includes ginkgo biloba (supporting healthy microcapillary circulation in the scalp) and saw palmetto for hormonal balance.
- Enhanced with 100 mg of MSM, a highly bioavailable form of sulfur that supports hair protein synthesis.
- Formulated with 50 mg of glucosamine sulfate, an important structural component of a healthy scalp.
- Comes in a convenient single tablet.
- 100% vegetarian.
- Contains no artificial colors or additives.
- Supports general well-being.
- Supports healthy looking hair.
- Supports healthy microcapillary circulation.
- Supports healthy collagen, collagen formation, collagen growth and repair.
- Supports healthy antioxidant function.
- Supports healthy free radical elimination.

Sincerely,
General Vitamin Corporation


Tom Lotrecchiano
President