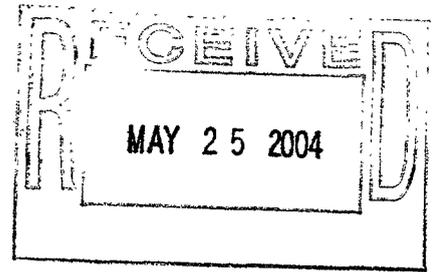




We Make Quality Affordable

May 12, 2004



Food and Drug Administration
 Center for Food Safety and Applied Nutrition
 Office of Nutritional Products, Labeling, and Dietary Supplements
 Division of Nutritional Programs and Labeling
 200 C Street SW
 Washington, DC 20204

Re: 21 U.S.C. Section 343(r)(6), Notification of Statements on Dietary Supplements

Dear Sir/Madam:

I hereby notify the Food and Drug Administration ("FDA") of the use of statements of nutritional support in the labeling of De-Flame, a dietary supplement.

Statements being made in the labeling of DeFlame:

(1) NOW De-Flame is a synergistic blend of herbs that can reduce the occasional minor pain resulting from over-exertion or stress. Therefore, De-Flame is an all natural product that can be part of a nutritional program for pain management. In addition, NOW De-Flame contains a potent combination of antioxidants that contribute to heart health and proper immune function. NOW De-Flame can be used daily for the support of vascular and general health or occasionally, to alleviate aches and pains associated with daily life.

To the best of my knowledge, and based upon information and belief present at the time of the executing of this notice, I certify that the above information is accurate and complete. NOW Foods possesses substantiation that the statements are truthful and not misleading.

Jim Roza
 Director, Quality Assurance
 NOW Foods
 395 S. Glen Ellyn Rd.
 Bloomingdale, IL 60108

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