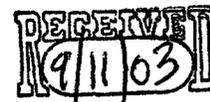


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August 25, 2003

Office of 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

Re: Notification Letter for Atkins AM Cleanse Dietary Supplement

To Whom It May Concern:

This letter notifies the Food and Drug Administration that within the past 30 days our company has begun to market Atkins AM Cleanse Dietary Supplement, with the following structure/function claims included on the label and in labeling for the product:

- Cleanses Your System to Promote Healthy Metabolism and Good Colon Health
- Helps Jump Start Your Weight Loss Program

The dietary ingredients of the product that are the subject of the above statements are:

- Cleansing blend consisting of butternut bark, buckthorn bark, rhubarb root, ginger root, fennel seed, goldenseal herb (aerial parts), raspberry leaf and cayenne pepper
- Multi-fiber blend consisting of vegetable cellulose, beet fiber, oat fiber, pea fiber, apple pectin and citrus pectin

It is hereby certified that the information in this notification is complete and accurate, and that our company has substantiation that the above statement is truthful and not misleading.

Very truly yours,

Atkins Nutritionals, Inc.

Paul Bruns, Ph.D.
Scientific Affairs Manager

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