

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

MAY 14 2004

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 **Isotonix Vision Formula with Lutein**.

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

**Statement 1:** "Advanced science has brought clarity to vision health by working with researchers to develop Isotonix Vision Formula with Lutein, an effective nutraceutical possessing a significant number of quality ingredients which can help you take the focus away from the aging process and place it on better eye health."—Brochure

**Statement 2:** "Taking Isotonix Vision Formula with Lutein now on a regular basis can contribute to proper eye health."—Brochure

**Statement 3:** "Many of the ingredients found in Isotonix Vision Formula with Lutein, when added to a balanced diet and exercise routine, can support good vision as we age. Each ingredient was carefully chosen to bolster a strong antioxidant defense system and provide the eyes with nutrients for crucial visual function."—Brochure

**Statement 4:** "Isotonix Vision Formula with Lutein features an array of carefully researched quality ingredients to boost your body's antioxidant defense system and provide you with a well-rounded, sensible eye health approach."—Brochure

**Statement 5:** "Support your visual health today with Isotonix Vision Formula with Lutein."—Brochure

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

<u>Statement Number(s)</u>	<u>Identity of Dietary Ingredient or Supplement That Is the Subject of the Statement</u>
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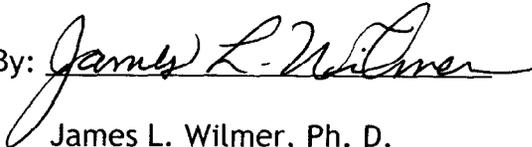
1.-5. Isotonix Vision Formula with Lutein is composed of the following ingredients: beta carotene, vitamin C (ascorbic acid), vitamin E (d, l-alpha-tocopheryl acetate), potassium (bicarbonate), zinc (lactate), chromium (arginate), copper (gluconate), bilberry, taurine, quercetin, eyebright, lutein, lycopene, zeaxanthin; other ingredients include: fructose, natural orange powder, citric acid, natural orange flavor, malic acid, calcium phosphate, glucose, silica and sucralose.

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.-5.	Isotonix Vision Formula with Lutein	brochure

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: April 13, 2004

By: 

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