

**Notification Letter**

September 1, 2004

Office of Nutritional Products  
 Labeling and Dietary Supplements (HFS-810)  
 Center for Food Safety and Applied Nutrition  
 Food and Drug Administration  
 5100 Paint Branch Pkwy.  
 College Park, MD 20740

SEP 20 2004

Re: Notification Letter for Atkins Cholesterol CLEAR 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 Cholesterol CLEAR Dietary Supplement, with the following structure/function claims included on the label and in labeling for the product:

Claims:

1. Helps maintain cholesterol levels already within the normal range
2. Nutritionally supports healthy heart function
3. Is a specialized blend of beneficial nutrient, including 100% natural vitamin E, niacin and plant phytosterols complex which nutritionally supports healthy heart function and optimizes circulation

The dietary ingredients of the product that are the subject of the above statements are: Statement 1 and 4 applies to all ingredients (Vitamin E, niacin (as flush-free inositol hexanicotinate), policosanol, plant phytosterols complex, odor-controlled garlic and pantethine). Statement 2 applies to odor-controlled garlic.

The brand name of the product is Cholesterol CLEAR Dietary Supplement.

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

*8/25/04*

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