



**NOTIFICATION PURSUANT TO
SECTION 6 OF DSHEA and 21 CFR § 101.93**

This Notification is being filed on behalf of Lifeline Therapeutics, Inc. which is the manufacturer and distributor of "Protandim", the product for which the statements identified in this Notification will be made. The business address of Lifeline Therapeutics, Inc. is 6400 S. Fiddlers Green Circle, Suite 1750, Denver, CO 80111. This notification is being made pursuant to Section 6 of DSHEA and 21 C.F.R. § 101.93.

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

- (1) "Protandim is a revolutionary dietary supplement designed to fight oxidative stress, a primary contributor to aging, and numerous age-related conditions."
- (2) "Protandim acts as a catalyst that causes your body to naturally produce and balance its own antioxidant defense system."
- (3) "Protandim has been scientifically-proven to reduce oxidative stress in humans to levels equivalent of a 20-year old or younger."
- (4) "Protandim causes your body to naturally enhance this defense system, returning its efficiency to levels of youth."
- (5) "Protandim, based on a breakthrough botanical discovery, enhances and co-regulates the body's levels of SOD and CAT."
- (6) "[A] breakthrough formulation that turns on the body's system to naturally produce its key antioxidant enzymes at the sub-cellular level, where they are needed the most."
- (7) "The enormous advantage of catalytic antioxidants over consumable antioxidants is obvious—and the Lifeline Therapeutics' product, Protandim, induces catalytic antioxidants in its unique approach to restore proper oxidant-antioxidant balance."
- (8) "Instead, it induces your cells to make more of their own catalytic antioxidants, in the proper locations for them to provide needed antioxidant protection."
- (9) "Protandim is designed to induce your body to produce more of its own catalytic antioxidants, and to decrease the process of lipid peroxidation, an indicator of oxidative stress."
- (10) "In that sense, Protandim is an antiaging supplement, but only in coordination with other preventative measures."
- (11) "Protandim has been designed to slow a major component of the aging process in humans—the uncontrolled peroxidation of lipids."

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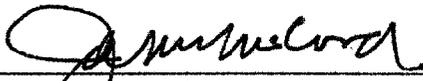
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- (12) "Because rates of lipid peroxidation increase linearly with age, the taking of Protandim may be considered to be an anti-aging intervention, but not a retroactive cure-all."
- (13) "Our human studies show that it reduces lipid peroxidation levels to those equivalent to a 20-year old or younger."
- (14) "The author of the position paper published in Scientific American did assert, however, that a promising avenue would be "enhancing the body's own production of free-radical scavengers." This is exactly what Protandim™ provides!"

I certify that: (a) the information presented and contained in this Notification is complete and accurate; (b) Lifeline Therapeutics, Inc. has substantiation that each structure-function statement is truthful and not misleading; and (c) I am authorized to certify this information.

Date: 4/11/05

By: 
Joe M. McCord, Ph.D., Director of Science
Lifeline Therapeutics, Inc.