

GENERAL VITAMIN CORP

PO Box 1500 Chapel Hill NC 27516
919-929-5785 fax 919-929-2458

NOV 24 P2:33

62370

October 2, 1998



CERTIFIED MAIL
Return Receipt Requested

Office of Special Nutritionals
HFS-450
Center for Food Safety and Applied Nutrition
Food and Drug Administration
200 C Street, SW
Washington, D.C. 20204

To Whom it May Concern,

This letter is submitted pursuant to Section 406 (r)(6) of the Federal Food, Drug, and Cosmetic Act for the purpose of notifying the agency of statements being made in connection with the marketing of dietary supplements being distributed by this company.

The product name and the dietary ingredients for which the statement is being made is as follows:

ST. JOHN'S WORT (Flowers) .3% hypericin 600 mg

The text of the statements that are being made in regards to the above stated product are listed below:

- Beat the blues... feel brighter, naturally.
- Herbal help for the blues
- Feel good about life again
- Not feeling you best?
- Feel good about yourself naturally.
- It's only half a life when you feel "down" all the time... irritable...anxious...constantly tired
...overwhelmed...or suffering from poor sleep
- Stress is a major concern affecting some 17 million Americans every year
- there may be a way back to a brighter life
- users report feeling more energetic and cheerful
- so you can enjoy life to the fullest again
- help yourself feel your best, naturally
- a natural mood enhancer
- facilitator of sound sleep and calmness

Sincerely,
GENERAL VITAMIN CORP.

Robin R. Criffield

Robin Criffield
Marketing Manager

97S - 0162

Also see docket 97S-0163

LET2449