



We Make Quality Affordable

January 26, 2004

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Food and Drug Administration
 Center for Food Safety and Applied Nutrition
 Office of Nutritional Products, Labeling, and Dietary Supplements
 Division of Nutritional Programs and Labeling
 200 C Street SW
 Washington, DC 20204

MAR - 2 2004

Re: 21 U.S.C. Section 343(r)(6), Notification of Statements on Dietary Supplements

Dear Sir/Madam:

I hereby notify the Food and Drug Administration ("FDA") of the use of statements of nutritional support in the labeling of Heart Renew, a dietary supplement.

Statements being made in the labeling of Heart Renew:

(1) NOW Heart Renew is a unique dietary supplement that can be beneficial for heart and vascular function. Heart Renew is high in Phospholipids from soy that aid in fat digestion and support a healthy cardiovascular system. NOW Heart Renew also contains Soy Protein, which supports healthy serum cholesterol levels when consumed regularly. Additionally, NOW has included a combination of B Vitamins known to facilitate the breakdown of Homocysteine, a potentially harmful intermediate of normal protein metabolism.

To the best of my knowledge, and based upon information and belief present at the time of the executing of this notice, I certify that the above information is accurate and complete. NOW Foods possesses substantiation that the statements are truthful and not misleading.

Jim Roza
 Director, Quality Assurance
 NOW Foods
 395 S. Glen Ellyn Rd.
 Bloomingdale, IL 60108

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