



7865 '03 NOV -3 P1:27

October 10, 2003

Office of Special Nutritionals (HFS-450)
Center for Food Safety and Applied Nutrition
Food and Drug Administration
200 C St. SW
Washington, DC 20204

Pharmavite Reference: 9619 P21AA

Dear Sir or Madam:

Pursuant to Section 403(r)(6) of the Federal Food, Drug and Cosmetic Act and Section 101.93 of FDA's regulations, we hereby notify you that we are using the following statement(s):

- (1) Name and address of manufacturer:
Pharmavite LLC, PO Box 9606, Mission Hills, CA 91346
- (2) Text of the statement(s):
Vitamin E is an essential vitamin for healthy skin. It helps smooth skin texture naturally and fights free radicals.

Natural Super E is a blend of 3 natural Vitamin E forms that are better retained and absorbed in the body:

Helps maintain skin tone.

Helps provide nourishment to the skin.

Helps prevent oxidative damage that can contribute to rough skin texture.

- (3) Name of the dietary ingredient(s) if not provided in the text of the statement:
Vitamin E (as d-Alpha Tocopherol & dl-Alpha Tocopheryl Acetate)
- (4) Name of the dietary supplement:
Natural Super E Smooth Skin or products containing Vitamin E as a single ingredient or in combination with other ingredients

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The above statement(s) may be used in one or more of the following brands of products: B.J.'s Wholesale, Kirkland Signature, Nature Made, Nature's Resource, Nutri Plus, Olay, Spring Valley, Target, Tru Nature, Walgreens.

We certify the information in this notice is complete and accurate, and we have substantiation that the above statement(s) is truthful and not misleading.

Sincerely,

David Kropp
Director, Regulatory and Consumer Affairs

CC. P. Bolar