



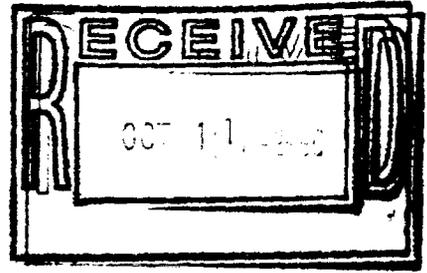
R. Moore

72830

2555 '00 10:11-6 P2:18

September 27, 2000

Office of Special Nutritionals
Center for Food Safety and Applied Nutrition
Food and Drug Administration
200 C St. SW
Washington DC 20204



To Whom It May Concern:

Aura Shop Inc. will distribute nine dietary supplements that will include the enclosed labels. All statements and ingredients are provided on enclosed copies of supplement labels. These products will be privately labeled by our company and will be manufactured for us by Paragon Laboratories of Torrance, California. Aura Shop Inc. is located at the following address: 520 Washington Blvd. PMB # 907 Marina del Rey, California 90292.

All statements and information contained in this notice are complete and accurate. Our firm keeps, in our records, substantiation that these statements are truthful and are not misleading.

Regards,

Miles Mitchell
General Manager
Aura Shop Inc.
310-390-7090 ext. 208
miles@aura.net

975-0162

Kit 5985

Aura Shop Inc. * 520 Washington Blvd. PMB 907 * Marina del Rey, CA 90292
Phone 310-390-7090 * Fax 310-390-8167 * Email aurashop@aurashop.com
* Internet: www.aurashop.com

see
cocket
975-0163

This statement has not been evaluated by the Food & Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.



ALL NATURAL DIETARY FOOD SUPPLEMENT FORMULATED TO INCREASE YOUR AURA POWER

HARMONY

Echinacea, Goldenseal and Zinc are known by scientists to have a positive effect on our immune system, increasing inner balance and harmony while strengthening resistance against colds, flu and other systemic infections. Especially recommended for GREEN and RED aura types.

www.aurashop.com

60 Capsules • High Quality Pharmaceutical Grade

Supplement Facts	
Serving Size: 1 Capsule Servings Per Container: 60	
Each Serving Contains:	% DV
ZINC (as Zinc Oxide)	10.00 mg 66.67
ECHINACEA HERB	250.00 mg *
GOLDEN SEAL HERB	250.00 mg *

*Daily Value (DV) not established.

Other Ingredients: Gelatin, Rice Powder, Talc, Hydroxypropyl Cellulose & Silicon Dioxide.

Suggested Use: As a dietary supplement, take one (1) capsule daily.

Warning: Pregnant or nursing women should consult their physician before using this product. Keep out of the reach of children.

Store at room temperature, tightly closed. Avoid excessive heat.

Important: Tamper evident seal under cap. Do not use if seal is broken or missing.

see
cocket
975-0163

This statement has not been evaluated by the Food & Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.



ALL NATURAL DIETARY FOOD SUPPLEMENT FORMULATED TO INCREASE YOUR AURA POWER

CREATIVITY

This combination of herbs has been known to increase colon activity and eliminate toxins in your body. The result will be increased physical energy resulting in a more productive life style. A clean colon and intestines are essential for a vital, healthy and creative life style. Especially recommended for ORANGE and BLUE aura types.*

www.aurashop.com

60 Capsules • High Quality Pharmaceutical Grade

Supplement Facts	
Serving Size: 1 Capsule Servings Per Container: 60	
Each Serving Contains:	% DV
CASCARA SAGRADA BARK**	65.00 mg *
BARBERRY BARK	60.00 mg *
FENNEL SEED	55.00 mg *
GINGER ROOT	50.00 mg *
LICORICE ROOT	50.00 mg *
PAU D'ARCO BARK	47.00 mg *
RHUBARB ROOT	45.00 mg *
YARROW HERB**	7.00 mg *
CAYENNE FRUIT	5.00 mg *
RASPBERRY LEAF	5.00 mg *
GOLDEN SEAL HERB	5.00 mg *
PEPPERMINT LEAF	500.00 mcg *

*Daily Value (DV) not established.

Other Ingredients: Gelatin, Magnesium Silicate, Hydroxypropyl Cellulose and Silicon Dioxide.

As a dietary supplement, take one (1) capsule daily.

Pregnant or nursing women should consult their physician before using this product. Keep out of the reach of children. Store at room temperature, tightly closed. Avoid excessive heat.

Tamper evident seal under cap. Do not use if seal is broken or missing.

** Do not use this product if you have abdominal pain or diarrhea. Consult a health-care provider prior to use if you are pregnant or nursing a baby. Discontinue use in the event of diarrhea or watery stools. Do not exceed recommended doses. Not for long term use.

*** May be harmful if used incorrectly. Proper usage information should be obtained by consulting a health professional or proper reference materials before using.



This formula has been commonly used as a treatment for anxiety, anorexia and depression. It also has been known to increase mental focus while creating a sense of happiness and lightness. Use this powerful herb to help relieve stress naturally and to experience emotional balance. Especially recommended for GREEN and VIOLET aura types.*

Supplement Facts	
Serving Size: 1 Capsule Servings Per Container: 60	
Each Serving Contains:	% DV
ST. JOHN'S WORT HERB EXTRACT	300.00mg *

*Daily Value (DV) not established.

Other Ingredients: Gelatin, Microcrystalline Cellulose, Stearic Acid, Talc & Silicon Dioxide.

Suggested Use: As a dietary supplement, take one (1) capsule daily.

Warning: Pregnant or nursing women should consult their physician before using this product. Keep out of the reach of children.

Store at room temperature, tightly closed. Avoid excessive heat.

Important: Tamper evident seal under cap. Do not use if seal is broken or missing.

see
docket
375-0165

*This statement has not been evaluated by the Food & Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.



8 18548 00002 0



ALL NATURAL DIETARY FOOD SUPPLEMENT FORMULATED TO INCREASE YOUR AURA POWER

INNER PEACE

Enzymes are essential in digesting and absorbing vitamins and nutrients. Now you can replace those important enzymes that are lost during the aging process. This formula acts as an anti-oxidant and has been known to improve the immune system, cardiovascular system while lowering blood pressure and increasing sensitivity, creativity and emotional balance. Especially recommended for **INDIGO-BLUE** and **INDIGO-RED** Aura types.

www.aurashop.com

60 Capsules • High Quality Pharmaceutical Grade

Supplement Facts		
Serving Size: 1 Capsule Servings Per Container: 60		
Each Serving Contains:		
COENZYME Q10	25.00 mg	% DV *

*Daily Value (DV) not established.

Other Ingredients: Rice Powder, Gelatin, Silicon Dioxide and Stearic Acid.

Suggested Use: As a dietary supplement, take one (1) capsule daily.

Warning: Pregnant or nursing women should consult their physician before using this product. Keep out of the reach of children.

Store at room temperature, tightly closed. Avoid excessive heat.

Important: Tamper evident seal under cap. Do not use if seal is broken or missing.

*This statement has not been evaluated by the Food & Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.



8 18548 00008 2



ALL NATURAL DIETARY FOOD SUPPLEMENT FORMULATED TO INCREASE YOUR AURA POWER

HiG VIBRATIONS I FRUITS

A special blend of fresh raw fruits in a revolutionary new concentrated form. There is no easier and better way to get your daily portion of fruits. This Hi-Vibration Fruit Formula is known to give you quality nutrients to raise your energy to a higher level. Especially used in conjunction with meditative and healing activities. This formula is recommended for **ALL** Aura Color Types.

www.aurashop.com

60 Capsules • High Quality Pharmaceutical Grade

Supplement Facts					
Serving Size: 1 Capsule Servings Per Container: 60					
Each Serving Contains:					
APPLE FIBER	40.00mg *	PEACH FRUIT	30.00mg *	LIPASE	20.00mg *
GRAPE SEED EXTRACT	35.00mg *	PRUNE FRUIT	30.00mg *	BROMELAIN	20.00mg *
ORANGE FRUIT	35.00mg *	CRANBERRY	30.00mg *	PAPAIN	20.00mg *
PAPAYA FRUIT	35.00mg *	LEMON FRUIT	25.00mg *	CELLULOSE	20.00mg *
PINEAPPLE FRUIT	35.00mg *	CITRUS PECTIN	25.00mg *	ACIDOPHILUS	15.00mg *

*Daily Value (DV) not established.

Other Ingredients: Gelatin, Calcium Phosphate Dibasic, Magnesium Silicate, Hydroxypropyl Cellulose and Silicon Dioxide.

Suggested Use: As a dietary supplement, take one (1) capsule daily.

Warning: Pregnant or nursing women should consult their physician before using this product. Keep out of the reach of children.

Store at room temperature, tightly closed. Avoid excessive heat.

Important: Tamper evident seal under cap. Do not use if seal is broken or missing.

*This statement has not been evaluated by the Food & Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.



8 18548 00009 9



ALL NATURAL DIETARY FOOD SUPPLEMENT FORMULATED TO INCREASE YOUR AURA POWER

HiG VIBRATIONS II VEGETABLES

A special blend of fresh raw vegetables in a revolutionary new concentrated form. There is no easier and better way to get your daily portion of vegetables. This Hi-Vibration Vegetable Formula is known to give you quality nutrients to raise your energy to a higher level. Especially used in conjunction with meditative and healing activities. This formula is recommended for **ALL** Aura Color Types.

www.aurashop.com

60 Capsules • High Quality Pharmaceutical Grade

Supplement Facts					
Serving Size: 1 Capsule Servings Per Container: 60					
Each Serving Contains:					
OAT BRAN FLOUR	30.00 mg *	PARSLEY LEAF	22.00 mg *	LIPASE	14.00 mg *
BROCCOLI FLOWERS	29.00 mg *	GINKGO LEAF	21.00 mg *	CELLULOSE	13.00 mg *
CABBAGE LEAF	28.00 mg *	(Ginkgo Biloba)		BROMELAIN	12.00 mg *
WHEAT GRASS	27.00 mg *	MILK THISTLE SEED	20.00 mg *	PAPAIN	11.00 mg *
BARLEY GRASS	26.00 mg *	CAULIFLOWER	19.00 mg *	AMYLASE	10.00 mg *
SPINACH LEAF	25.00 mg *	GARLIC ROOT	18.00 mg *	BETATENE	8.00 mg *
BET ROOT	24.00 mg *	CARROT ROOT	17.00 mg *	CHLOROPHYLL	5.00 mg *
ASPARAGUS (WHOLE)	23.00 mg *	GLUCOMANNAN ROOT	15.00 mg *	CAMELLIA SINENSIS EXTRACT (Green Tea)	2.00 mg *
		ACIDOPHILUS	15.00 mg *		

*Daily Value (DV) not established.

Other Ingredients: Gelatin, Magnesium Silicate, Hydroxypropyl Cellulose & Silicon Dioxide.

Suggested Use: As a dietary supplement, take one (1) capsule daily.

Warning: Pregnant or nursing women should consult their physician before using this product. Keep out of the reach of children. Store at room temperature, tightly closed. Avoid excessive heat.

Important: Tamper evident seal under cap. Do not use if seal is broken or missing.

*This statement has not been evaluated by the Food & Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.



ALL NATURAL DIETARY FOOD SUPPLEMENT FORMULATED TO INCREASE YOUR AURA POWER

VITALITY

This powerful formula is known to give you more physical energy, vitality and stamina while burning body fat and reducing cravings for sweets. Especially recommended for RED and GREEN aura types.*

www.aurashop.com

30 Capsules • High Quality Pharmaceutical Grade

Serving Size: 1 Capsule
Servings Per Container: 90

Supplement Facts

Each Serving Contains:	DV %
VITAMIN B-12 (as Cyanocobalamin)	5.00 mcg 100.00
VITAMIN C (as Ascorbic Acid)	18.00 mg 30.00
EPHEDRA SINICA HERB EXTRACT (Ma Huang)	125.00 mg
QUARANA SEED	50.00 mg
BLADDERWRACK HERB	40.00 mg
ILEX PARAGUARIENSIS LEAF (Yerba Mate)	35.00 mg
GINSENG ROOT	30.00 mg
QUARANINE (Cahene Extract from Quarana)	25.00 mg
BISSEY NUT (Kola Nut)	22.00 mg
GINGER ROOT	20.00 mg
FO-TI ROOT	20.00 mg
LICORICE ROOT	2.00 mg
CHROMIUM PICOLINATE	25.00 mcg
CHROMIUM CHELATE	30.00 mcg

*Daily Value (DV) not established.
Other Ingredients: Calcium Phosphate Dibasic, Gelatin, Magnesium Silicate, Hydroxypropyl Cellulose and Silicon Dioxide.
Suggested Use: As a dietary supplement, take one (1) capsule daily.
Warning: Pregnant or nursing women should consult their physician before using this product. Keep out of the reach of children. Store at room temperature, tightly closed. Avoid excessive heat.
Important: Tamper evident seal under cap. Do not use if seal is broken or missing.

*This statement has not been evaluated by the Food & Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.



ALL NATURAL DIETARY FOOD SUPPLEMENT FORMULATED TO INCREASE YOUR AURA POWER

INTUITION

A special blend of herbs to stimulate the brain and expand higher consciousness. This formula has been known to increase mental energy, concentration and alertness. It may also increase your inner knowing and connection with your intuitive energies. Especially recommended for VIOLET and GREEN aura types.

www.aurashop.com

60 Capsules • High Quality Pharmaceutical Grade

Serving Size: 1 Capsule
Servings Per Container: 60

Supplement Facts

Each Serving Contains:	DV %	DV %	
VITAMIN B-1 (as Thiamine HCl)	1.50 mg 100.00	GINSENG ROOT	145.00 mg
VITAMIN B-2 (as Riboflavin)	2.00 mg 117.65	GINKGO LEAF (Ginkgo biloba)	135.00 mg
NIACIN (as Nicotinamide)	20.00 mg 100.00	GOTU KOLA HERB	50.00 mg
VITAMIN B-6 (as Pyridoxine HCl)	2.00 mg 100.00	CHOLINE (as Choline Bitartrate)	400.00 mcg
VITAMIN B-12 (as Cyanocobalamin)	0.05 mcg 100.00	INOSITOL	300.00 mg
BOTANIN	100.00 mcg 33.33	PABA (para-Amino Benzoic Acid)	200.00 mcg
FOLIC ACID	160.00 mcg 40.00		
PANTOTHENIC ACID (as d-Calcium Pantothenate)	10.00 mg 100.00		

*Daily Value (DV) not established.
Other Ingredients: Gelatin, Magnesium Silicate, Hydroxypropyl Cellulose and Silicon Dioxide.
Suggested Use: As a dietary supplement, take one (1) capsule daily.
Warning: Pregnant or nursing women should consult their physician before using this product. Keep out of the reach of children. Store at room temperature, tightly closed. Avoid excessive heat.
Important: Tamper evident seal under cap. Do not use if seal is broken or missing.

*This statement has not been evaluated by the Food & Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.



ALL NATURAL DIETARY FOOD SUPPLEMENT FORMULATED TO INCREASE YOUR AURA POWER

RELAXATION

Overcome stress naturally and sleep peacefully, relaxing your body and mind with this excellent Anti-Stress Formula. This unique combination of herbs has been used throughout history to calm nerves and relieve tension resulting from everyday life. Intended to promote Inner Peace and Calmness while increasing Self-Awareness. Especially recommended for BLUE and GREEN aura types.*

www.aurashop.com

30 Capsules • High Quality Pharmaceutical Grade

Serving Size: 1 Capsule
Servings Per Container: 60

Supplement Facts

Each Serving Contains:	DV (%)
PASSION FLOWER	65.00 mg
CATNIP HERB	60.00 mg
CHAMOMILE FLOWER	55.00 mg
HOPS FLOWER	50.00 mg
LAVENDER FLOWER	45.00 mg
VALERIAN ROOT	40.00 mg
MYRRH GUM	35.00 mg
SPEARMINT LEAF	30.00 mg

*Daily Value (DV) not established.
Other Ingredients: Calcium Phosphate Dibasic, Gelatin, Magnesium Silicate, Hydroxypropyl Cellulose and Silicon Dioxide.
Suggested Use: As a dietary supplement, take one (1) capsule daily.
Warning: Pregnant or nursing women should consult their physician before using this product. Keep out of the reach of children. Store at room temperature, tightly closed. Avoid excessive heat.
Important: Tamper evident seal under cap. Do not use if seal is broken or missing.