

NOTIFICATION PURSUANT TO
SECTION 6 OF DSHEA
AND 21 CFR §101.93

OCT 28 2004

This notification is being filed on behalf of New Chapter, Inc. which is the manufacturer of the product(s) which bear the statements identified in this notification. Its business address is: 22 High St. PO Box 1947, Brattleboro, VT 05302. This notification is being made pursuant to Section 6 of DSHEA and Rule 21 C.F.R §101.93. The dietary supplement product on whose label or labeling the statements appear is Rhodiola Force™ 100.

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

- (Statement 1): Tested adaptogen for stress.
- (Statement 2): Uplifts mood and modulates physiologic stress reactions.
- (Statement 3): Sharpens memory retention and cognitive performance

The following summary identifies the dietary ingredient(s) or supplement(s) for which a statement has been made:

<u>Statement Number</u>	<u>Identity of Dietary Ingredient(s) or Supplement(s) that is the subject of the Statement</u>
1.	Rhodiola (<i>Rhodiola rosea</i>)
2.	Rhodiola (<i>Rhodiola rosea</i>)
3.	Rhodiola (<i>Rhodiola rosea</i>)

The following identifies the brand name of each supplement for which a statement is made:

<u>Statement Number</u>	<u>Brand Name</u>	<u>Label or Labeling?</u>
1.	Rhodiola Force 100	Label and Labeling
2.	Rhodiola Force 100	Label and Labeling
3.	Rhodiola Force 100	Label and Labeling

I, Jennifer Toomey, am authorized to certify this Notification on behalf of New Chapter, Inc. I certify that the information presented and contained in this Notification is complete and accurate, and that New Chapter, Inc. has substantiation that each structure-function statement is truthful and not misleading.

Date Signed: 10-18, 20004 By: Jennifer Toomey, QC Mgr
[Name/Title]

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

(Statement 6): Builds stamina, endurance and well-being under conditions of exertion and sleep disruption.

(Statement 7): The diamond amongst these herbs, called "adaptogens" because of their ability to help the body adapt to stress, is unquestionably *Rhodiola rosea*.

(Statement 8): Those phytonutrients include numerous and unique anti-stress compounds like rosavins, salidroside and other biologically active compounds.

The following summary identifies the dietary ingredient(s) or supplement(s) for which a statement has been made:

Statement Number	Identity of Dietary Ingredient(s) or Supplement(s) that is the subject of the Statement
6.	Rhodiola (<i>Rhodiola rosea</i>)
7.	Rhodiola (<i>Rhodiola rosea</i>)
8.	Rhodiola (<i>Rhodiola rosea</i>)

The following identifies the brand name of each supplement for which a statement is made:

Statement Number	Brand Name	Label or Labeling?
6.	Rhodiola Force 100	Label and Labeling
7.	Rhodiola Force 100	Label and Labeling
8.	Rhodiola Force 100	Label and Labeling

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Date Signed: 10-18, 20004 By: Jennifer Toomey, QC Mar
[Name/Title]

**Which comes first
the stressful event or the stress?**

The answer is surprisingly "neither." We come first. If we're strong -- if our physiologies are flexible, adaptive, and resilient -- then waves of life joyously wash over us. If, on the other hand, we're tired and weakened, then those same waves of life crash against our brittle nervous systems and break our spirits. The antidote to stress is thus not found in withdrawing from the world -- that is simply not possible; and what is more, the world needs us! The answer lies in strengthening our all-important and innate abilities to adapt to the inevitable changes that arise in the world. Remember: we come first...

Some elegant souls are born "cool and collected," with their adaptive skills a gift outright from the source of Creation. For others, a graceful life is a gift of experience, perhaps cultivated by yoga, meditation, or tai chi. And there is yet another gift from Mother Nature helping us to cultivate inner silence and strength, and this is her gift of sacred healing herbs. A growing body of research reveals that special jewels in the herbal realm can shift the body's stress response in favor of the "cool and collected." The diamond amongst these herbs, called "adaptogens" because of their ability to help the body adapt to stress, is unquestionably *Rhodiola rosea*.*

Tested Adaptogen for Stress*

**rhodiola
force
100**

NEWCHAPTER

30 Years*
DIETARY SUPPLEMENT

Rhodiola rosea or Rose Root is an exalted herbal stress "adaptogen." Thriving in high altitudes and in nature's most challenging climates, this most resilient herbal is intensively studied for enhancing concentration and endurance, uplifting one's mental state and supporting optimal immune, adrenal and cardiovascular function even under conditions of severe stress.* Widely used by Russian athletes and cosmonauts to increase energy, Rhodiola delivers the promise of an inner oasis of peace and energy in our hurly-burly world.*

New Chapter's RhodiolaForce™ is harvested after a minimum four-year growth in the forests of the Altai regions of Siberia, then carefully low-temperature dried and meticulously extracted to preserve the herb's precious phytonutrients. Those phytonutrients include numerous and unique anti-stress compounds like rosavins, salidroside and other biologically active compounds.*

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

Formulated and distributed by
NEW CHAPTER, INC., BRATTLEBORO, VT 05301
www.newchapter.info

rhodiola
force
100

Supplement Facts

Serving size 1 Vcaps®
Servings per container 30

One Vcap contains	% DV
Rhodiola (<i>Rhodiola rosea</i>) root, hydroethanolic extract (5.4-6.6% total rosavins, including 3.6-4.4% rosavin and 0.9-1.1% salidroside)	100 mg *

* Daily Value not established

Other ingredients: Modified cellulose (capsule)

Suggested Use: One capsule daily preferably 30 minutes before breakfast

As with any dietary or herbal supplement, you should advise your health care practitioner of the use of this product. If you are nursing, pregnant, or considering pregnancy, you should consult your health care practitioner prior to using this product.



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