

Notification Letter

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Office of Nutritional Products
 Labeling and Dietary Supplements (HFS-810)
 Center for Food Safety and Applied Nutrition
 Food and Drug Administration
 5100 Paint Branch Pkwy.
 College Park, MD 20740

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Re: Notification Letter for Atkins Dia-Daily Dietary Supplement

To Whom It May Concern:

This letter notifies the Food and Drug Administration that within the past 30 days our company has begun to market Dia-Daily Dietary Supplement, with the following structure/function claims included on the label and in labeling for the product:

Claims:

1. Provides 22 beneficial vitamins, minerals and antioxidants
2. Helps maintain blood sugar levels already within the normal range
3. Supports overall cardiovascular health
4. Atkins Dia-Daily is a nutritionally balanced diabetic multivitamin formula that provides 20 vitamins and minerals essential for controlled-carb living, and 2 advanced antioxidants to neutralize the damaging effects of free radicals that are released in the body, especially during weight loss.
5. Select minerals such as chromium and vanadium, work to nutritionally support blood sugar levels already within the normal range.

The dietary ingredients of the product that are the subject of the above statements are:

- Statement 1 applies to the ingredients, vitamins: vitamin A (retinyl palmitate and beta-carotene), vitamin C (ascorbic acid), vitamin D (cholecalciferol), vitamin E (d-alpha-tocopheryl acetate), thiamin (thiamin HCl), riboflavin, niacin (as flush-free inositol hexanicotinate), vitamin B₆ (pyridoxine HCl), folate (L-methyl folate), vitamin B₁₂ (cyanocobalamin) biotin, pantothenic acid (D-calcium pantothenate); minerals: calcium (calcium carbonate), magnesium (magnesium oxide), zinc (zinc citrate), selenium (selenium methionine complex), copper (copper gluconate), manganese (manganese gluconate), chromium (chromium dinicotinate glycinate), vanadium (vanadyl sulfate), and antioxidants: alpha-Lipoic acid, red wine grape skin extract, glutathione and ginkgo biloba leaf extract.
- Statement 2 applies to the ingredients chromium (chromium dinicotinate glycinate) and vanadium (vanadyl sulfate).
- Statement 3 applies to the ingredient ginkgo biloba leaf extract.

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- Statement 4 applies to the ingredients, vitamins: vitamin A (retinyl palmitate and beta-carotene), vitamin C (ascorbic acid), vitamin D (cholecalciferol), vitamin E (d-alpha-tocopheryl acetate), thiamin (thiamin HCl), riboflavin, niacin (as flush-free inositol hexanicotinate), vitamin B₆ (pyridoxine HCl), folate (L-methyl folate), vitamin B₁₂ (cyanocobalamin) biotin, pantothenic acid (D-calcium pantothenate); minerals: calcium (calcium carbonate), magnesium (magnesium oxide), zinc (zinc citrate), selenium (selenium methionine complex), copper (copper gluconate), manganese (manganese gluconate), chromium (chromium dinicotinate glycinate), vanadium (vanadyl sulfate), and antioxidants: alpha-Lipoic acid and glutathione.
- Statement 5 applies to the ingredients chromium (chromium dinicotinate glycinate) and vanadium (vanadyl sulfate).

The brand name of the product is Dia-Daily Dietary Supplement.

It is hereby certified that the information in this notification is complete and accurate, and that our company has substantiation that the above statement is truthful and not misleading.

Very truly yours,
Atkins Nutritionals, Inc.



Paul Bruns, Ph.D.
Scientific Affairs Manager