

Notification Letter

November 15, 2004

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

NOV 30 2004

Re: Notification Letter for Atkins Dia-Brite 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-Brite Dietary Supplement, with the following structure/function claims included on the label and in labeling for the product:

Claims:

1. Powerful antioxidant protection for eyes
2. Helps neutralize the damaging effects of free radicals
3. Enriched with beneficial vitamins and minerals that provide nutritional eye support
4. Dia-Brite offers nutritional eye protection against the damaging effects of free radicals and oxidizing light rays of the sun.
5. A combination of powerful antioxidants found in vitamin C, vitamin E and fruit extracts along with carotenoid lutein, help protect the eye's interior.
6. Zinc, an essential mineral, is beneficial to healthy eye function.

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

- Statement 1 and 4 applies to the ingredient lutein.
- Statement 2 applies to the ingredients lutein, zinc (zinc citrate), vitamin C (ascorbic acid), vitamin E (as d-alpha-tocopheryl succinate), selenium (selenium methionine complex) and orange bioflavonoids (flavonones, flavonols and flavones).
- Statement 3 applies to the ingredients vitamin C (as ascorbic acid), vitamin E (as d-alpha-tocopheryl succinate), zinc (as zinc citrate) and selenium (selenium methionine complex).
- Statement 5 applies to the ingredients vitamin C (as ascorbic acid), vitamin E (as d-alpha-tocopheryl succinate), anthocyanin concentrate (standard extracts of grape skin and bilberry fruit), orange bioflavonoids (flavonones, flavonols and flavones) and lutein.
- Statement 6 applies to the ingredient zinc (zinc citrate).

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The brand name of the product is Dia-Brite 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