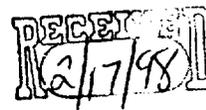




851 Broken Sound Parkway NW
Boca Raton, FL 33487-3693
(561) 241-9400
Fax (561) 995-5188
Email Address: RSRegDpt@aol.com

February 3, 1998

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



Dear Sirs:

Notice is hereby given pursuant to the requirements of section 403(r)(6) (21 U.S.C. 343(r)(6)) of the Federal Food, Drug, and Cosmetic Act and in accordance with the requirements of 21 CFR 101.93, that Rexall Sundown, Inc. located at 851 Broken Sound Parkway, N.W., Boca Raton, Florida 33487 will be marketing a dietary supplement under the Rexall brand name bearing the following statement(s) on the label and/or in the labeling:

Echinacea: Echinacea, or Purple Coneflower, was the most widely used medicinal plant of the Native Americans. Today, it is an increasingly popular herb used widely in Europe and North America. Echinacea provides superior herbal support for healthy immune function and promotes general well-being especially during the cold and flu season.

The undersigned certifies that the information contained in this notice is complete and accurate and that Rexall Sundown, Inc. has substantiation that the statement is truthful and not misleading. Pursuant to § 101.93 (a)(1), two copies of this notification are enclosed.

Sincerely,

Deborah Shur Trinker
Director of Regulatory Affairs
and Corporate Counsel

Enclosure

97S-0162

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