



Science in the pursuit of health through natural ingredients.

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OPTIMUM ENERGY ANTIOXIDANT FORMULA

May 1,1998

Office of Special Nutritional (HFS-450)
Center for Food Safety and Applied
Nutrition
Food and Drug Administration
200 C Street, S.W.
Washington, D.C. 20204

**NOTIFICATION OF STATEMENTS
OF NUTRITIONAL SUPPORT**

This notification is filed pursuant to section 403 (r)(6) of the Federal Food, Drug, and Cosmetic Act (FDC Act), 21 U.S.C. § 343 (r)(6).

Name of supplement	Potency Plus
Dietary ingredients	Saw palmetto, Pygeum africanum, Panax ginseng, Ginkgo biloba, Yohimbe, L-arginine, Seleno L-methionine.
Statements of nutritional support for the supplement	<ol style="list-style-type: none"> 1. Keep a healthy sexual life.. 2. Take it to help maintain optimum sexual performance and benefit your prostate. 3. Potency Plus is a dietary supplement designed to enhance sexual performance while at the same time provide nutritional support for a healthy prostate. 4. The ingredients in Potency Plus act synergistically to help maintain a youthful sex life. 5. The nutrients were chosen for their numerous beneficial actions which synergistically help to maintain a healthy sex life and prostate.

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6. Strong sexual performance is dependent on many factors, many of which are addressed by the unique blend of dietary ingredients in Potency Plus.
7. Saw palmetto inhibits 5 alpha-reductase conversion of testosterone to dihydrotestosterone (DHT). Testosterone is the "good" hormone; it produces enhanced sexual desire or libido and improves muscle mass.
8. Saw palmetto blocks estrogen binding to its receptor. Estrogen is the main female hormone, It decreases sexual desire in males.
9. Saw palmetto inhibits production of prostag[andins, thereby possibly supporting normal blood flow to the penis,
10. Saw palmetto blocks the alpha 1 adrenergic receptors. This helps to relax the smooth muscles around the prostate and bladder neck and also helps to produce vasodilation, thereby possibly supporting normal blood flow to the penis.
11. Pygeum africanum promotes normal ejaculatory function and semen volume, thereby helping to enhance orgasmic sensation,
12. Pygeum africanum helps to decrease prolactin production, This can help maintain a healthy sexual drive or libido.
13. Pygeum africanum helps inhibit cholesterol formation in the prostate. This can help support normal blood flow.
14. Pygeum africanum helps to maintain a healthy prostate, thereby enhancing orgasmic sensation and supporting normal blood flow to the penis.
15. Panax ginseng has adaptogenic properties. It protects against both mental and physical fatigue and provides nonspecific resistance against stress,
16. Panax ginseng supports adrenal gland function, increases mental alertness, maintains healthy blood circulation, helps maintain healthy cholesterol and triglyceride levels, and is an immune enhancer.

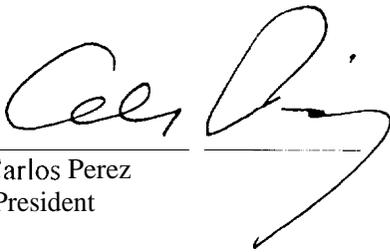


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7. Panax ginseng contains the element germanium, which helps to increase oxygen in the blood.
18. Panax ginseng increases energy and stamina and helps to convert oxygen into energy.
19. Ginkgo biloba supports normal peripheral circulation, erection and brain function by maintaining healthy blood vessel tone and blood viscosity.
20. Ginkgo biloba is a mood enhancer, improves mental alertness and energy, and has radical scavenging activity.
21. Yohimbe supports normal erectile function, blood flow to genitalia, and libido, sensation, and stamina.
22. L-arginine is involved in nitric oxide synthesis. Nitric oxide plays an important role in smooth muscle relaxation and contraction.
23. L-arginine improves immune response and is crucial for optimal muscle growth and to burn fat.
24. L-methionine inactivates estrogen through methylation
25. L-methionine is essential for absorption, transportation and bioavailability of selenium and zinc.
26. Selenium is a strong antioxidant.
27. Sub-optimal amounts of selenium impair thyroid function.
28. Selenium stimulates production of glutathione peroxidase, an important antioxidant enzyme.

I certify that the information contained in this notice is complete and accurate. and that we have substantiation that the statements are truthful and not misleading.

By 
Carlos Perez
President