

PREMIER DIRECT INC.

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July 27, 1999

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



RE: 21 U.S.C. Section 343(r)(6) Notification of Statements on Dietary Supplements

Dear Sir/Madam:

I hereby notify the Food and Drug Administration ("FDA") of the use of statements of nutritional support in the labeling of the CoQ10-Forte dietary supplement. Premier Direct, Inc. is a manufacturer of CoQ10-Forte.

Statements Being Made in the Labeling of CoQ10-Forte

- (1) CoQ10: Key antioxidant helps promote and maintain a healthy cardiovascular system
- (2) CoQ10 works by enhancing energy at the cellular level, especially in the heart.
- (3) CoQ10 seems to "support" tissues
- (4) CoQ10's antioxidant properties promote stable membrane activity and help support healthy cardiovascular function.
- (5) CoQ10 has the ability to regenerate oxidized Vitamin E
- (6) By regenerating Vitamin E, CoQ10 further supports your cardiovascular health.
- (7) CoQ10 promotes healthy gum tissue
- (8) CoQ10 can be invaluable for immune support and stimulation
- (9) Many new studies are showing that CoQ10 is a more potent antioxidant than previously thought and that it is especially important in maintaining healthy cholesterol levels.
- (10) Tocotrienols provide potent antioxidant protection
- (11) According to many researchers, it may help play an important role in maintaining your heart health.

To the best of my knowledge, and based upon information and belief present at the time of executing this notice, I certify that this information is accurate and complete and Premier Direct, Inc. possesses substantiation that the statements are truthful and not misleading.

A handwritten signature in black ink that reads "John Lundqvist". The signature is written over a horizontal line.

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