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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

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Party	Plaintiff Bayer Aktiengesellschaft
Correspondence Address	Jennifer Fraser Connolly Bove Lodge & Hutz LLP The Nemours Building, 1007 North Orange Street Wilmington, DE 19899 UNITED STATES trademarks@cblh.com, chillson@cblh.com, bstaley@cblh.com
Submission	Brief on Merits for Plaintiff
Filer's Name	Christina M. Hillson
Filer's e-mail	trademarks@cblh.com, jfraser@cblh.com, chillson@cblh.com, bstaley@cblh.com
Signature	/cmh/
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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
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In re:	:	
Trademark Application Serial No.: 77/208,071	:	
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Filed: June 17, 2007	:	
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	:	
BAYER AKTIENGESELLSCHAFT,	:	
Opposer,	:	
	:	
v.	:	
	:	Attorney Docket No. 1426-1735
STAMATIOS MOURATIDIS,	:	
Applicant.	:	

OPPOSER'S BRIEF

Jennifer Fraser
Christina M. Hillson
Connolly Bove Lodge & Hutz LLP
P. O. Box 2207
Wilmington, DE 19801
(302) 658-9141
Attorneys for Opposer

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I. IDENTIFICATION OF PARTIES AND NATURE AND STATUS OF CASE

Bayer Aktiengesellschaft, a German joint stock company, (“Opposer” or “Bayer”) respectfully submits this Brief in support of its Opposition to Stamatios Mouratidis’ (“Applicant”) application for registration of the mark ORGANIC ASPIRIN on the Principal Register for “dietary supplements for human consumption” in International Class 5, Application Serial No. 77/208,071 (the “’071 Application”). Applicant filed the ‘071 Application on June 17, 2007. The application was approved for publication on May 14, 2008 and was published in the Official Gazette on June 3, 2008.

Bayer timely filed a Notice of Opposition on July 29, 2008 because Applicant’s mark is deceptive under 15 U.S.C. § 1052(a) and deceptively misdescriptive under 15 U.S.C. § 1052(e)(1). Applicant answered the Notice of Opposition on September 8, 2008.

Opposer requested that the Board participate in the discovery conference which was held on October 14, 2008. The Board issued an Order on October 16, 2008 that contained two factual stipulations agreed to by the parties, detailed Board resources available to the parties, and emphasized the need to follow the Board’s regulations (Order Re Discovery Conference, TTABVue Document No. 6).

Bayer submitted its Notice of Reliance on August 3, 2009 during its testimony period (TTABVue Document No. 13). Applicant did not submit any evidence and thus Bayer did not submit any rebuttal evidence.

II. DESCRIPTION OF THE RECORD

The evidence of record consists of the following evidence introduced by Opposer. The parties stipulated to the introduction of Internet evidence by way of Notice of Reliance. (See August 3, 2009 Order granting Opposer's consented Motion, TTABVue Document No. 12). Applicant did not introduce any evidence. The following evidence was submitted in the Notice of Reliance:

	<u>Exhibit</u>
• Bayer U.S. Trademark Registration Nos. 2,063,685; 3,345,876; and 2,065,441. (B00600-B00605). ¹	Exh. A
• Various web page printouts and Printed Publication excerpts.	Exh. B
• Applicant's Responses to Requests for Admissions. (abbreviated as "RA")	Exh. C
• Applicant's Responses to Interrogatories. (abbreviated as "RI")	Exh. D
• Documents produced by Applicant during discovery and authenticated by discovery OA responses	Exh. E
• Physicians Desk Reference ("PDR") excerpts. (B00524-B00599).	Exh. F

Additionally, pursuant to 37 C.F.R. § 1.22(a), the '071 Application is of record.

The parties also entered into the following stipulations:

- (1) Applicant's goods do not contain acetylsalicylic acid;²

¹ Bayer refers to documents in the Notice of Reliance by document production numbers in the format B0000X, for Bayer-produced documents, or OA00X, for documents produced by Applicant.

² Order Re Discovery Conference, TTABVue Document No. 6.

(2) acetylsalicylic acid is a synthetic chemical compound;³ and

(3) to allow the introduction of Internet evidence accompanied by a Notice of Reliance.⁴

As stated in the Notice of Reliance, and pursuant to 37 C.F.R. § 2.122(a) and Fed. R. of Evidence 201, it is also respectfully requested that the Board take judicial notice of the following:

- | | <u>Exhibit</u> |
|---|----------------|
| <ul style="list-style-type: none">• The term “organic” means “simple, healthful, and close to nature: an organic lifestyle.” (See <i>The American Heritage Dictionary for the English Language</i>, Fourth Edition, Houghton Mifflin Company | Exh. G |
| <ul style="list-style-type: none">• The term “aspirin” means “[a] white, crystalline compound, CH₃COOC₆H₄COOH, derived from salicylic acid and commonly used in table form to relieve pain and reduce fever and inflammation. It is also used as an antiplatelet agent. Also called acetylsalicylic acid.” (See <i>The American Heritage Dictionary for the English Language</i>, Fourth Edition, Houghton Mifflin Company | Exh. H |

³ Order Re Discovery Conference, TTABVue Document No. 6.

⁴ The Stipulation was acknowledged by the Board at TTABvue Document No. 12.

III. STATEMENT OF THE ISSUES

Whether Applicant's proposed mark ORGANIC ASPIRIN for "dietary supplements for human consumption" is deceptive and deceptively misdescriptive. Bayer contends that because Applicant's Supplements do not contain aspirin, the mark is misdescriptive of the goods and purchasers are likely to believe the misdescription, and such misdescription is likely to affect purchasing decisions.

IV. RECITATION OF THE FACTS

Bayer and its related companies are engaged in the development, manufacture, distribution and sale of a wide variety of pharmaceutical products, dietary supplements, nutritional supplements, vitamin supplements and mineral supplements, among other products. (Exh. A at B00600-B00605; Exh. B at B00508-B00523; Exh. F at B00524-B00599). Bayer currently sells aspirin containing and non-aspirin containing products, including supplements. (Exh. A at B00600-B00605; Exh. B at B00508-B00523; Exh. F at B00524-B00599). Bayer once owned the trademark ASPIRIN in the United States, which was deemed generic in the United States by the courts in 1921. (*See Bayer Co. v. United Drug Co.*, 272 F. 505 (D.C.N.Y. 1921); *see also* Exh. B at B00068-B00069; Exh. C at RA 31-34). As such, Bayer has a real interest in this proceeding and believes that it will be damaged if the ORGANIC ASPIRIN mark is registered.

The term “aspirin” means “[a] white, crystalline compound, $\text{CH}_3\text{COOC}_6\text{H}_4\text{COOH}$, derived from salicylic acid and commonly used in tablet form to relieve pain and reduce fever and inflammation. It is also used as an antiplatelet agent. Also called acetylsalicylic acid.” (Exh. D at Supplemental RI 15; Exh. H at *The American Heritage Dictionary for the English Language*, Fourth Edition, Houghton Mifflin Company; *In re Broyhill Furniture Indus., Inc.*, 60 USPQ2d 1511, 1514, n. 4 (TTAB 2001) (stating Board may properly take judicial notice of entries in dictionaries and other standard reference works)). Aspirin, acetylsalicylic acid, is a synthetic compound and is not naturally occurring. (Parties’ stipulation, TTABVue Document No. 6). In the United States, aspirin is a generic term for the chemical acetylsalicylic acid. (Exh. C at RA 31-34). Acetylsalicylic acid has certain health benefits that have been recognized by the FDA and studies have shown that aspirin consumption benefits the heart. (Exh. C at RA 39; 41; 93; Exh. B at B00001-B00018; B00029-B00034 (FDA); B00180-

B00184 (FDA); B00245-B00282 (Aspirin Foundation website); B00290-B00292 (article about FDA); B00416-B00426; B00430-B00444 (LEXIS excerpts)).

Many products on the market today contain aspirin, including over-the-counter (“OTC”) products such as supplements. (Exh. B at B00245-B00282 (Aspirin Foundation web pages); B00508-B00523; Exh. F at B00524-B00599). Consumers choose between products that contain aspirin and those that are “aspirin-free” and manufacturers commonly label their products as containing aspirin or as “aspirin free.” (Exh. F at B00579 (2007 PDR product guide)).

Applicant filed the ‘071 Application for the ORGANIC ASPIRIN mark for use on or in connection with “dietary supplements for human consumption.” (June 17, 2007 Application for ORGANIC ASPIRIN mark). Applicant’s date of claimed first use in commerce is April 26, 2007 and Applicant has made no claim of acquired distinctiveness for ORGANIC ASPIRIN. (*Id.*).

Despite the fact that Applicant has labeled his Supplements “ORGANIC ASPIRIN” and wants to register the ORGANIC ASPIRIN mark for dietary supplements, Applicant admits his Goods do not contain aspirin. (Exh. C at RA 43-44; Exh. D at Supplemental RI 2). Applicant’s Goods do contain meadowsweet, white willow, calcium carbonate, and hawthorne berry. (Exh. D at Supplemental RI 2; Exh. C at RA 53-56). Although these ingredients may contain salicylates, salicylates, by themselves, are not aspirin. Salicylates can be used to create the chemical acetylsalicylic acid, or aspirin (Exh. B at B00063; B00068; Exh. C at RA 31-34). In explaining aspirin’s heart healthy benefits, Applicant’s website states that aspirin was first manufactured by “chemically modifying extracts of” one of the ingredients of Applicant’s Goods. (Exh. B at B00063; see also B00068).

Not only do Applicant's Supplements admittedly not contain aspirin, it is unclear exactly what the Supplements do contain because Applicant does not list the amount of each ingredient used in the Supplements on his product labels and, in fact, calls it his "proprietary formula." (Exh. E at OA0004, authenticated Exh. C at RA 100; Exh. B at B00168). Even if requested, Applicant will not disclose the composition of the Goods and will not provide assays on the composition of his Goods. (Exh. D at Supplemental RI 42; Exh. C at RA 95). The only thing that is known for certain is that Applicant's Goods do not contain aspirin. (Exh. C at RA 43-44; RA 31-34; Order Re Discovery Conference, TTABVue Document No. 6)

The mislabeling of Applicant's Supplements with the term "aspirin" is especially misleading because of the recognition by the FDA of the health benefits of aspirin. (Exh. C at RA 75; 93; Exh. B at B00001-B00006; B00063-B00064;). Applicant advertises his Goods as though they do contain an "organic" form of aspirin and, according to Applicant, his "Organic Aspirin capsules [are] sold to promote cardiovascular health and general well being in healthy individuals." (Exh. D at RI 11; Exh. E at OA0002 authenticated at Exh. C at RA 98). Applicant claims on his labels that the ingredients in his Goods "offer cardiovascular benefits" (Exh. E at OA0004 authenticated at Exh. C at RA 100) and that Applicant is "dedicated to providing the best botanical cardioprotective alternative to industrially synthesized medications." (Exh. B at B00063). Rather than aspirin, the Goods may contain a precursor of aspirin, salicylate (Exh. B at B00063), that is not regulated by the FDA and the statements made by Applicant regarding these ingredients have not been reviewed by the FDA. (Exh. C at RA 57-64; 72-73; Exh. B at B00168). The FDA has never determined that Applicant's Goods or the ingredients contained in Applicant's Goods offer cardiovascular benefits, as has been

determined with regard to aspirin. (Exh. C at RA 39; 41; 57-64; 72-73; 93; Exh. B at B00001-B00018; B00029-B00034 (FDA); B00168; B00180-B00184 (FDA); B00245-B00282 (Aspirin Foundation website); B00290-B00292 (article about FDA); B00416-B00426; B00430-B00444 (LEXIS excerpts)).

Applicant markets his Goods to consumers who are interested in keeping their hearts healthy and who have heart health concerns. (Exh. C at RA 29-30; 94). In fact, Applicant draws many parallels between his Goods' ingredients and actual aspirin, stating that "aspirin (aka acetylsalicylic acid) owes its name to Spiraea Ulmaria [meadowsweet, an ingredient of Applicant's Goods] (the a in aspirin is for acetyl, and the spir for Spiraea)." (Exh. B at B00068; B00074). Applicant advertises the supplements sold under ORGANIC ASPIRIN as "cardioprotective capsules." (Exh. C at RA 3-4).

Applicant also claims on his website that his Goods have anti-clotting effects, anti-inflammatory action, reduce blood lipids, and alleviate hypertension. (Exh. B at B00063). However, the FDA has not evaluated any statements on his website or product containers (Exh. C at RA 72-73; Exh. E at OA0004, authenticated Exh. C at RA 100; Exh. B at B00168), the FDA does not regulate his products (Exh. C at RA 69-71, 74; Exh. B at B00011), and the FDA does not regulate the ingredients in Applicant's Goods (Exh. C at RA 57-64). The FDA has approved aspirin for certain treatments and conditions (Exh. C at RA 75; 93; Exh. B at B00001-B00006; B00063-B00064) and aspirin is commonly known as a treatment for conditions such as inflammatory diseases (Exh. B at B00105). In contrast, no medical conditions can be treated by any of Applicant's Goods (Exh. D at Supplemental RI 10; Exh. B at B00168). The FDA is charged with the responsibility of protecting the public and in carrying out this responsibility regulates products containing aspirin. (Exh. C at RA 65-68).

The public relies on FDA approval regulations and recall information (Exh. B at B00190-B00233; B00287-B00289; B00244). Organic products are becoming more and more commonplace in the U.S. marketplace, including organic supplements. (Exh. B at B00049-B00062; B00107-B00162; B00293-B00401; B00405-B00414; Exh. F at B00562-B00574).

Applicant's mark combines the term "ASPIRIN" with the term "ORGANIC." The term "organic" means "simple, healthful, and close to nature: an organic lifestyle." (Exh. D at Supplemental RI 25; Exh. G at 3(d); *In re Broyhill Furniture Indus., Inc.*, 60 USPQ2d 1511, 1514 n. 4 (TTAB 2001) (stating it is settled the Board may properly take judicial notice of entries in dictionaries and other standard reference works)). Thus, the mark ORGANIC ASPIRIN suggests the associated Goods have to do with nature and health, contain aspirin, and thus are likely to be attractive to the typical purchaser. (Exh. C at RA 14-15); *See also, In re Organik Techs.*, 41 USPQ2d (BNA) 1690, 1694 (TTAB 1997) (finding purchasing decision of those seeking environmentally friendly products would be strongly affected by belief that the goods are "organic"). There has been a proliferation of organic goods in the U.S. marketplace in recent years, including organic supplements, (Exh. B at B00049-B00062; B00107-B00162; B00293-B00401; B00405-B00414; Exh. F at B00562-B00574). Applicant's relevant consumer would be a typical person, not one with specialized knowledge in the field of chemistry.

The '071 Application is not limited to any channel of commerce and can be sold to any class of consumer. (*See* June 17, 2007 Application for ORGANIC ASPIRIN mark; April 26, 2008 TRAM snapshot of application at publication). Applicant currently sells his supplements at his website at www.organicaspirin.com. (Exh. C at RA 7-10). However, at least two retail outlets, a pharmacy and a health food store, have inquired as to carrying Applicant's goods.

(Exh. E at OA0005, authenticated at Exh. C at RA 101-2; Exh. E at OA0006, authenticated at Exh. C at RA 103-4). Applicant has advertised the offer to sell his Goods wholesale. (Exh. D at RI 54). Additionally, access to Applicant's website is not restricted to chemists or medical personnel. (Exh. C at RA 86-91). Applicant admits he has received inquiries regarding the ingredients in his Goods, even by chemistry students. (Exh. C at Supplemental RA 80; Exh. D at Supplemental RI 40). Applicant's consumer would be a typical person, not one with specialized knowledge. (Exh. C at RA 86-91).

The evidence adduced by Opposer and presented here strongly supports a finding that Applicant's ORGANIC ASPIRIN mark is deceptive and deceptively misdescriptive of his Supplements. Accordingly, the '071 Application should be refused registration.

V. ARGUMENT

A. Legal Standard

Bayer provided significant evidence demonstrating that the proposed mark ORGANIC ASPIRIN is deceptive and misdescriptive. Section 2(a) of the Lanham Act prohibits registration of a trademark which consists of “deceptive” matter. 15 U.S.C. § 1052(a). A mark must be considered in relation to the goods or services identified in the application when determining whether it is deceptive or deceptively misdescriptive. T.M.E.P. § 1209.04. The U.S. Court of Appeals for the Federal Circuit has articulated the test for determining deceptiveness under Section 2(a) as: 1) whether the term is misdescriptive of the *character, quality, function, composition or use* of the goods; 2) whether prospective purchasers are likely to believe that the misdescription actually describes the goods; and 3) whether the misdescription is likely to affect the decision to purchase. *In re Budge Mfg. Co., Inc.*, 857 F.2d 773, 8 USPQ2d (BNA) 1259, 1260 (Fed. Cir. 1988). Deceptiveness under Section 2(a) is an absolute bar to registration. T.M.E.P. § 1203.02. Because Applicant’s mark is deceptive, it is respectfully requested that registration be refused.

If the first two elements above are met, the mark is at least “deceptively misdescriptive” under Section 2 (e) (1) of the Lanham Act. 15 U.S.C. § 1052 (e) (1). Applicant’s mark is also deceptively misdescriptive because his Goods do not contain aspirin and the consumer is likely to believe they do. A mark refused registration pursuant to Section 2 (e) (1) of the Lanham Act “may be registrable under Section 2(f) upon a showing of acquired distinctiveness.” T.M.E.P. § 1209.04. Applicant has not claimed acquired distinctiveness.

Section 13 of the Lanham Act broadly sets forth who may oppose a registration.⁵ *Ritchie v. Simpson*, 170 F.3d 1092, 1095 (Fed. Cir. 1999) (recognizing that Section 13 is the starting point in determining standing in an opposition proceeding and that the statute establishes a broad class of persons who are proper opposers). There are, however, two other judicially created requirements for standing under 2(a). An opposer has to plead and prove facts that show it has (1) a “real interest” in this proceeding and (2) a “reasonable basis” for a belief that it will suffer damage if the mark is registered. *Bishop v. Flournoy*, 319 Fed. Appx. 897, 900, 2009 U.S. App. LEXIS 7378, *6 (Fed. Cir. May 15, 2009); *se also Ritchie*, 170 F.3d at 1095.

The Federal Circuit has explained “this is not a rigorous requirement, as statutory standing requires only that the party seeking cancellation reasonably believe that it is likely to be damaged by the registration.” *Bishop*, 319 Fed. Appx. at 900. To establish a “real interest” a party has to show that it has a direct and personal stake in the outcome of the opposition. *Ritchie*, 170 F.3d at 1095. Additionally, an opposer can establish a reasonable basis for its belief of damage in several ways, including by alleging a pecuniary interest in the mark or by alleging that it has a trait or characteristic that is directly implicated by the proposed mark. *See id. at 1098; Universal Oil Prods. Co. v. Rexall Drug and Chem. Co.*, 463 F.2d 1122, 174 USPQ (BNA) 458, 459 (C.C.P.A. 1972).

Even classes of persons offended by deceptive marks are likely to have standing under these liberal requirements. *See Ritchie*, 170 F.3d at 1097 (holding that an opposer has “a real

⁵ Section 13 provides, in part: Any person who believes that he would be damaged by the registration of a mark upon the principal register may, upon payment of the prescribed fee, file an opposition in the Patent and Trademark Office.... 15 U.S.C. § 1063.

interest, a personal stake, in the outcome of the proceeding and is more than a mere intermeddler [because] his concerns are shared by a large number of people, perhaps even the vast majority of the American public). Where an opposer's pecuniary interest is the basis for its belief that damage will result from registration, it is even more likely to meet these liberal requirements. *See Universal Oil*, 174 USPQ at 459 (reasoning that a parent corporation had established standing because of the potential of financial injury to its subsidiary); *Tanners' Council of America, Inc. v Gary Inds., Inc.*, 440 F.2d 1404, 1406 (C.C.P.A. 1971) (holding that a trade association had established a pecuniary interest and therefore standing on the basis that the mark is deceptive or deceptively misdescriptive). Bayer sells aspirin and non-aspirin products including pharmaceutical preparations and nutritional supplements, and believes that it will be harmed by registration of Applicant's mark.

B. Applicant's Mark is Deceptive

Applicant seeks registration of the name ORGANIC ASPIRIN for his non-aspirin Supplements. It is clear that when an applicant uses a word in its proposed mark which mislabels the goods, the proposed mark is deceptive: "We find it difficult to escape the conclusion that denominating a product as something which it is not is deceptive and deceptively misdescriptive." *R. Neumann & Co. v. Bon-Ton Auto Upholstery, Inc.*, 140 USPQ (BNA) 245, 247 (C.C.P.A. 1964). The proposed ORGANIC ASPIRIN mark is deceptive and/or deceptively misdescriptive of Applicant's Goods because the Supplements do not contain aspirin.

This Board has consistently held that when, as in this case, the proposed mark is misleading to consumers based on the identified goods and/or services, that mark is deceptive and/or deceptively misdescriptive and the application has been refused registration. *See, e.g.*,

In re ALP of S. Beach, Inc., 79 USPQ2d (BNA) 1009 (TTAB 2006) (affirming a refusal to register CAFETERIA for restaurant services because cafeteria services were not offered); *In re Phillips-Van Heusen Corp.*, 63 USPQ2d (BNA) 1047 (TTAB 2002) (finding SUPER SILK is deceptively misdescriptive for clothing made of silk-like fabric); *In re Shapely, Inc.*, 231 USPQ (BNA) 72 (TTAB 1986) (holding SILKEASE deceptive as applied to clothing not made of silk); *R. Neumann & Co. v. Overseas Shipments, Inc.*, 326 F.2d 786, 140 USPQ (BNA) 276 (CCPA 1964) (refusing DURA-HYDE as deceptive for shoes made of a plastic material having a leather-like appearance); *In re Intex Plastics Corp.*, 215 USPQ (BNA) 1045 (TTAB 1982) (holding TEXHYDE deceptive as applied to synthetic fabric for use in the manufacture of furniture, upholstery, luggage, etc.); *Tanners' Council of America, Inc. v. Samsonite Corp.*, 204 USPQ (BNA) 150 (TTAB 1979) (finding SOFTHIDE deceptive for imitation leather material). In this case, Applicant's Supplements do not contain aspirin and thus the mark ORGANIC ASPIRIN is deceptive and at least deceptively misdescriptive.

1. ORGANIC ASPIRIN is Misdescriptive of the Character, Quality, Function, Composition or Use of the Goods Because Applicant's Goods Do Not Contain Aspirin

Applicant has admitted his Supplements do not contain aspirin and thus the phrase "organic aspirin" is misdescriptive of Applicant's Goods. There is no such ingredient as "organic aspirin." Aspirin is a synthetic chemical compound which is artificially created by man and which is not naturally created. For this reason alone, Opposer has met the first prong of the test.

Applicant's Goods do contain meadowsweet, white willow, calcium carbonate, and hawthorne berry. These ingredients in Applicant's Supplements might contain salicylates; however, this is not certain because Applicant does not allow any analysis of his Supplements

and provides no specifics regarding his “proprietary formula.” (Exh. E at OA0004 authenticated at Exh. C at RA 100; Exh. B at B00168; Exh. D at Supplemental RI 42; Exh. C at RA 95). Even if the Supplements do contain salicylates, aspirin (acetylsalicylic acid) is not the same as salicylates. The term “aspirin” means:

“[a] white, crystalline compound, $\text{CH}_3\text{COOC}_6\text{H}_4\text{COOH}$, derived from salicylic acid and commonly used in tablet form to relieve pain and reduce fever and inflammation. It is also used as an antiplatelet agent. Also called acetylsalicylic acid.” (Exh. D at Supplemental RI 15).

It is clear that ORGANIC ASPIRIN is misdescriptive of the character, quality, function, composition and/or use of Applicant’s Goods because the Supplements do not contain aspirin.

2. Prospective Purchasers are Likely to Believe That the Misdescription Actually Describes the Goods Because the Mark Includes the Term ASPIRIN and There are Supplements on the Market That Contain Aspirin

Many products on the market today contain aspirin, including OTC products. (Exh. B at B00245-00282; B00508-B00523; Exh. F at B00524-B00599). Consumers distinguish between products that contain aspirin and those that are “aspirin-free” and manufacturers commonly label their products as containing aspirin or as “aspirin free.” (Exh. F at B00579); *see In re Budge Mfg. Co. Inc.*, 857 F.2d 773, 775, 8 USPQ2d (BNA) 1259, 1261 (Fed. Cir. 1988) (considering evidence from Examining Attorney that seat covers can be made from lambskin and affirming Board’s finding that LOVEE LAMB for automobile seat covers made from synthetic fibers is deceptive under §2(a)). Prospective purchasers are likely to believe that Applicant’s Goods do contain aspirin because they are labeled with the term “ASPIRIN,” while in fact they do not contain aspirin.

The addition of the term “organic” to Applicant’s proposed mark increases the chances that a prospective purchaser would believe the misdescription. The term “organic” means “simple, healthful, and close to nature: an organic lifestyle.” (Exh. D at Supplemental RI 25; Exh. G at 3(d)). The mark ORGANIC ASPIRIN suggests the associated Goods have to do with nature and health, contain aspirin, and thus are likely to be attractive to the typical purchaser. (Exh. C at RA 14-15; *see In re Organik Techs., Inc.*, 41 USPQ2d (BNA) 1690 (TTAB 1997) (holding that the mark ORGANIK would strongly affect the purchasing decision of consumers)). With the proliferation of organic goods in the U.S. marketplace, including organic supplements (Exh. B at B00049-B00062; B00107-B00162; B00293-B00401; B00405-B00414; Exh. F at B00562-B00574), it would be reasonable for the typical purchaser to believe that an “organic” or healthier version of aspirin had been developed and thus be deceived by Applicant’s Mark.

Further, Applicant advertises his Supplements as though they contain an “organic” form of aspirin and, according to Applicant, his “Organic Aspirin capsules [are] sold to promote cardiovascular health and general well being in healthy individuals.” (Exh. D at RI 11; Exh. E at OA0002 authenticated at Exh. C at RA 98). Applicant claims on his labels that the ingredients in his Supplements “offer cardiovascular benefits” (Exh. E at OA0004 authenticated at Exh. C at RA 100) and that Applicant is “dedicated to providing the best botanical cardioprotective alternative to industrially synthesized medications.” (Exh. B at B00063). Applicant’s own advertising and product information can provide evidence of the believability of the misdescription of a proposed mark. *See In re Shapely, Inc.*, 231 USPQ (BNA) 72, 73-75 (TTAB 1986) (considering applicant’s own labels in affirming the Examining Attorney’s deceptiveness refusal of the SILKEASE mark for polyester garments).

In determining deceptiveness, it is irrelevant that Applicant might provide an explanation of his goods on his web site. Applicant currently sells his Supplements at his web site at www.organicaspirin.com (Exh. C at RA 7-10); however, at least two retail outlets, a pharmacy and a health food store, have inquired as to carrying Applicant's Goods and Applicant has advertised the offer to sell his Supplements wholesale. (Exh. E at OA0005, authenticated at Exh. C at RA 101-2; Exh. E at OA0006, authenticated at Exh. C at RA 103-4; Exh. D at RI 54). Further, the goods identified in the '071 Application are not limited to any channel of trade and can be sold to any class of consumer. Thus, there is no guarantee that every consumer of Applicant's Goods would see Applicant's web site with its "explanation" of the ingredients of Applicant's Goods and any clarification in the fine print that the Goods do not contain aspirin. Even assuming, *arguendo*, that every consumer was exposed to Applicant's web site, the Board has made clear that a mark must stand on its own and "extraneous explanatory statements" do not negate the deceptive nature of a mark. *In re Phillips-Van Heusen Corp.*, 63 USPQ2d (BNA) 1047, 1054 (TTAB 2002) (discussed *infra* Section V (D)).

Finally, Applicant cannot try to excuse the deceptive mark by claiming that his potential purchasers would know that there is no such thing as "organic aspirin." Applicant has provided no such evidence and, moreover, access to Applicant's web site is not restricted to chemists or medical personnel. (Exh. C at RA 86-91). Applicant admits he has received inquiries regarding the ingredients in his Goods, even by chemistry students. (Exh. C at Supplemental RA 80; Exh. D at Supplemental RI 40). The relevant consumer would be a typical person, not one with specialized knowledge like a chemistry student. If a chemistry student is confused by the ingredients of Applicant's Supplements, it is not hard to conclude

that the average consumer is likely to believe the misdescription that Applicant's Goods do contain "aspirin" or a form of "organic aspirin," and thus be deceived by the ORGANIC ASPIRIN mark.

3. The Misdescription is Likely to Affect the Decision to Purchase Because Aspirin has Certain Health Benefits

Aspirin (acetylsalicylic acid) is well known as having certain health benefits and these health benefits have been recognized by the FDA and studies have shown that aspirin consumption benefits the heart. (Exh. C at RA 39; 41; 93; Exh. B at B00001-B00018; B00029-B00034 (FDA); B00180-B00184 (FDA); B00245-B00282 (Aspirin Foundation website); B00290-B00292 (article about FDA); B00416-B00426; B00430-B00444 (LEXIS excerpts)). Because Applicant markets his Supplements to consumers who are interested in keeping their hearts healthy and who have heart health concerns, they will be likely to choose his products because of the ORGANIC ASPIRIN name. (Exh. C at RA 29-30; 94). Applicant uses this in his marketing and draws many parallels between his Goods' ingredients and actual aspirin, stating that "aspirin (aka acetylsalicylic acid) owes its name to Spiraea Ulmaria [meadowsweet, an ingredient of Applicant's Goods] (the a in aspirin is for acetyl, and the spir for Spiraea)." (Exh. B at B00068; B00074). Applicant advertises the supplements sold under ORGANIC ASPIRIN as "cardioprotective capsules" in order to entice the consumer to purchase. (Exh. C at RA 3-4). A belief that a certain feature or characteristic of the goods provides a health benefit is an example of an objective criteria upon which the Board can rely when assessing whether a misdescription would affect the decision to purchase. (T.M.E.P. § 1203.02(d)(i)). A consumer of Applicant's Supplements is likely to base his decision to purchase Applicant's products on the perceived health benefits of aspirin and the misdescription of the ORGANIC ASPIRIN name.

Applicant even claims on his web site that his Supplements have anti-clotting effects, anti-inflammatory action, reduce blood lipids, and alleviate hypertension. (Exh. B at B00063). Despite these claims, the FDA has not evaluated any statements on his website or product containers (Exh. C at RA 72-73; Exh. E at OA0004, authenticated Exh. C at RA 100; Exh. B at B00168), the FDA does not regulate his products (Exh. C at RA 69-71, 74; Exh. B at B00011), and the FDA does not regulate the ingredients in Applicant's Goods (Exh. C at RA 57-64). By his own admission, no medical conditions can be treated by any of Applicant's Goods. (Exh. D at Supplemental RI 10; Exh. B at B00168). In contrast, the FDA has approved aspirin for certain treatments and conditions (Exh. C at RA 75; 93; Exh. B at B00001-B00006; B00063-B00064) and aspirin is commonly known as a treatment for conditions such as inflammatory diseases (Exh. B at B00105). The fact that the FDA regulates products containing aspirin is important. (Exh. C at RA 65-68). The public relies on FDA approval regulations and recall information and is likely to purchase Applicant's Supplements relying on the FDA's approval and findings regarding aspirin's heart healthy effects and thus be deceived by the ORGANIC ASPIRIN mark. (Exh. B at B00190-B00233; B00244; B00287-B00289). Because the FDA regulates aspirin containing products and has determined that those products have certain health benefits, the consumer is likely to believe that products labeled "organic aspirin" would provide them with the proven health benefits of aspirin containing products.

When confronted by the ORGANIC ASPIRIN mark, consumers are likely to believe they are getting the health benefits of aspirin, while they are not. It is axiomatic that many consumers want to ingest something healthy, particularly when they are looking for health benefits. This perceived benefit is material to the purchasing decision of the consumer. *See In re Victoria Principal Productions, Inc.*, 78245283, 2009 T.T.A.B. LEXIS 233, at *26

(T.T.A.B. March 25, 2009), nonprecedential ex parte appeal of Serial No. 78/245,283, copy attached at Exh. I) (holding that the perceived benefits of “Silver Birch” [an extract] as an ingredient in the identified goods would affect the decision to purchase the goods and thus the Board found the mark was deceptive).

In addition to the “aspirin” portion of the proposed mark, the “organic” portion of the mark adds to the deception. Organic products are becoming more and more commonplace in the U.S. marketplace, including organic supplements. (Exh. B at B00049-B00062; B00107-B00162; B00293-B00401; B00405-B00414; Exh. F at B00562-B00574). It is not unusual to find cosmetics, supplements and many other consumer products advertised as “organic” in order to attract consumers who are becoming more and more health conscious and consumers are likely to choose goods that are “organic.” *See In re Organik Techs., Inc.*, 41 USPQ2d (BNA) 1690 (TTAB 1997) (holding that the mark ORGANIK is the phonetic equivalent of “organic” and when used on textiles and clothes would “strongly affect” the purchasing decision of consumers). Consumers are likely to rely on the name ORGANIC ASPIRIN’s misdescriptive nature, believe that Applicant’s Supplements contain an organic form of aspirin, and purchase them on that basis. In other words, consumers are likely to base their decision to purchase Applicant’s products on the misdescription of the ORGANIC ASPIRIN name and be deceived in the process. It is clear the ‘071 Application should be refused registration as deceptive.

C. Applicant’s Mark is at Least Deceptively Misdescriptive

1. ORGANIC ASPIRIN is Misdescriptive of the Character, Quality, Function, Composition or Use of the Goods Because Applicant’s Goods Do Not Contain Aspirin

If the first two elements of the test for deceptiveness under Section 2(a) are met: 1) whether the term is misdescriptive of the *character, quality, function, composition* or use of the

goods; and 2) whether prospective purchasers are likely to believe that the misdescription actually describes the goods, the mark is at least “deceptively misdescriptive” under Section 2 (e) (1) of the Lanham Act and should be refused registration. 15 U.S.C. § 1052 (e)(1); *see In re Budge Mfg. Co., Inc.*, 857 F.2d 773, 8 USPQ 2d (BNA) 1259, 1260 (Fed. Cir. 1988). As discussed above, Applicant’s Goods do not contain aspirin and therefore the name “ORGANIC ASPIRIN” is misdescriptive of the character, quality, function, composition and/or use of the Goods.

2. Prospective Purchasers are Likely to Believe that the Misdescription Actually Describes the Goods Because the Mark Includes the Term ASPIRIN and There are Supplements on the Market That Contain Aspirin

As explained above, many OTC products are available in the marketplace that do contain aspirin and the prospective consumer is likely to believe that the Goods do contain aspirin. Accordingly, ORGANIC ASPIRIN is at least deceptively misdescriptive of the Goods and the ‘071 Application should not be allowed to register.

D. Other Factors Weigh Against Registration of ORGANIC ASPIRIN For Dietary Supplements

The sale of supplements under a mark which mislabels their ingredients, such as the ORGANIC ASPIRIN mark used on non-aspirin containing Supplements, presents health concerns for the consuming public. For instance, the proper dosage of such supplements is difficult to determine. In this case, Applicant does not list the amount of each ingredient used in the Goods on his product labels and, instead, calls it his “proprietary formula.” (Exh. E at OA0004 authenticated at Exh. C at RA 100; Exh. B at B00168). Exacerbating this issue is that Applicant will not provide assays on the composition of his product even if requested. (Exh. D at Supplemental RI 42; Exh. C at RA 95). Under such conditions, the actual dosage of any

given ingredient of Applicant's Goods that a consumer is ingesting is indeterminable even if inquiries are made. This is problematic and could lead to overdoses or under-medicating.

This problem is further aggravated by the fact that the inert ingredients of organic drugs can affect the absorbability and activity of the active ingredient (Exh. B at B00030). In addition, the development of the Goods themselves is suspect. Rather than being FDA regulated and subject to stringent development and product standards, as aspirin is, Applicant developed his Goods through literature research using Wikipedia and www.mountainroseherbs.com. (Exh. D at Supplemental RI 14). Wikipedia has generally been considered an unreliable source and such sources are not held to the standards of the FDA.

Additionally, Applicant admits in his advertising that his Goods are not guaranteed safe for pregnant women or for those with severe kidney or liver disease. (Exh. B at B00081-B00083; Exh. C at RA 76-78). Finally, consumers who need the recognized benefits of aspirin, such as its anti-inflammatory effects or heart healthy benefits, could be denied those benefits unwittingly because they are fooled by Applicant's ORGANIC ASPIRIN mark. In fact, Applicant acknowledges this problem on his website, stating that if a consumer has "BEEN ADVISED TO TAKE ASPIRIN FOR ANY REASON, CONSULT WITH A MEDICAL PROFESSIONAL BEFORE ALTERING YOUR REGIMEN. ORGANIC ASPIRIN™ CARDIOPROTECTIVE CAPSULES ARE NOT A SUBSTITUTE FOR ANY MEDICATIONS PRESCRIBED BY YOUR PHYSICIAN." (Exh. B at B00072). This warning is insufficient to overcome the potential problem of the typical consumer who has been told take aspirin by a physician for any number of conditions, and who sees ORGANIC ASPIRIN labeled products and believes that the goods contain a healthier version of aspirin.

Public policy concerns such as these should prohibit consumers from being exposed to such deception.

E. Applicant's Advertising, Product Container Information, or Web Site Information Does Not Mitigate Potential Consumer Deception

It is well established that the mark stands on its own, independent of “explanatory statements in advertising or on labels which purchasers may or may not note and which may or may not always be provided.” *In re Budge Mfg. Co., Inc.*, 857 F.2d 773, 776, 8 USPQ2d (BNA) 1259, 1261 (Fed. Cir. 1988); see *In re Phillips-Van Heusen Corp.*, 63 USPQ2d (BNA) 1047 (TTAB 2002); *Tanners' Council of America, Inc. v. Samsonite Corp.*, 204 USPQ (BNA) 150, 154 (TTAB 1979); T.M.E.P. § 1203.02(f)(ii). It is the “mark standing alone [which] must pass muster, for that is what the applicant seeks to register, not extraneous explanatory statements.” *In re Budge*, 857 F.2d at 776.

The fact that Applicant states on his labels, on his web site, or in his advertising, that his Goods do not contain aspirin does not preclude a determination that “ORGANIC ASPIRIN” is deceptive or deceptively misdescriptive. See *In re Budge Mfg. Co., Inc.*, 857 F.2d 773, 776; 8 USPQ2d 1259, 1261 (Fed. Cir. 1988) (stating that a mark stands on its own, independent of “explanatory statements in advertising or on labels which purchasers may or may not note and which may or may not always be provided”); *In re Shniberg*, 79 USPQ2d (BNA) 1309 (TTAB 2006) (SEPTEMBER 11, 2001 held deceptively misdescriptive of books and entertainment services which did not in any way cover the terrorist attacks of September 11, 2001; the fact that the nature of the misdescription would become known after consumers studied applicant's books and entertainment services does not prevent the mark from being deceptively misdescriptive); T.M.E.P. § 1209.04. In this case, it does not matter what

statements Applicant has on his web site or his packaging; the name he has chosen, “organic aspirin,” is deceptive on its face.

F. Applicant Intended to Adopt a Mark Which Conveys the Impression that His Goods Contain Aspirin

The Board has previously recognized that “[a]lthough intent is not an essential element to the finding of deceptiveness of a mark under Section 2(a) of the Act, we note with interest the ‘creative rationale’ for the adoption” of such a mark. *Evans Products Co. v. Blise Cascade Corp.*, 218 USPQ (BNA) 160, 164 (TTAB 1983) (sustaining the opposition and refusing registration, while noting “applicant intended to adopt a mark which conveyed the impression of authentic cedar”); *see also* T.M.E.P. § 1203.02 (d)(i).

In this case, Applicant originally stated on his web site that: “Actually, the first *aspirin sources* were all botanical. Naturally occurring salicylates from plant extracts were the *first raw materials* used for aspirin.” (Exh. B at B00446 (WayBack page dated June 2, 2007; emphasis added)). This was subsequently changed to the current wording, found on Applicant’s web site February 20, 2009: “Actually, the first *salicylates* consumed were all botanical. The use of naturally occurring salicylates from plant extracts *prompted the chemical synthesis* of aspirin.” (Exh. B at B00063; emphasis added). This correction in the change in wording evidences Applicant’s knowledge that salicylates are very different from aspirin and not interchangeable. Applicant’s Goods are not made of an organic form of aspirin and he is well aware of that.

Additionally, Applicant originally stated on his web site that “Organic Aspirin™ capsules provide all the heart protection without the side effects of synthetic aspirin.” (Exh. B at B00447 (WayBack page dated June 2, 2007)). This statement has been removed from the current web site. (Exh. B at B00063). Applicant cannot state that his Goods provide “all the

heart protection” of aspirin because this is not true. This revision to his current web site indicates Applicant is aware that his Goods have not been shown to be an organic form of aspirin with the benefits attributable to aspirin.

VI. SUMMARY

It is clear that when, as in this case, an applicant uses a word in its proposed mark which mislabels the goods, the proposed mark is deceptive. “We find it difficult to escape the conclusion that denominating a product as something which it is not is deceptive and deceptively misdescriptive.” *R. Neumann & Co. v. Bon-Ton Auto Upholstery, Inc.*, 140 USPQ (BNA) 245, 247 (CCPA 1964). Applicant’s Supplements do not contain aspirin and thus his attempt to denominate his Goods as “ORGANIC ASPIRIN” is deceptive.

Accordingly, because the mark of the ‘071 Application is deceptive and deceptively misdescriptive of the Supplements, Opposer respectfully requests the Board refuse registration under Section 2(a) and Section 2(e)(1) of the Lanham Act.

WHEREFORE, Opposer prays that this Opposition be sustained, and the registration be refused.

Respectfully submitted,

BAYER AKTIENGESELLSCHAFT



By:
Jennifer Fraser
Christina M. Hillson
Connolly Bove Lodge & Hutz LLP
P. O. Box 2207
Wilmington, DE 19801
(302) 658-9141
Attorneys for Opposer

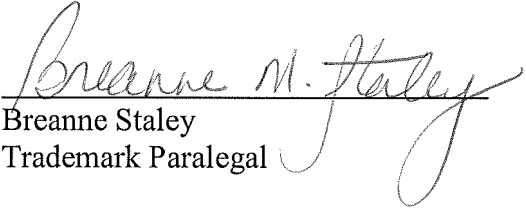
Dated: January 29, 2010

CERTIFICATE OF SERVICE

I hereby certify that on this 29th day of January, 2010 a true and correct copy of the foregoing document was caused to be served on the following party as indicated:

VIA FIRST CLASS MAIL

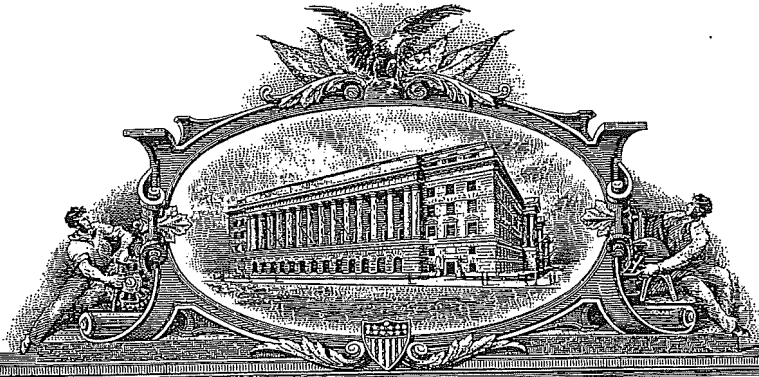
Stamatios Mouratidis
10399 Tiger Paw
San Antonio, TX 78251
(956) 319 0761
stamioa@yahoo.com


Breanne Staley
Trademark Paralegal

EXHIBIT

A

7190117



THE UNITED STATES OF AMERICA

TO ALL TO WHOM THESE PRESENTS SHALL COME:

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office

June 26, 2009

THE ATTACHED U.S. TRADEMARK REGISTRATION 2,063,685 IS CERTIFIED TO BE A TRUE COPY WHICH IS IN FULL FORCE AND EFFECT WITH NOTATIONS OF ALL STATUTORY ACTIONS TAKEN THEREON AS DISCLOSED BY THE RECORDS OF THE UNITED STATES PATENT AND TRADEMARK OFFICE.

REGISTERED FOR A TERM OF 10 YEARS FROM *May 20, 1997*
1st RENEWAL FOR A TERM OF 10 YEARS FROM *May 20, 2007*

SECTION 8 & 15

LESS GOODS

SAID RECORDS SHOW TITLE TO BE IN:

REGISTRANT

By Authority of the
Under Secretary of Commerce for Intellectual Property
and Director of the United States Patent and Trademark Office

T. LAWRENCE
Certifying Officer



Int. Cl.: 5

Prior U.S. Cls.: 6, 18, 44, 46, 51, and 52

Reg. No. 2,063,685

United States Patent and Trademark Office

Registered May 20, 1997

TRADEMARK
PRINCIPAL REGISTER



BAYER AKTIENGESELLSCHAFT (FED REP
GERMANY JOINT STOCK COMPANY)
51368 LEVERKUSEN-BAYERWERK, FED REP
GERMANY

FOR: PHARMACEUTICAL PREPARATIONS,
NAMESLY ANTI-FUNGALS, ANTI-INFECTIVES
AND ANTI-HYPERTENSIVES; VITAMIN AND
MINERAL SUPPLEMENTS; ~~DIETETIC FOOD~~
SUPPLEMENTS; AND DIAGNOSTIC REA-

GENTS FOR MEDICAL USE, IN CLASS 5 (U.S.
CLS. 6, 18, 44, 46, 51 AND 52).

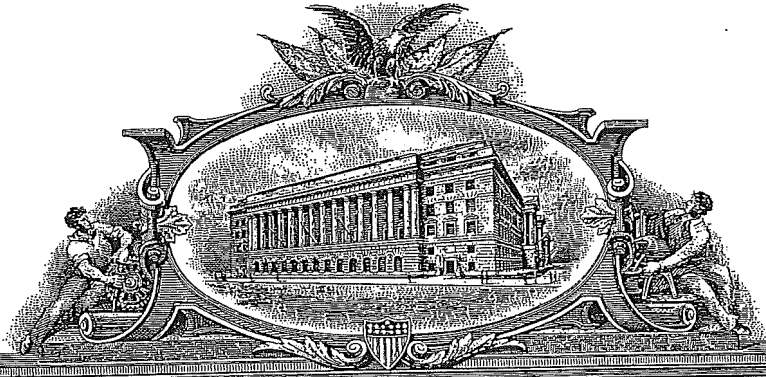
FIRST USE 9-30-1995; IN COMMERCE
9-30-1995.

OWNER OF U.S. REG. NOS. 1,482,868,
1,484,862, AND 1,531,469.

SN 74-572,762, FILED 9-12-1994.

BARNEY CHARLON, EXAMINING ATTORNEY

7190117



THE UNITED STATES OF AMERICA

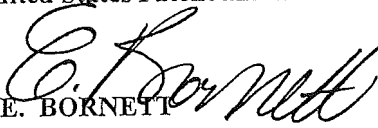
TO ALL TO WHOM THESE PRESENTS SHALL COME:
UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office

June 25, 2009

THE ATTACHED U.S. TRADEMARK REGISTRATION 3,345,876 IS
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THE UNITED STATES PATENT AND TRADEMARK OFFICE WHICH
REGISTRATION IS IN FULL FORCE AND EFFECT.

REGISTERED FOR A TERM OF 10 YEARS FROM *November 27, 2007*
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By Authority of the
Under Secretary of Commerce for Intellectual Property
and Director of the United States Patent and Trademark Office


E. BORNETT
Certifying Officer



B00602

Int. Cl.: 5

Prior U.S. Cls.: 6, 18, 44, 46, 51, and 52

United States Patent and Trademark Office

Reg. No. 3,345,876

Registered Nov. 27, 2007

TRADEMARK
PRINCIPAL REGISTER

BAYER NUTRITIONAL SCIENCE

BAYER AKTIENGESELLSCHAFT (FED REP
GERMANY JOINT STOCK COMPANY)
D-51368
LEVERKUSEN-BAYERWERK, FED REP GERMA-
NY

OWNER OF U.S. REG. NOS. 2,063,685 AND
2,065,441.

FOR: NUTRITIONAL SUPPLEMENTS, IN CLASS
5 (U.S. CLS. 6, 18, 44, 46, 51 AND 52).

NO CLAIM IS MADE TO THE EXCLUSIVE
RIGHT TO USE "NUTRITIONAL SCIENCE", APART
FROM THE MARK AS SHOWN.

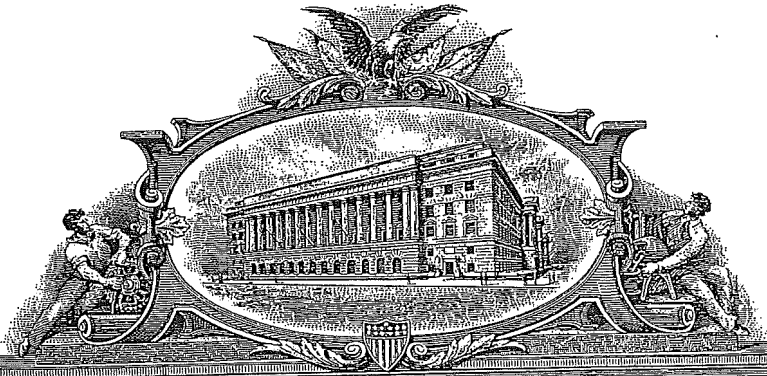
FIRST USE 12-15-2006; IN COMMERCE 12-15-2006.

SN 78-842,917, FILED 3-22-2006.

THE MARK CONSISTS OF STANDARD CHAR-
ACTERS WITHOUT CLAIM TO ANY PARTICULAR
FONT, STYLE, SIZE, OR COLOR.

IRA J. GOODSaid, EXAMINING ATTORNEY

7190127



THE UNITED STATES OF AMERICA

TO ALL TO WHOM THESE PRESENTS SHALL COME:

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office

June 26, 2009

THE ATTACHED U.S. TRADEMARK REGISTRATION 2,065,441 IS
CERTIFIED TO BE A TRUE COPY WHICH IS IN FULL FORCE AND
EFFECT WITH NOTATIONS OF ALL STATUTORY ACTIONS TAKEN
THEREON AS DISCLOSED BY THE RECORDS OF THE UNITED STATES
PATENT AND TRADEMARK OFFICE.

REGISTERED FOR A TERM OF 10 YEARS FROM *May 27, 1997*
1st RENEWAL FOR A TERM OF 10 YEARS FROM *May 27, 2007*
SECTION 8 & 15

LESS GOODS

SAID RECORDS SHOW TITLE TO BE IN:

REGISTRANT

By Authority of the
Under Secretary of Commerce for Intellectual Property
and Director of the United States Patent and Trademark Office

T. LAWRENCE
Certifying Officer



Int. Cl.: 5

Prior U.S. Cls.: 6, 18, 44, 46, 51, and 52

Reg. No. 2,065,441

United States Patent and Trademark Office

Registered May 27, 1997

TRADEMARK
PRINCIPAL REGISTER

BAYER

BAYER ATKIENGESELLSCHAFT (FED REP
GERMANY JOINT STOCK COMPANY)
51368 LEVERKUSEN-BAYERWERK, FED REP
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FOR: PHARMACEUTICAL PREPARATIONS,
NAMELY, ANTI-FUNGALS, ANTI-INFEC-
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(U.S. CLS. 6, 18, 44, 46, 51 AND 52).

FIRST USE 9-30-1995; IN COMMERCE
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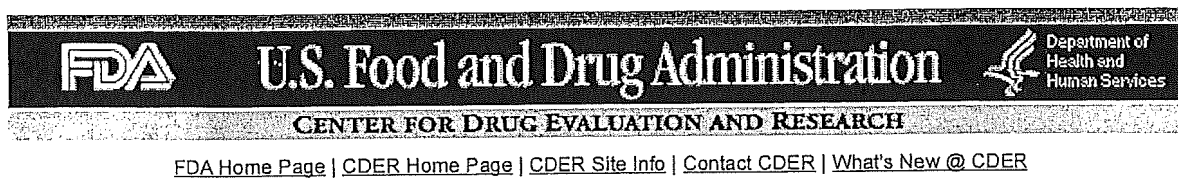
OWNER OF U.S. REG. NOS. 155,612, 1,482,868,
AND 1,484,862.
SEC. 2(F).

SN 74-572,760, FILED 9-12-1994.

BARNEY CHARLON, EXAMINING ATTORNEY

EXHIBIT

B



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Aspirin: Questions and Answers

Q. What are the different uses for aspirin?

- **Strokes:** Aspirin use recommended in both men and women to treat mini-strokes (transient ischemic attack --TIA) or ischemic stroke to prevent subsequent cardiovascular events or death.
- **Heart Attacks:**
 - Aspirin:
 - reduces the risk of death in patients with suspected acute heart attacks (myocardial infarctions)
 - prevents recurrent heart attacks and
 - reduces the risk of heart attacks or sudden death in patients with unstable and chronic stable angina pectoris (chest pain).
- **Other coronary conditions:** Aspirin can be used to treat patients who have had certain revascularization procedures such as angioplasty, and coronary bypass operations -- if they have a vascular condition for which aspirin is already indicated.
- **Rheumatologic diseases:** Aspirin is indicated for relief of the signs and symptoms of rheumatoid arthritis, juvenile rheumatoid arthritis, osteoarthritis, spondylarthropathies, and arthritis and pleurisy associated with systemic lupus erythematosus.
- **Pain relief:** Aspirin is indicated for the temporary relief of minor aches and pains.

Q. What does this mean for doctors and medical practice?

A. Doctors and health care professionals will be provided with full prescribing information about the use of aspirin in both men and women who have had a heart attack, stroke, certain other cardiovascular conditions and rheumatologic diseases. For stroke and cardiovascular conditions, lower doses are recommended than those previously prescribed by physicians in practice. Information on the use of aspirin for rheumatologic diseases has also been expanded to include specific dosing information as well as information about side effects and toxicity. Thus, doctors will have full prescribing information on aspirin and the assurance that aspirin is a safe and effective treatment for heart attacks, strokes, certain other vascular conditions

and rheumatologic diseases.

Q. What is the basis for the prescribing information?

A. The information on the uses of aspirin is based on scientific studies that support treatment with aspirin for heart attacks, strokes, and some related conditions. Convincing data support these uses in lower doses than previously believed to be effective in treating heart attacks and strokes in both men and women.

Q. What does this mean for patients?

A. Physicians will be better able to prescribe the proper doses for these uses for male and female patients with these medical conditions. Dose-related adverse events for patients with stroke and cardiovascular conditions should be minimized because lower dosages are recommended. The full prescribing information now provided for physicians who treat rheumatologic diseases will enhance the safe and effective prescribing of aspirin to these patients as well.

Q. Is FDA concerned that some patients may self-treat?

A. FDA emphasizes that consumers should not self-medicate for these serious conditions because it is very important to make sure that aspirin is their best treatment. In these conditions, the risk and benefit of each available treatment for each patient must be carefully weighed. Patients with these conditions should be under the care and supervision of a doctor.

Q. If a consumer is interested in using aspirin to prevent or treat symptoms of heart problems, what should he or she do?

A. Consumers should always first ask their doctor. In fact, aspirin products are labeled this way: "Important: See your doctor before taking this product for other new uses of aspirin because serious side effects could occur with self treatment."

Q. Do the data on treatment or prevention of cardiovascular effects pertain only to aspirin?

A. Yes. Although acetaminophen, ibuprofen, naproxyn sodium and ketoprofen are good drugs for pain and fever, as is aspirin, only aspirin has demonstrated a beneficial effect for heart attack and stroke.

Q. What should consumers be made aware of?

A. Consumers should be informed that these professional uses of aspirin may be lifesaving when used upon the recommendation and under the supervision of a doctor. However, they must also be informed that even familiar and readily available products like aspirin may have important risks when used in new ways. For example, because aspirin can cause bleeding; in rare cases bleeding in the brain may occur in people who are using aspirin to prevent stroke. Therefore these uses should be recommended and monitored by a physician.

Q. What should consumers do if they are taking other pain medications such as ibuprofen?

A. Consumers who have been told by their doctor to take aspirin to help prevent a heart attack, should know that taking ibuprofen at the same time, for pain relief, may interfere with the benefits of aspirin for the heart. It is alright to use them together, but the FDA recommends that consumers contact their doctor for more information on the timing of when to take these two medicines, so that both medicines can be effective.

Q. What should consumers who are taking low dose aspirin for disease maintenance or prevention know about alcohol use?

A. Patients who consume 3 or more alcoholic drinks every day should be counseled about the bleeding risks involved with chronic, heavy alcohol use while taking aspirin.

Q. Can consumers safely use aspirin to treat suspected acute heart attacks?

A. If consumers suspect they are having a heart attack, their most important action must be to seek emergency medical care immediately. The advise and supervision of a doctor should direct this use of aspirin and patients are encouraged to speak with their doctor about this use.

Q. What do we know about how aspirin works for heart conditions and stroke?

A. The mechanism by which aspirin works in the treatment of heart attack and stroke is not completely understood. However, as an antiplatelet drug, we do know that aspirin help reduce platelet clumping which helps cause blockage in blood vessels.

Q. Who should NOT take aspirin?

A. Generally, people who have:

- allergy to aspirin or other salicylates
- asthma
- uncontrolled high blood pressure
- severe liver or kidney disease
- bleeding disorders

Always check first with your doctor to determine whether the benefit of these professional uses of aspirin is greater than the risks to you.

Q. What other side effects are associated with aspirin?

A. There is a wide range of adverse reactions that may result from aspirin use including effects on the body as a whole, or on specific body systems and functions.

High doses can cause hearing loss or tinnitus-- ringing in the ears. (Note that this usually only occurs with large doses as prescribed in rheumatologic diseases and is

rare in treatment with low doses used for cardiovascular purposes.)

Q. What is key message for Consumers?

A. The results of studies of people with a history of coronary artery disease and those in the immediate phases of a heart attack have proven to be of tremendous importance in the prevention and treatment of cardiovascular and cerebrovascular diseases.

Studies showed that aspirin substantially reduces the risk of death and/ or non-fatal heart attacks in patients with a previous MI or unstable angina pectoris which often occur before a heart attack. Patients with these conditions should be under the care and supervision of a doctor.

Aspirin has potential risks as well as benefits, like any drug. Patients should be careful to ask their doctor or health care professional before deciding whether aspirin is right for them and how much aspirin they should take.

Q. What were the major studies used to verify the effectiveness of aspirin for these indications?

A. Numerous studies both in the United States and abroad were evaluated to establish the safety and efficacy of aspirin for the cardiovascular and cerebrovascular indications and dosing information.

Major studies included:

- ISIS - 2 (Second International Study of Infarct Survival) (Ref 7)
- SALT (Swedish Aspirin Low-Dose Trial) (Ref 22)
- ESPS-2 (European Stroke Prevention Study) (Ref 23)
- UK-TIA (United Kingdom Transient Ischaemic Attack) Aspirin Trial (Ref 11)
- SAPAT (Stable Angina Pectoris Aspirin Trial) (Ref. 27)
- Canadian Cooperative Study Group (Ref. 8)
- W.S. Fields et al., Controlled Trial of Aspirin in Cerebral Ischemia (Ref 10)

* Note the reference numbers refer to the citations in the Final Rule.

Date created: August 3, 2001, updated July 6, 2006

FDA TALK PAPER

*Food and Drug Administration
U.S. Department of Health and Human Services
Public Health Service 5600 Fishers Lane Rockville, MD 20857*

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T98-76
October 21, 1998

Susan M. Cruzan: 301-827-6242
Consumer Inquiries: 800-532-4440

FDA APPROVES NEW PRESCRIBED USES FOR ASPIRIN

The Food and Drug Administration today announced a new final rule that substantially expands the recommended prescribed uses of aspirin for patients with cardiovascular and cerebrovascular problems. The rule, which is on display in the Federal Register, also provides information for its use in treatment of rheumatologic conditions.

Under the rule, doctors and health care professionals will be provided with full prescribing information about the use of aspirin in both men and women who have had a heart attack, stroke and certain other cardiovascular conditions as well as rheumatological diseases. For stroke and cardiovascular conditions, lower doses are recommended than those previously prescribed by physicians in practice. Information on the use of aspirin for rheumatologic disease has also been expanded to include specific dosing information as well as information about side effects and toxicity.

The rule updates the professional labeling of over-the-counter aspirin, buffered aspirin, and aspirin in combination with antacid that had been proposed by the agency in 1988 and 1996. The new labeling is based on FDA's evaluation of multiple studies, both here and abroad, on the use of aspirin to treat cardiovascular, cerebrovascular, and rheumatologic conditions.

The rule, which provides labeling to help guide health care providers, does not recommend or suggest the use of aspirin by healthy individuals to lower their risk of heart attack. The final rule also concludes that there are insufficient data to recommend the use of aspirin in patients with peripheral vascular disease, such as those experiencing intense leg pain due to blockage of blood flow to that area of the body.

The following are highlights of the updated professional labeling:

The product is recommended for use in both men and women to treat transient ischemic attack (TIA), ischemic stroke, angina, acute myocardial infarction (MI), recurrent MI, specific revascularization procedures, and rheumatologic diseases.

To minimize adverse events, low dosages (50-325mg) are recommended for cardiac and cerebral




vascular uses. (75-325mg are recommended for angina and previous heart attack.)

Aspirin manufacturers who wish to disseminate labeling on the professional uses of aspirin must use the labeling specified in the final rule. The new labeling, which goes into effect in a year, will be provided directly to practitioners licensed to prescribe drugs.

The agency has determined that the advice and supervision of a health care provider is required for these professional uses. Patients should be careful to ask their doctor or health care professional before deciding whether aspirin is right for them and how much aspirin they should take.

For more information on this subject, see "[FDA Issues Professional Labeling for Aspirin](#)" on the Center for Drug Evaluation and Research Website.

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FDA regulates dietary supplements under a different set of regulations than those covering "conventional" foods and drug products (prescription and Over-the-Counter). Under the Dietary Supplement Health and Education Act of 1994 (DSHEA), the dietary supplement manufacturer is responsible for ensuring that a dietary supplement is safe before it is marketed. FDA is responsible for taking action against any unsafe dietary supplement product after it reaches the market. Generally, manufacturers do not need to register their products with FDA nor get FDA approval before producing or selling dietary supplements.* Manufacturers must make sure that product label information is truthful and not misleading.

FDA's post-marketing responsibilities include monitoring safety, e.g. voluntary dietary supplement adverse event reporting, and product information, such as labeling, claims, package inserts, and accompanying literature. The Federal Trade Commission regulates dietary supplement advertising.

* Domestic and foreign facilities that manufacture/process, pack, or hold food for human or animal consumption in the United States are required to register their facility with the FDA. For more information, see [Registration of Food Facilities](#).

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- [Fortify Your Knowledge About Vitamins](#) November 2007 (*Consumer Update*)
- [Satellite Broadcast: Overview of the Implementation of the Current Good Manufacturing Practices for Dietary Supplements Guidance for Industry](#) October 5, 2007

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


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U. S. Food and Drug Administration
Center for Food Safety and Applied Nutrition
January 3, 2001

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Overview of Dietary Supplements

What is a dietary supplement?

Congress defined the term "dietary supplement" in the Dietary Supplement Health and Education Act (DSHEA) of 1994. A dietary supplement is a product taken by mouth that contains a "dietary ingredient" intended to supplement the diet. The "dietary ingredients" in these products may include: vitamins, minerals, herbs or other botanicals, amino acids, and substances such as enzymes, organ tissues, glandulars, and metabolites. Dietary supplements can also be extracts or concentrates, and may be found in many forms such as tablets, capsules, softgels, gelscaps, liquids, or powders. They can also be in other forms, such as a bar, but if they are, information on their label must not represent the product as a conventional food or a sole item of a meal or diet. Whatever their form may be, DSHEA places dietary supplements in a special category under the general umbrella of "foods," not drugs, and requires that every supplement be labeled a dietary supplement.

What is a "new dietary ingredient" in a dietary supplement?

The Dietary Supplement Health and Education Act (DSHEA) of 1994 defined both of the terms "dietary ingredient" and "new dietary ingredient" as components of dietary supplements. In order for an ingredient of a dietary supplement to be a "dietary ingredient," it must be one or any combination of the following substances:

- a vitamin,
- a mineral,
- an herb or other botanical,
- an amino acid,
- a dietary substance for use by man to supplement the diet by increasing the total dietary intake (e.g., enzymes or tissues from organs or glands), or
- a concentrate, metabolite, constituent or extract.

A "new dietary ingredient" is one that meets the above definition for a "dietary ingredient" and was not sold in the U.S. in a dietary supplement before October 15, 1994.

What is FDA's role in regulating dietary supplements versus the manufacturer's responsibility for marketing them?

In October 1994, the Dietary Supplement Health and Education Act (DSHEA) was signed into law by President Clinton. Before this time, dietary supplements were subject to the same regulatory requirements as were other foods. This new law, which amended the Federal Food, Drug, and Cosmetic Act, created a new regulatory framework for the safety and labeling of dietary supplements.

Under DSHEA, a firm is responsible for determining that the dietary supplements it manufactures or distributes are safe and that any representations or claims made about them are substantiated by adequate evidence to show that they are not false or misleading. This means that dietary supplements do not need approval from FDA before they are marketed. Except in the case of a new dietary ingredient, where pre-market review for safety data and other information is required by law, a firm does not have to provide FDA with the evidence it relies on to substantiate safety or effectiveness before or after it markets its products.

Also, manufacturers do not need to register themselves nor their dietary supplement products with FDA before producing or selling them. Currently, there are no FDA regulations that are specific to dietary supplements that establish a minimum standard of practice for manufacturing dietary supplements. However, FDA intends to issue regulations on good manufacturing practices that will focus on practices that ensure the identity, purity, quality, strength and composition of dietary supplements. At present, the manufacturer is responsible for establishing its own manufacturing practice guidelines to ensure that the dietary supplements it produces are safe and contain the ingredients listed on the label.

When must a manufacturer or distributor notify FDA about a dietary supplement it intends to market in the U.S.?

The Dietary Supplement Health and Education Act (DSHEA) requires that a manufacturer or distributor notify FDA if it intends to market a dietary supplement in the U.S. that contains a "new dietary ingredient." The manufacturer (and distributor) must demonstrate to FDA why the ingredient is reasonably expected to be safe for use in a dietary supplement, unless it has been recognized as a food substance and is present in the food supply.

There is no authoritative list of dietary ingredients that were marketed before October 15, 1994. Therefore, manufacturers and distributors are responsible for determining if a dietary ingredient is "new", and if it is not, for documenting that the dietary supplements it sells, containing the dietary ingredient, were marketed before October 15, 1994. For more detailed information on new dietary ingredients, go to: <http://www.cfsan.fda.gov/~dms/ds-ingrd.html>.

What information must the manufacturer disclose on the label of a dietary supplement?

FDA regulations require that certain information appear on dietary supplement labels. Information that must be on a dietary supplement label includes: a descriptive name of the product stating that it is a "supplement;" the name and place of business of the manufacturer, packer, or distributor; a complete list of ingredients; and the net contents of the product.

In addition, each dietary supplement (except for some small volume products or those produced by eligible small businesses) must have nutrition labeling in the form of a

"Supplement Facts" panel. This label must identify each dietary ingredient contained in the product.

Must all ingredients be declared on the label of a dietary supplement?

Yes, ingredients not listed on the "Supplement Facts" panel must be listed in the "other ingredient" statement beneath the panel. The types of ingredients listed there could include the source of dietary ingredients, if not identified in the "Supplement Facts" panel (e.g., rose hips as the source of vitamin C), other food ingredients (e.g., water and sugar), and technical additives or processing aids (e.g., gelatin,

starch, colors, stabilizers, preservatives, and flavors). For more details, see:
<http://www.cfsan.fda.gov/~lrd/fr97923a.html>.

Are dietary supplement serving sizes standardized or are there restrictions on the amount of a nutrient that can be in one serving?

Other than the manufacturer's responsibility to ensure safety, there are no rules that limit a serving size or the amount of a nutrient in any form of dietary supplements. This decision is made by the manufacturer and does not require FDA review or approval.

Where can I get information about a specific dietary supplement?

Manufacturers and distributors do not need FDA approval to sell their dietary supplements. This means that FDA does not keep a list of manufacturers, distributors or the dietary supplement products they sell. If you want more detailed information than the label tells you about a specific product, you may contact the manufacturer of that brand directly. The name and address of the manufacturer or distributor can be found on the label of the dietary supplement.

Who has the responsibility for ensuring that a dietary supplement is safe?

By law (DSHEA), the manufacturer is responsible for ensuring that its dietary supplement products are safe before they are marketed. Unlike drug products that must be proven safe and effective for their intended use before marketing, there are no provisions in the law for FDA to "approve" dietary supplements for safety or effectiveness before they reach the consumer. Also unlike drug products, manufacturers and distributors of dietary supplements are not currently required by law to record, investigate or forward to FDA any reports they receive of injuries or illnesses that may be related to the use of their products. Under DSHEA, once the product is marketed, FDA has the responsibility for showing that a dietary supplement is "unsafe," before it can take action to restrict the product's use or removal from the marketplace.

Do manufacturers or distributors of dietary supplements have to tell FDA or consumers what evidence they have about their product's safety or what evidence they have to back up the claims they are making for them?

No, except for rules described above that govern "new dietary ingredients," there is no provision under any law or regulation that FDA enforces that requires a firm to disclose to FDA or consumers the information they have about the safety or purported benefits of their dietary supplement products. Likewise, there is no prohibition against them making this information available either to FDA or to their customers. It is up to each firm to set its own policy on disclosure of such information. For more information on claims that can be made for dietary supplements, see (<http://www.cfsan.fda.gov/~dms/hclaims.html>).

How can consumers inform themselves about safety and other issues related to dietary supplements?

It is important to be well informed about products before purchasing them. Because it is often difficult to know what information is reliable and what is questionable, consumers may first want to contact the manufacturer about the product they intend to purchase (see previous question "Where can I get information about a specific dietary supplement?"). In addition, to help consumers in their search to be

better informed, FDA is providing the following sites: *Tips For The Savvy Supplement User: Making Informed Decisions And Evaluating Information* -- <http://www.cfsan.fda.gov/~dms/ds-savvy.html> (includes information on how to evaluate research findings and health information on-line) and *Claims That Can Be Made for Conventional Foods and Dietary Supplements* -- <http://www.cfsan.fda.gov/~dms/hclaims.html>, (provides information on what types of claims can be made for dietary supplements).

What is FDA's oversight responsibility for dietary supplements?

Because dietary supplements are under the "umbrella" of foods, FDA's Center for Food Safety and Applied Nutrition (CFSAN) is responsible for the agency's oversight of these products. FDA's efforts to monitor the marketplace for potential *illegal* products (that is, products that may be unsafe or make false or misleading claims) include obtaining information from inspections of dietary supplement manufacturers and distributors, the Internet, consumer and trade complaints, occasional laboratory analyses of selected products, and adverse events associated with the use of supplements that are reported to the agency.

Does FDA routinely analyze the content of dietary supplements?

In that FDA has limited resources to analyze the composition of food products, including dietary supplements, it focuses these resources first on public health emergencies and products that may have caused injury or illness. Enforcement priorities then go to products thought to be unsafe or fraudulent or in violation of the law. The remaining funds are used for routine monitoring of products pulled from store shelves or collected during inspections of manufacturing firms. The agency does not analyze dietary supplements before they are sold to consumers. The manufacturer is responsible for ensuring that the "Supplement Facts" label and ingredient list are accurate, that the dietary ingredients are safe, and that the content matches the amount declared on the label. FDA does not have resources to analyze dietary supplements sent to the agency by consumers who want to know their content. Instead, consumers may contact the manufacturer or a commercial laboratory for an analysis of the content.

Is it legal to market a dietary supplement product as a treatment or cure for a specific disease or condition?

No, a product sold as a dietary supplement and promoted on its label or in labeling* as a treatment, prevention or cure for a specific disease or condition would be considered an unapproved--and thus illegal--drug. To maintain the product's status as a dietary supplement, the label and labeling must be consistent with the provisions in the Dietary Supplement Health and Education Act (DSHEA) of 1994.

*Labeling refers to the label as well as accompanying material that is used by a manufacturer to promote and market a specific product.

Who validates claims and what kinds of claims can be made on dietary supplement labels?

FDA receives many consumer inquiries about the validity of claims for dietary supplements, including product labels, advertisements, media, and printed materials. The responsibility for ensuring the validity of these claims rests with the manufacturer, FDA, and, in the case of advertising, with the Federal Trade Commission.

By law, manufacturers may make three types of claims for their dietary supplement products: health claims, structure/function claims, and nutrient content claims. Some of these claims describe: the link between a food substance and disease or a health-related condition; the intended benefits of using the product; or the amount of a nutrient or dietary substance in a product. Different requirements generally apply to each type of claim, and are described in more detail at the following site: (<http://www.cfsan.fda.gov/~dms/hclaims.html>).

Why do some supplements have wording (a disclaimer) that says: "This statement has not been evaluated by the FDA. This product is not intended to diagnose, treat, cure, or prevent any disease"?

This statement or "disclaimer" is required by law (DSHEA) when a manufacturer makes a structure/function claim on a dietary supplement label. In general, these claims describe the role of a nutrient or dietary ingredient intended to affect the structure or function of the body. The manufacturer is responsible for ensuring the accuracy and truthfulness of these claims; they are not approved by FDA. For this reason, the law says that if a dietary supplement label includes such a claim, it must state in a "disclaimer" that FDA has not evaluated this claim. The disclaimer must also state that this product is not intended to "diagnose, treat, cure or prevent any disease," because only a drug can legally make such a claim.

How are advertisements for dietary supplements regulated?

The Federal Trade Commission (FTC) regulates advertising, including infomercials, for dietary supplements and most other products sold to consumers. FDA works closely with FTC in this area, but FTC's work is directed by different laws. For more information on FTC, go to: <http://www.ftc.gov/bcp/menu-health.htm>. Advertising and promotional material received in the mail are also regulated under different laws and are subject to regulation by the U.S. Postal Inspection Service.

How do I, my health care provider, or any informed individual report a problem or illness caused by a dietary supplement to FDA?

If you think you have suffered a serious harmful effect or illness from a product FDA regulates, including dietary supplements, the first thing you should do is contact or see your healthcare provider immediately. Then, you and your health care provider are encouraged to report this problem to FDA.

Your health care provider can call FDA's MedWatch hotline at 1-800-FDA-1088, submit a report by fax to 1-800-FDA-0178 or on-line at: <http://www.fda.gov/medwatch/report/hcp.htm>. The MedWatch program provides a way for health care providers to report problems believed to be caused by FDA-regulated products such as drugs, medical devices, medical foods and dietary supplements.

You, or anyone, may report a serious adverse event or illness directly to FDA if you believe it is related to the use of any of the above-mentioned products, by calling FDA at 1-800-FDA-1088, by fax at 1-800-FDA-0178 or reporting on-line at: <http://www.fda.gov/medwatch/report/consumer/consumer.htm>. FDA would like to know when you think a product caused you a serious problem, even if you are not sure that the product was the cause, or even if you do not visit a doctor or clinic. In addition to communicating with FDA on-line or by phone, you may use the postage-paid MedWatch form available from the FDA Web site.

NOTE: The identity of the reporter and/or patient is kept confidential.

For a general, not serious, complaint or concern about food products, including dietary supplements, you may contact the consumer complaint coordinator at the local FDA District Office nearest you. See the following Web address for the telephone number:

<http://www.fda.gov/opacom/backgrounders/complain.html>.

For more recent information on Dietary Supplements
See <http://www.cfsan.fda.gov/~dms/supplmnt.html>

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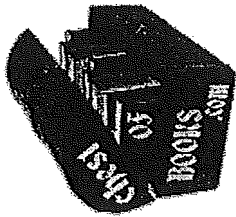
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The Constituents Of Organic Drugs



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The Constituents Of Organic Drugs

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Description

This section is from the book "Materia Medica: Pharmacology: Therapeutics Prescription Writing For Students and Practitioners", by Walter A. Bastedo. Also available from Amazon: Materia Medica: Pharmacology: Therapeutics: Prescription Writing for Students and Practitioners.

The Constituents Of Organic Drugs

These may be classified into: 1. The Active Constituents. 2. The Inert Constituents.

The latter are the cellulose, wood, and other structural parts of the drug, and in some instances starch, albumen, fat, wax, coloring-matter, and other substances which have no distinct pharmacologic action, though their presence in a preparation may have a modifying effect on the absorbability and activity of the active pharmacologic constituents.

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The active constituents may be active in two different ways, viz.: pharmacologically active, i. e., having an action on living animal tissues, and pharmaceutically active, i. e., capable of causing precipitation or otherwise notable chemichanges in a prescription or preparation. Both kinds are found in cinchona bark, which contains not only quinine and other alkaloids upon which its pharmacologic activity depends, but also tannic acid, an astringent drug. In an ordinary dose of cinchona the tannic acid is too little in amount to have any important astringent effect, and is, therefore, not pharmacologically active; yet if the cinchona preparation is mixed with a preparation of iron, the tannic acid becomes pharmaceutically active and changes the iron salt into ink. Again, the pharmacologically active principles of digitalis are not readily soluble in water, so an aqueous preparation, such as the infusion, would not represent the activity of digitalis were it not for the fact that digitalis also contains a body which possesses the peculiar property of rendering the active medicinal principles soluble in water. This body (digitonin) is, therefore, pharmaceutically active, and as such is important.

A constituent is called an active principle when to it may be attributed, either wholly or in part, the physiologic action of the drug.

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The active constituents of organic drugs may be either: a. Single chemichemical bodies, or b. Mixtures of such a nature that separation into their components is not advantageous.

The classes of active constituents are:

A. The Single Chemicals.

1. Plant acids and their salts.
 2. Alkaloids.
 3. Neutral principles.
 4. Toxalbumins.
 5. Ferments.
 6. Sugars, starches, and gums.
 7. Tannins.
- B. The Mixtures.

1. Fixed oils, fats, and waxes.

2. Volatile oils.

3. Resins.

4. Oleoresins.

5. Gum-resins.

6. Balsams.

The last three are natural exudations from plants.

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The Benefits of Organic Skin Care Products

Using Organic Skin Care Products & Make-Up

As many people turn to organic alternatives for their food and household cleaning items, they are discovering that there are more things that they can do to enhance green living. It's no wonder that organic skin care products and organic make-up are increasing in popularity as well.

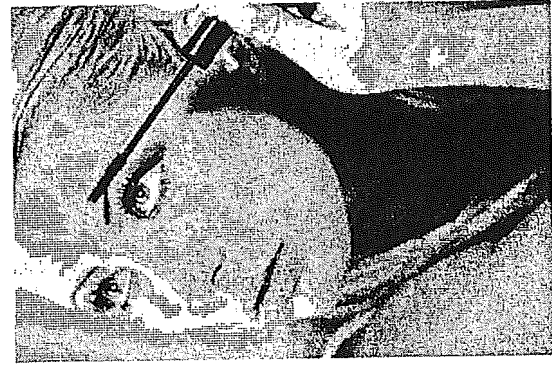
Consider this: Government regulations allow virtually any ingredient to be used in the manufacture of products that we use daily on our skin, hair, and nails, and in the water we drink. It only makes sense to get to the computer and your local library in search of healthier options.

The Food & Drug Administration (FDA) establishes the regulations and standards in the United States regarding the manufacture of drugs & food.³ The problem is that they do not pay as much attention to skin care and make-up as they should, thereby allowing some very harmful chemicals to be used in creating almost every product that is mass marketed.

Some of the harmful ingredients that are used frequently in manufacturing the most common non-organic skin care and make-up items include:

- Mercury
- Dioxane
- Nitrosamines
- Alcohol, Isopropyl (SD-40)
- Polyethylene Glycol
- Polyethylene eth-
- DEA
- Cyclomethicone
- Ammonium Laureth Sulfate

Most of these compounds are absorbed easily by the skin, yet the body has no way of ridding itself of them. The

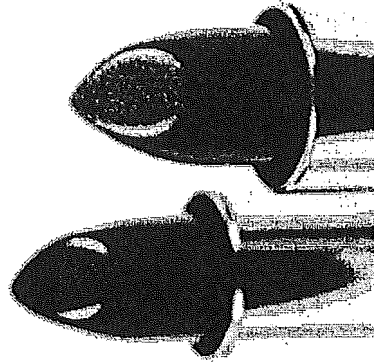


toxins remain in your intestine and eventually get spread through the body and can damage organs throughout your body.

Read Product Labels & Learn About What You're Getting

If you want to protect your body from the harmful ingredients that are used in most commercial brands, you should check out organic skin care products and organic make-up. Of course, you will need to get in the habit of reading product labels, just as you probably do already when it comes to the foods that we buy.

We are all concerned about our health and well being, which means



that it is important that we are proactive in choosing products that are good for us. Choosing organic skin care products and organic make-up does not have to be a tedious process.

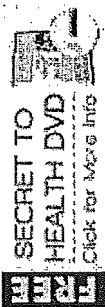
Once you have become reasonably familiar with the "bad" ingredients that are so commonly used in skin care products, you will learn to recognize the difference between synthetic & natural products. Becoming a more informed consumer will allow you to make smart choices while shopping for your organic skin care products.

It may get a little frustrating when you're initially trying to decipher labels because there are so many ingredients listed. One thing you can use that will help you to decipher product labels is to break each label into thirds. Focus on these ingredients first, because they usually make up the majority of the product.

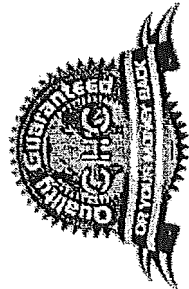
The rule is that the ingredients should be listed in descending order according to the amount that they make up the formula. For example, if you have a product that is 88% aloe and 90% water, the water would be listed first, the numbers show there's more water than aloe. Alphabetical listing does not override this.

Did You Know? - Organic Skin Care Products & Organic Make-Up

The top third listing of product ingredients usually contains 90-95% of the entire product? The ingredients that are listed at the bottom two-thirds of any product listing are only present in approximately 1-8% of the entire product.²



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What to Look for on Organic Skin Care & Make-up Products Labels

Some of the ingredients that you will find present in many type of skin care products, including organic skin care products & organic make-up:

- Emollients
- Humectants
- Emulsifiers
- Surfactants
- Preservatives

What you need to know about these essential ingredients for all organic skin care products and organic make-up is that there are both synthetic and natural versions of each. Synthetic emollients, humectants, emulsifiers, surfactants, and preservatives are all harmful for our bodies. At one time, such a task might have proven to be an enormous undertaking, but with the wealth of information that is available to us on the Internet, researching almost any product is a task that is relatively simple, and well worth the effort.

REFERENCES

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2. Organic cosmetics for natural beauty. Narelle Chenerly. <http://www.inspiredliving.com/organic/OrganicCosmeticsNaturalHealth.pdf>.



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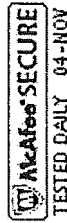
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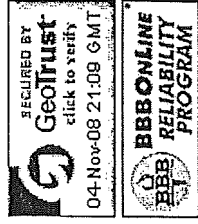
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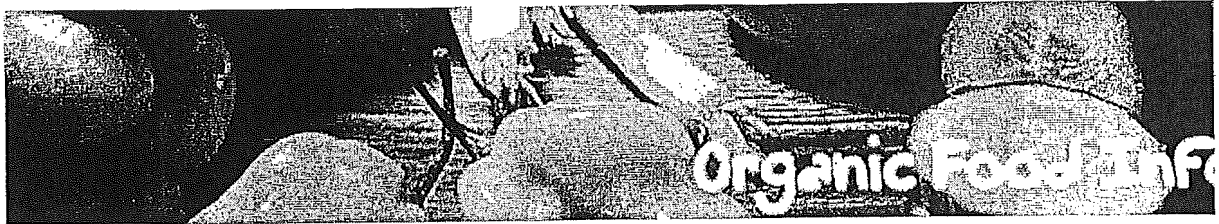
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The Advantages of Organic Food

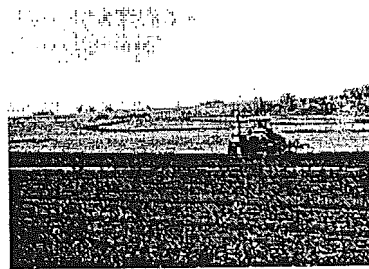
You Are What You Eat

Do you really know what goes into your food? Discover the advantages of organic food on this site and see exactly what producers have been [adding to your fruit and vegetables](#) to make it less healthy than a few years ago.

NEWSLETTER

Why not sign up for our free [newsletter](#) and receive 7 free fantastic organic recipes?

We take your privacy seriously and hate spam as much as you do.



In the rush to produce more and more crops to satisfy growing demand producers have had to resort to using a lethal cocktail of pesticides to control disease and insect attack.

Good news for their bank balances perhaps but not good news for your health, this is why you need to be informed of the advantages of organic food.

Did you know that if you consumed an average apple you would be eating over 30 pesticides, even after you have washed it?

The quality of food has definitely gone down since the second world war. For instance, the levels of vitamin C in today's fruit bear no resemblance to the levels found in wartime fruit.

Organic food is known to contain 50% more nutrients, minerals and vitamins than produce that has been intensively farmed. Read more about this [here](#).

You will have to eat more fruit nowadays to make up the deficiency, but unfortunately that means eating more chemicals, more detrimental affects on your health eating something that should be good for you!

Also don't forget about the cocktail of anti-biotics and hormones that cattle and poultry



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The average organic fruit contains more than 20 pesticides

10/19/2008

B00053

wonderful health benefits of green tea

are force fed.

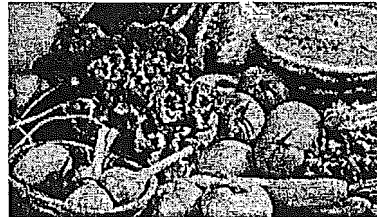
What happens to those chemicals when the animal dies?

Digested and stored in human bodies is the answer, have you seen pictures of animals in severely cramped conditions in battery farms?

It just does not make sense to state that any animal kept in these conditions is healthy and produces high quality food.

If you are as worried as I am about the health of our family then you need to read the articles on this and seriously consider converting your family to the organic lifestyle with the organic food information you are going to learn on this site.

Trust me, once you try some organic produce and taste an apple the way it should be, and perhaps how you recall it tasting in your youth, you will never go back to mass produced fruit again.



Sure there are issues with availability and cost but with a bit of research you should be able to find local stores who stock organic produce.

Also, don't forget about your local farmer, I'm sure you will be able to find one that has seen the light and opened up a farm shop to supply local residents.

You should be able to get some very keen prices from these shops, why not take a look around and see who is offering produce in your area?

Some more startling facts now. Pesticides in food have been linked to many diseases including:

- Cancer
- Obesity
- Alzheimer's
- Some birth defects

Not a nice list is it? There are probably others but if you think about it, how can it be okay for you to eat chemicals and not expect some form of reaction in your body. Our bodies are delicately balanced wonderful machines. Any form of foreign chemical is bound to cause irritation at the least.

Please take advantage of the organic food articles and information on this site and do consider taking a closer look at what you are eating. It's for your health after all!

Virginia Louise

Organic food more rich in minerals and retains nutrients longer

Your body will more resist disease as I higher level essential nutrients to fight infection

You will have energy through consuming levels of toxic chemicals that your body can't handle

If you are eating dairy or fast food then you are eating the chemicals and growth hormones given to the animals

Organic food producers are stringent about pesticides

Organic farmers use natural water and do not use nitrogen and other pollutants in the soil

Organic food tastes so much better!



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It reads like a "who's who" of Australia's top food experts. Over 50 of our most respected chefs have signed their names to a charter opposing GM food.

[Organic Milk Is Cream of the Crop](#)

A new study by Newcastle University proves that organic farmers who let their cows graze as nature intended are producing better quality milk.

[Majority of Darjeeling Tea To Go Organic](#)

The Darjeeling Tea Association (DTA) has mounted efforts to increase the production of organic tea so that the majority of the champagne of teas is organically produced by 2010.

[Nanotechnology - Sweating The Small Stuff](#)

It seems like a Willy Wonka fantasy, but right now food companies are using nanotechnology to create all sorts of bizarre products.

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Butter Buds takes advantage of organic growth

26-Oct-2004

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In line with growing consumer demand for organic products, Butter Buds Food Ingredients has introduced a certified organic line of natural butter, cream and cheese concentrates.

According to the company, these products, like all Butter Buds natural dairy concentrates, offer the flavor profile of real dairy butter, cream and cheese, but add virtually no fat or cholesterol to end products.

"Greater consumer demand for organic food has stemmed from a variety of factors, though at core the prevalent issues remain healthier eating, food safety and the ongoing genetically modified organism (GMO) debate," states a new report by Euromonitor due to be published later this year.

The report says that the organic food market in the US is estimated to be worth \$10.4 billion and it shows no signs of tiring - it grew by 20.4 percent in 2003 - and sales are expected to reach \$16.1 billion in 2008.

"Sales of organic food have outpaced those of traditional grocery products due to consumer perceptions that organic food is better for them," said the report. According to a 2002 study by the Food Marketing Institute (FMI), 61 percent of consumers felt that organic foods were more beneficial for their health, 57 percent of them said that they had purchased organic foods in the past six months or had used them to help maintain their health. This figure was up from 50 percent in 2001.

The survey also found that fans of organic food believe it offers a *"richer, deeper taste"* than conventionally grown produce. Among Americans, the most frequently purchased organic food types are vegetables, fruit, cereals/grains, closely followed by yoghurt, UHT milk and dried pasta products.

However, organic products made up only 1.9 percent of all oils and fats sales in 2004, with organic butter comprising the bulk of these types of products.

"The demand for organic butter and other fats is expected to grow along with that of oils during the forecast period, due to increased consumer confidence in the organic labels and increased distribution in supermarket and mass channels," says the report.

National standards for certifying organic foods became effective in the US on 21 October 2002, establishing a national definition for the term *"organic"*. Items that meet the new requirements - such as the Butter Buds food ingredients - are able to bear a green and brown "USDA organic" seal that certifies that the food was organically grown.

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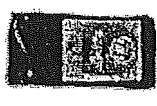

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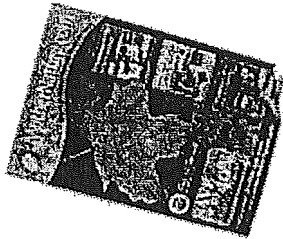
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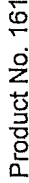
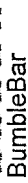


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BumbleBar

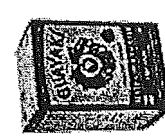
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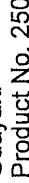
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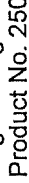
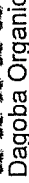
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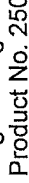
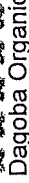
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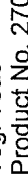
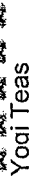
Our Price: \$25.76
List Price: \$32.28
On Sale! 20% Off



Original Tea Bags - Egyptian Licorice, 6 Units / 16



bag



Yogi Teas

Product No. 27032

Usually ships in 24 hours

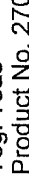
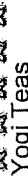
Our Price: \$20.23
List Price: \$22.74
On Sale! 11% Off



Beverage Teas - Egyptian Licorice Mint, 6 Units /



16 bag



Yogi Teas

Product No. 27035

Usually ships in 24 hours

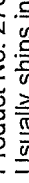
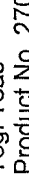
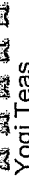
Our Price: \$20.09
List Price: \$22.74
On Sale! 12% Off



Healing Formula Tea - Bedtime, 6 Units / 16 bag



Units / 16 bag



Yogi Teas

Product No. 27036

Usually ships in 24 hours

Our Price: \$23.79
List Price: \$26.94
On Sale! 12% Off



Womans Teas Bags - Womans Moon Cycle, 6

Units / 16 bag

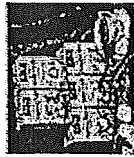
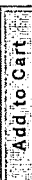


Yogi Teas

Product No. 27049

Usually ships in 24 hours

Our Price:\$23.95
List Price: \$26.94
On Sale! 11% Off



Green Tea - w/Kombucha & Chinese Herbs, 6

Units / 16 bag

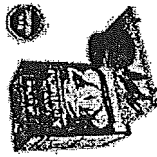


Yogi Teas

Product No. 27054

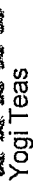
Usually ships in 24 hours

Our Price:\$23.79
List Price: \$26.94
On Sale! 12% Off



Green Tea - with Triple Echinacea, 6 Units / 16

bag



Yogi Teas

Product No. 27058

Usually ships in 24 hours

Our Price:\$23.95
List Price: \$26.94
On Sale! 11% Off



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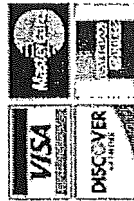


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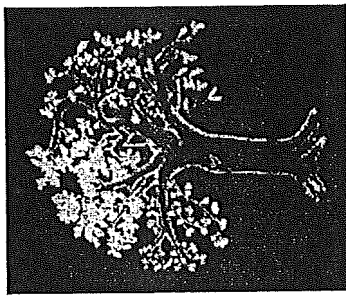
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Healthy Hearts



Welcome to the Organic Aspirin™ website where you can find everything you need for a healthy heart. From our website you can buy Organic Aspirin™ products directly. We are a company founded by research scientists, educators and librarians, so you can also find educational resources, heart fitness information, and much more.

Aspirin Medication and the Heart

Studies have shown that aspirin (acetylsalicylic acid) consumption benefits the heart. Salicylates like aspirin have been used in various forms since antiquity. Actually, the first salicylates consumed were all botanical. The use of naturally occurring salicylates from plant extracts prompted the chemical synthesis of aspirin. Today, all aspirin is synthesized industrially from phenol(a byproduct of coal or benzene). In fact, aspirin was first manufactured from chemically modifying extracts of the spiraea ulmaria plant, a major constituent of Organic Aspirin™ cardioprotective capsules. The FDA has approved aspirin use for people who have had a previous stroke or who have had a warning signs such as a transient ischemic attack (mini-stroke). The cardiovascular effects of aspirin extend to those who have had a previous heart attack, experience angina (chest pain), have had recurrent blockage, or have had heart bypass surgery or other procedures to clear blocked arteries (such as balloon angioplasty or carotid endarterectomy). However, because of the risks of long-term use, aspirin is not approved by the FDA for decreasing the risk of heart attack in healthy individuals.

Sensible Choices and Healthy Hearts

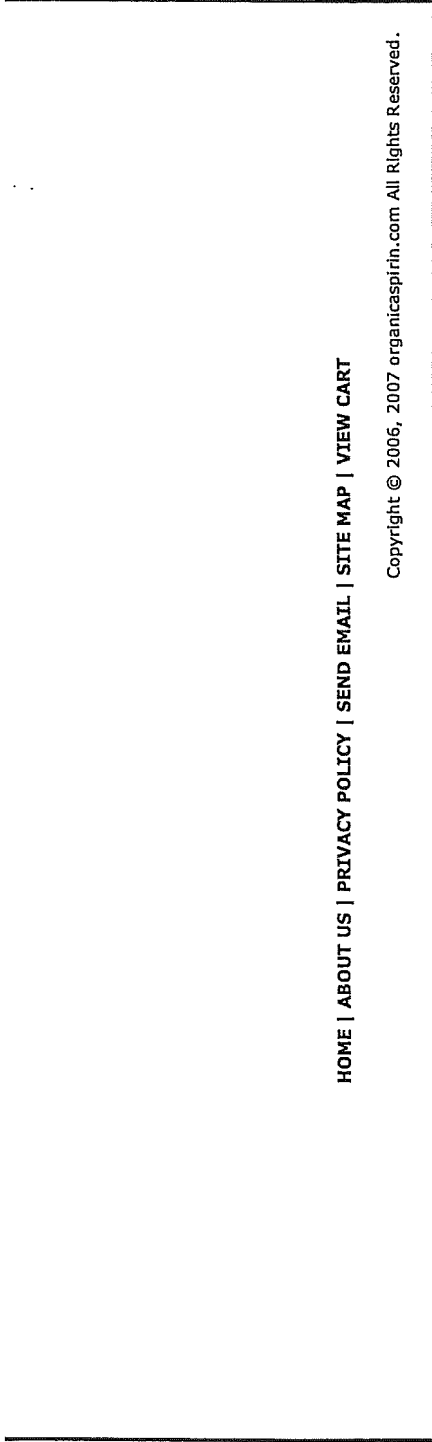
To maintain optimal cardiovascular health supplement with Organic Aspirin™ cardioprotective capsules. Organic Aspirin™ capsules provide you with salicylates for your heart's protection. We are dedicated to providing the best botanical cardioprotective alternative to industrially synthesized medications. Organic Aspirin™ products contain exclusively naturally occurring phytochemicals and salicylates which later convert into salicylic acid in our bodies and allow for gentler digestion than harsher synthetic medications while at the same time providing a wider range of benefits. All healthy hearts thrive on sensible exercise and nutrition. Independent of your lifestyle choices, our goal is to provide you with the best protection your heart will ever have.

Added Benefits of Organic Aspirin™ products:

Our products contain salicin from both botanical forerunners of aspirin. Spirea Ulmaria and White Willow were originally -for over a century- used as "herbal" flu-remedies. The mild anti-clotting effect of natural salicylates, provides cardioprotective benefits, and their anti-inflammatory action promotes joint flexibility. The flavonoids present in Hawthorn Berry help improve circulation by reducing blood lipids and alleviating hypertension (via vasodilation). Our plant sources are rich in tannins (chemicals found in tea, wine and pomegranates). Phytochemicals from the plants provide extra health benefits and protect the stomach.

Look for our Organic Aspirin™ cardioprotective products at your local natural foods and health store.

Featured Products



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History of aspirin (acetylsalicylic acid, ASA)

[History of aspirin](#)

Aspirin: Initially people relied on botanical extracts for their aches and pains. It was thanks to the healing properties of a few salicin containing plants that people realized the value of salicylates. We sure have come a long way, and along the way our approach and reliance to nature has changed. Today many medications, including aspirin, are synthesized from petroleum byproducts.

[What is in Organic Aspirin™
cardioprotective
capsules](#)

Aspirin or acetylsalicylic acid, is a derivative of salicylic acid that is a mild, nonnarcotic analgesic useful in the relief of headache and muscle and joint aches. The drug works by inhibiting the production of prostaglandins, body chemicals that are necessary for blood clotting and which also sensitize nerve endings to pain.

[Organic Aspirin™
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In 1899, a German chemist named Felix Hoffmann, who worked for a German company called Bayer, rediscovered one of Gerhardt's formulas for chemically synthesizing aspirin or acetylsalicylic acid. The salicylic acid itself was a synthetic derivative of a phytochemical called salicin (one of the main ingredients of Organic Aspirin™ cardioprotective capsules). Felix Hoffmann made some of the formula and gave it to his father who was suffering from the pain of arthritis. With good results, Felix Hoffmann then convinced Bayer to market the new wonder drug. Aspirin was patented on March 6, 1889.

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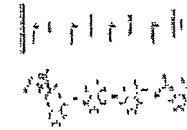
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The folks at Bayer came up with the name aspirin, it comes from the 'a' in acetyl chloride, the "spir" in spiraea ulmaria (the plant they obtained salicin and then derived the salicylic acid from) and the 'in' was a then familiar name ending for medicines.

[Educational links](#)

Today, phenol (commonly a product of benzene, coal oxidation, or petroleum) is the chemical starting material in the industrial production of aspirin.

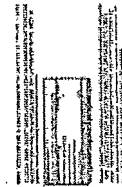
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The Nobel Prize in
Physiology
or Medicine 1952

[The Botanical Origins of Synthetic Aspirin](#)

[Chemical Information of Aspirin \(acetylsalicylic acid\)](#)



[How aspirin works to inhibit prostaglandin from nobelprize.org](#)

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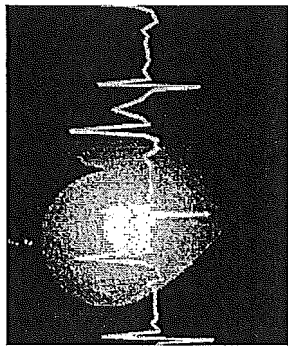
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Information on Organic Aspirin™ brand products



Our brand Organic Aspirin™ cardioprotective capsules DO NOT CONTAIN the synthetic chemical acetylsalicylic acid, the active ingredient in aspirin.

IF YOU ARE TAKING OR HAVE BEEN ADVISED TO TAKE ASPIRIN FOR ANY REASON, CONSULT WITH A MEDICAL PROFESSIONAL BEFORE ALTERING YOUR REGIMEN. ORGANIC ASPIRIN™ CARDIOPROTECTIVE CAPSULES ARE NOT A SUBSTITUTE FOR ANY MEDICATIONS PRESCRIBED BY YOUR PHYSICIAN.

Hearts love Organic Aspirin™ brand capsules

Laboratory studies show that meadowsweet flowers and seeds contain a chemical similar to heparin. The salicylate component and this heparin-like compound that are both found in Organic Aspirin™ cardioprotective capsules have a mild inhibiting effect on blood clotting like that of manufactured aspirin. Organic Aspirin™ capsules add one more shield of protection to your heart. Safety always first, so make sure Organic Aspirin™ brand capsules are the right choice for you. If you are taking aspirin medication for your heart consult a physician before making any changes.

The Common Cold.

Organic Aspirin™ capsules are taken by mouth to relieve the symptoms of the common cold. One of the chemicals contained in Organic Aspirin™ capsules is a salicylate, similar to but much milder on your stomach than acetylsalicylic acid, the active component in aspirin tablets. Since Organic Aspirin™ capsules contain a salicylate component, they act to reduce pain and fever, mildly. Organic Aspirin™ cardioprotective capsules are used most frequently as supportive therapy for the common cold. They can also be mildly effective for the treatment of various stomach conditions such as heartburn and ulcers.

What's in your aspirin tablet?


Industrially synthesized aspirin tablets contain stabilizers and fillers. Organic Aspirin™ cardioprotective capsules on the other hand, in addition to the salicylates, contain only naturally occurring phytochemicals. So Organic Aspirin™ capsules contain phytochemicals known as tannins, that induce a drying effect, and are known to decrease congestion and mucus that is often associated with a cold.

Added benefits of phytochemicals.

Meadowsweet, a key ingredient of Organic Aspirin™ cardioprotective capsules has also been used to treat stomach complaints such as heartburn. Because of its mild anti-inflammatory properties, meadowsweet has also been used for gout or other types of inflammatory conditions. Hawthorn Berry, has a high proanthocyanidin (procyanidin) content. These flavonoids can also be found in bilberry, cranberry, black currant, green tea, grape seed, grape skin, and red wines and have been linked to vascular health. It has been observed that regular consumption of proanthocyanidins limits the occurrence of cardiovascular disease, even in populations on high-fat diets.

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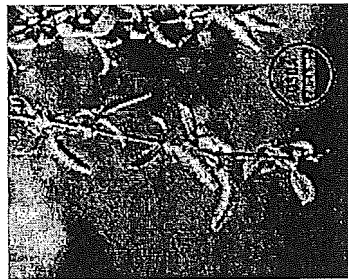


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Botanical Sources of Organic Aspirin™ Products



We guarantee the quality all of our products and verify that all Organic Aspirin™ capsules are free of synthetic chemicals and animal byproducts. Our products are encapsulated in vegetable capsules, made with natural vegetable cellulose, and contain absolutely no animal derived ingredients. Our botanical sources are certified 100% USDA organic by an independent agency, Oregon Tilth. Oregon Tilth is a nonprofit organization supporting and promoting biologically sound and socially equitable agriculture through education, research, advocacy, and certification.

Organic Aspirin™ capsules are formulated to contain salicylates (aspirin-like phytochemicals), flavonoids, tannins and heparin from biodiverse sources.

Organic Aspirin™ capsules contain salicylates from Spiraea ulmaria (Other Names: Filipendula ulmaria, Bridewort, Dropwort, Lady of the Meadow, Queen of the Meadow, Spiraea, Meadowsweet). Aspirin (aka acetylsalicylic acid) owes its name to Spiraea ulmaria (the aspirin is for acetyl, and the spir for Spiraea)

Organic Aspirin™ capsules contain salicylates from White Willow. The active extract of the bark, called salicin, after the Latin name for the White willow (Salix alba), was isolated to its crystalline form in 1828 by Henri Leroux, a French pharmacist, and Raffaele Piria, an Italian chemist, who then succeeded in separating out the acid in its pure state. Salicin in a saturated solution with water is called salicylic acid. This is a precursor to the active ingredient in synthetic aspirin (aka acetylsalicylic acid).

Organic Aspirin™ capsules also contain proanthocyanidins from Hawthorn Berry (Crataegus laevigata, midland hawthorn or woodland hawthorn). This species is native to western and central Europe and is rich in proanthocyanidins.



Organic Aspirin™ Product Benefits



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Please Read Carefully!

Visit the FDA site for more information on risks, side effects and interactions.

Our brand Organic Aspirin™ cardioprotective capsules DO NOT CONTAIN the synthetic chemical acetylsalicylic acid, the active ingredient in aspirin.

IF YOU ARE TAKING OR HAVE BEEN ADVISED TO TAKE ASPIRIN FOR ANY REASON, CONSULT WITH A MEDICAL PROFESSIONAL BEFORE ALTERING YOUR REGIMEN. ORGANIC ASPIRIN™ CARDIOPROTECTIVE CAPSULES ARE NOT A SUBSTITUTE FOR ANY MEDICATIONS PRESCRIBED BY YOUR PHYSICIAN.

Organic Aspirin™ cardioprotective capsules contain White Willow, Meadowsweet, Hawthorn Berry and Calcium Carbonate.

Organic Aspirin™ cardioprotective capsules should also not be used by people with aspirin allergies, bleeding disorders, or kidney disease, and it may interact adversely with "blood thinners," other anti-inflammatory drugs, methotrexate, metoclopramide, phenytoin, probenecid, spironolactone, and valproate.

Safety in pregnant or nursing women, or those with severe liver or kidney disease, has not been established.

Interactions You Should Know About

If you are taking blood-thinning medications such as Coumadin (warfarin), heparin, Plavix (clopidogrel), Ticlid (ticlopidine), Trental (pentoxifylline), or aspirin; methotrexate; Dilantin (phenytoin); sulfonamide drugs; spironolactone and other potassium-sparing diuretics; or the antiseizure drug valproic acid: Digoxin: Hawthorn enhances the action of digoxin. The dose of digoxin may need to be lowered if hawthorn is added. Conversely, an increase in digoxin dose may be required if hawthorn is discontinued. It may be wise to avoid combining Organic Aspirin 1/2 capsules with these substances.

What interactions should I watch for?

Organic Aspirin™ cardioprotective capsules contain meadowsweet

Prescription Drugs

A small possibility exists that meadowsweet could increase the effects and the risk of side effects from narcotic analgesics, such as morphine or oxycodone.

Meadowsweet may increase the time blood needs to clot. When it is taken with antiplatelet or anticoagulant drugs, the effect of the antiplatelet or anticoagulant may be increased, resulting in uncontrolled bleeding.

Antiplatelets include: Plavix and Ticlid
Anticoagulants include: heparin and warfarin.
Non-prescription Drugs

Meadowsweet may increase the anticoagulant effects of aspirin, therefore the two should not be taken together.

Hypertensives: Hawthorn may potentiate activity.
Antiarrhythmics: Hawthorn may potentiate or interfere with their activity
CNS depressants: Hawthorn may have additive effects.

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Inflammation: What You Need To Know

Pain may not be a primary symptom of the inflammatory disease, since many organs do not have many pain-sensitive nerves. Treatment of organ inflammation is directed at the cause of inflammation whenever possible.

How are inflammatory joint diseases treated?

There are a number of treatment options for inflammatory diseases including medications, rest and exercise, and surgery to correct joint damage. The type of treatment prescribed will depend on several factors including the type of disease, the person's age, type of medications he or she is taking, overall health, medical history and severity of symptoms.

The goals of treatment are to:

- Avoid or modify activities that aggravate pain
- Relieve pain through analgesics (pain-relieving medications) and anti-inflammatory medications
- Maintain joint movement and muscle strength through physical therapy
- Decrease stress on the joints by using braces, splints or canes as needed

What medications are used to treat inflammatory diseases?

There are many medications available to decrease joint pain, swelling and inflammation and hopefully prevent or minimize the progression of the inflammatory disease. The medications include:

- Non-steroidal anti-inflammatory drugs (NSAIDs – such as aspirin, ibuprofen or naproxen)
- Corticosteroids (such as prednisone)
- Anti-malarial medications (such as hydroxychloroquine)
- Other medications* including methotrexate, sulfasalazine, leflunomide, anti-TNF medications, cyclophosphamide and mycophenolate

* *Some of these medications are traditionally used to treat other conditions such as cancer, inflammatory bowel disease or organ transplants. However, when "chemotherapy" types of medications (such as methotrexate or cyclophosphamide) are used to treat inflammatory diseases, the doses are significantly lower and the risks of side effects tend to be considerably less than when prescribed in higher doses for cancer.*

When you are prescribed any medication, it is important to meet with your physician regularly so he or she can detect the development of any side effects and monitor the efficacy of the medication.

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Welcome to Oregon Tilth

Oregon Tilth is a nonprofit research and education membership organization dedicated to biologically sound and socially equitable agriculture. Oregon Tilth offers educational events throughout the state of Oregon, and provides organic certification services to organic growers, processors, and handlers internationally.

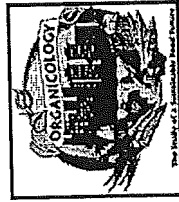
Advocacy



Living Culture is a monthly television series that showcases cuisine and culture in Oregon's Willamette Valley
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Education and Research



Organicology - Join a full spectrum of participants in the organic foods trade, February 26-28, 2009, for 3 days of perspective enhancement, skill development, inspiration and celebration.
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Certification



NW local recognized leader in the natural and organic foods community. Product line of organic soups, broths, non-dairy beverages and iced teas. Learn more about Pacific Natural Foods.
Read more...

Oregon Tilth and AIB Launch Organic Training

Feb 06, 2009 07:51 PM

AIB International and Oregon Tilth, a leader in Organic Certification, have teamed together to bring you a unique seminar, Organic Certification with a Foundation in Food Safety.



Energy Program Helps Growers and Operators Save Energy and Money

Jan 16, 2009 01:16 PM

As energy prices climb and growers and operators watch their bottom line shrink, a regional group has announced services to help conduct on-site energy audits and secure funding for energy efficiency upgrades. Producers and small rural businesses in western Oregon counties can receive these services at no charge.



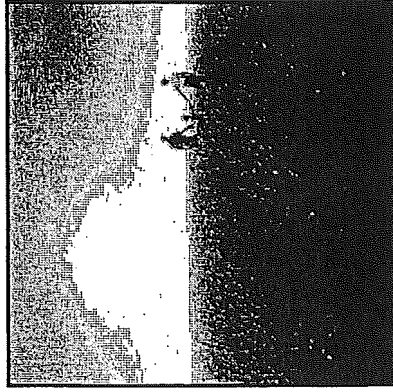
Oregon Tilth Submits Comments on Proposed Pasture Regulation

Dec 29, 2008 10:52 AM

Oregon Tilth comments on Proposed Pasture Regulation

Overview of Oregon Tilth

About Oregon Tilth



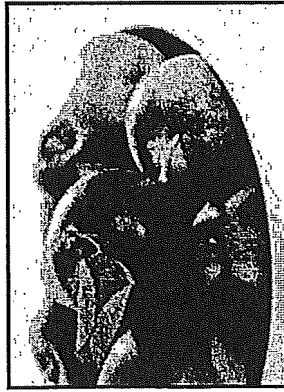
Oregon Tilth is a nonprofit organization supporting and promoting biologically sound and socially equitable agriculture through education, research, advocacy, and certification. Oregon Tilth advocates sustainable approaches to agricultural production systems and processing, handling and marketing.

Oregon Tilth's purpose is to educate gardeners, farmers, legislators, and the general public about the need to develop and use sustainable growing practices that promote soil health, conserve natural resources, and prevent environmental degradation while producing a clean and healthful food supply for humanity.

Oregon Tilth, Inc. is a 501 (c) (3) nonprofit organization that supports and promotes biologically sound and socially equitable agriculture through education, research, advocacy, and product certification.

Why Choose OTCO

Why Choose Oregon Tilth Certification Services



Oregon Tilth Certified Organic (OTCO) has fully integrated organic certification services with a high level of service and commitment.

OTCO has been offering organic certification services to the industry for over 30 years. Helping to develop the National Organic Standards of the USDA, Oregon Tilth was one of the first to gain accreditation and begin offering organic certification under the USDA organic regulations. Oregon Tilth offers certification services to producers, manufacturers, food handlers and more, both nationally and internationally. Oregon Tilth is the most respected name in organic certification.

OTCO Certification Services

B00110



- OTCO certifies multiple categories of operations, including individual operations, production partnerships, and cooperatives.
- OTCO provides certification services for ten classes of operations: T, O, OW, OLP, OA, OP, OH, OM, OFT and OR (more...)
- OTCO's diverse portfolio and expertise is designed for certification services from farms, distributors, manufacturers to retailers and restaurants.
- OTCO provides national and international certification services.
- OTCO is compliant with ISO Guide 65 through the USDA and is accredited by the USDA National Organic Program (more...)
- OTCO enforces the federal Organic Foods Production Act by investigating all reports of violations of the USDA National Organic Program standards.
- OTCO offers fast track Salmon-Safe certification to organic farmers that further protect water quality and biodiversity.

Categories of Certification

Certification is available for individual operations, production partnerships, and cooperatives or grower groups.

- An **individual operation** is a sole proprietorship, corporation, partnership or similarly defined *single* company. A single certification may cover activities at multiple sites under the direct management of the applicant company.
- A **production partnership** involves a collaborative effort among two or more independent companies marketing their products in common. A single production partnership certification may cover diverse activities at diverse sites.
- A **cooperative or grower group** involves a centrally managed association of local growers producing similar crops using similar practices and marketing their products in common. A single cooperative may cover numerous individual member farmers.

Organic Industry Trends

Oregon Tilth Certified Organic (OTCO) Program Trends

Each year Oregon Tilth publishes a report on growth trends in its certification (OTCO) program.

OTCO Operations Report, Years 2000 - 2004

OTCO Operations Report, Years 2005 - 2007

Organic Industry Trends

The organic industry continues to experience growth worldwide. For current growth statistics as well as projected forecasts, please visit the sites below.

- Organic Trade Association (OTA) Market Trends
- Agricultural Marketing Resource Center (AgMRC) Organic Food Trends
- Washington State University's Statistics on Organic Agriculture

Report of Oregon Tilth Certified Organic (OTCO) Farm and Handling Operations, 2005-2007

OTCO Farm Operations			
Trend	2005	2006	2007
Total US Farms	412	491	569
Total US organic acres ¹	83,923	108,344	310,348
Total US acres in transition	2126	5841	9633
Average certified acres per US farm ²	211	234	276
Total International Farms ³	29	35	47
Total International hectares (ha) ⁴	9057	6350	10,116
Total Intl. ha in transition	143	338	289
Average certified ha per Int. grower ^{3,4}	24.5	17.6	14.8

OTCO Farm Operations in Oregon			
Trend	2005	2006	2007
Total OR farms	271	310	346
Total OR organic acres ¹	36,352	47,600	61,918
Total OR acres in transition	1345	3559	4388
Average certified acres per OR farm ²	141	167	193

Size of US OTCO farm operations			
Trend	2005	2006	2007

Over 1,000 acres ¹	14	19	27
500 to 1,000 acres	32	45	53
100 to 500 acres	111	155	202
50 to 100 acres	37	44	44
10 to 50 acres	121	119	133
Under 10 acres	93	105	110

1 OTCO certifies three wild harvest operations that harvest from a 5,000-acre area on Klamath Lake in Oregon. OTCO also certifies a 254,535-acre area on a remote island in Alaska's Aleutian peninsula upon which organic livestock are grazed. Acreage from these operations was omitted from total US and OR acres calculations.

2 To ensure average certified acreage per farm was not inflated due to operations significantly outside median figures, the acreage of operations identified in the first footnote as well as an additional 154,950 acres associated with a multi-ranch operation in Texas were omitted.

3 Some international farms are cooperatives of growers or production partnerships, all certifying under one company name. As of 2/1/08, OTCO certifies 704 individual growers internationally.

4 OTCO certifies two wild harvest operations in Russia collecting herbs from national wildlife reserves covering a total of 203,047 hectares. Hectares from these operations were omitted from total international hectares and average hectares per grower calculations.

Year	2005	2006	2007
Organic Fiber and Textile	0	3	5
US Organic Handlers	33	19	40
US Organic Processors	372	241	433
US Organic Marketers	26	22	35
US Organic Restaurants	2	1	4
Total US Operations	436	283	517

International Organic Handlers	4	3	5
International Organic Processors	18	25	21
International Organic Marketers	0	2	0
Total International Operations	22	30	26

Report of Oregon Tilth Certified Organic (OTCO) Farm and Handling Operations, 2000-2004

OTCO Farm Operations					
Trend	2000	2001	2002	2003	2004
Total US Farms	368	359	371	388	401
Total US organic acres ¹	57,860	53,790	59,917	64,794	68,784
Total US acres in transition	2460	3155	2484	2130	4016
Average certified acres per US farm ¹	164	159	170	174	183
Total International Farms ²	33	40	45	35	29
Total International hectares (ha)	20,236	7042	10,529	19,212	8120
Total Intl. ha in transition	114	131	226	275	159
Average certified ha per Int. grower ²	10.3	24.5	28.2	39.4	16.1

OTCO Farm Operations in Oregon					
Trend	2000	2001	2002	2003	2004
Total OR farms	214	220	234	242	266
Total OR organic acres ¹	16,871	17,344	21,627	25,918	27,517
Total OR acres in transition	726	427	523	854	26
Average certified acres per OR farm	82	81	96	112	115

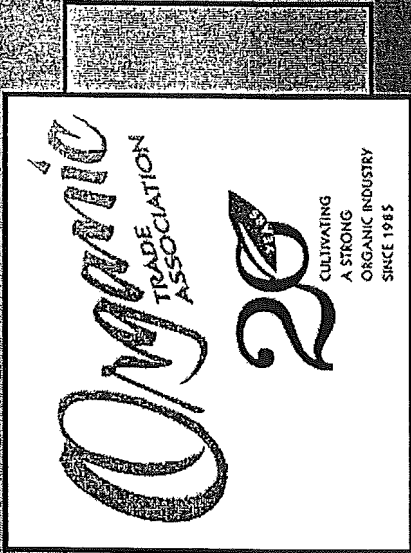
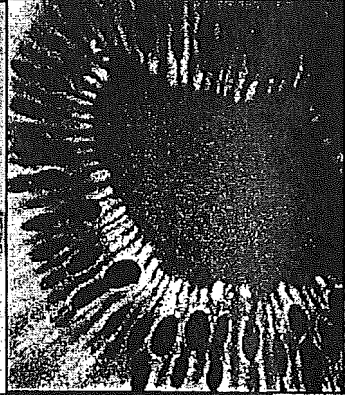
Size of US OTCO farm operations					
Trend	2000	2001	2002	2003	2004

Over 1,000 acres ¹	5	6	7	8	11
500 to 1,000 acres	18	17	20	23	23
100 to 500 acres	127	110	112	119	116
50 to 100 acres	48	40	36	46	41
10 to 50 acres	104	109	119	109	116
Under 10 acres	64	73	70	79	90

¹ OTCO certifies three wild harvest operations that harvest from a 5,000-acre area on Klamath Lake in Oregon. OTCO also certifies a 1.46 million-acre area in Alaska upon which organic livestock are grazed. These operations were left out of calculations for statistical reasons.

² Some international farms are cooperatives of growers or production partnerships, all certifying under one company name.

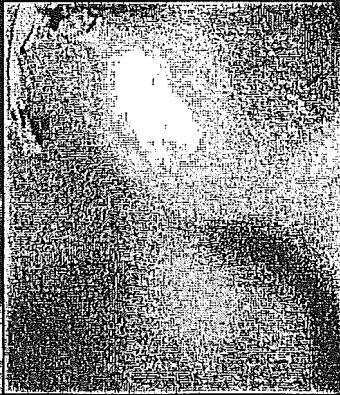
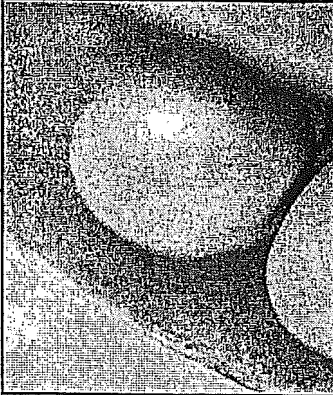
OTCO Certified Handling Operations						
Year	2000	2001	2002	2003	2004	
US Organic Handlers	18	19	24	25	30	
US Organic Processors	218	241	268	282	303	
US Organic Marketers	31	22	27	25	22	
US Organic Restaurants	1	1	1	1	1	
Total US Operations	268	283	320	333	356	
International Organic Handlers	3	3	2	3	3	
International Organic Processors	30	25	22	18	14	
International Organic Marketers	2	2	1	0	0	
Total International Operations	35	30	25	21	17	

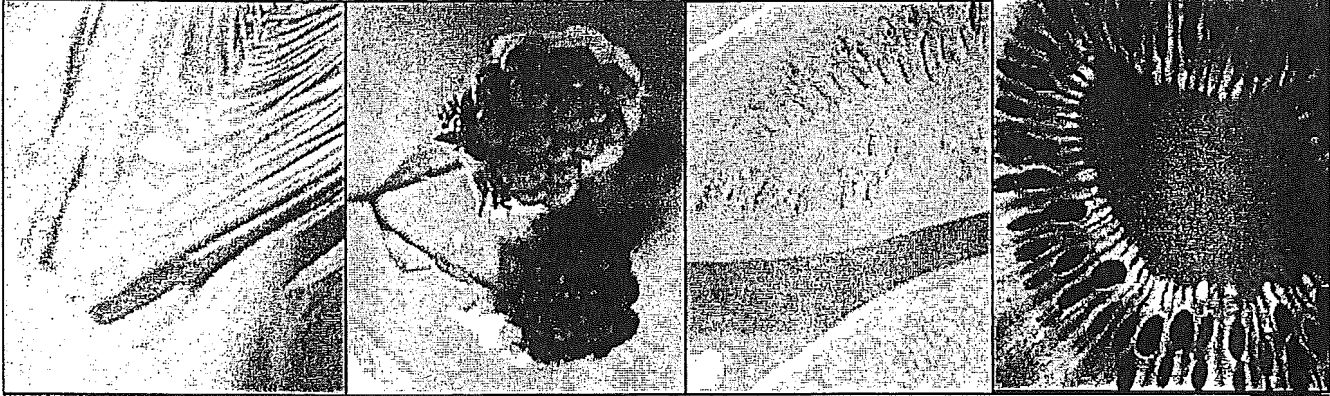
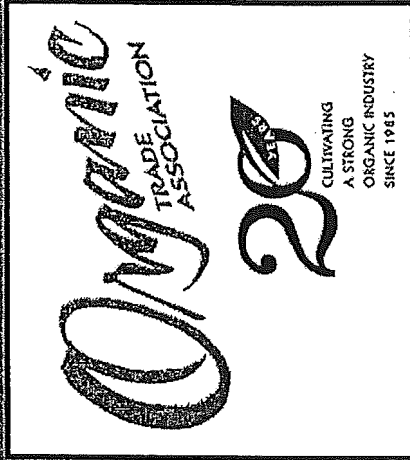
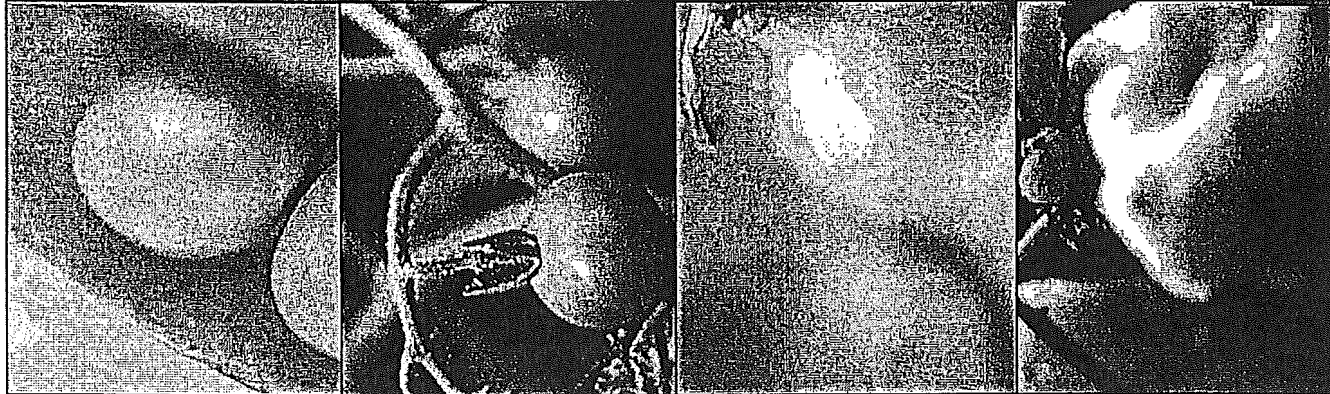


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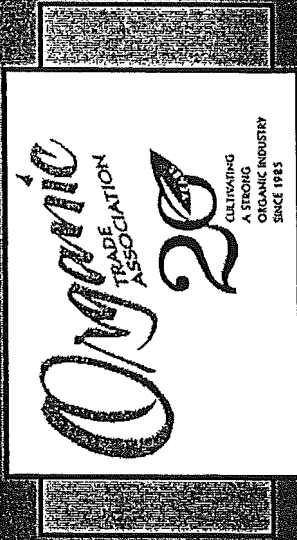
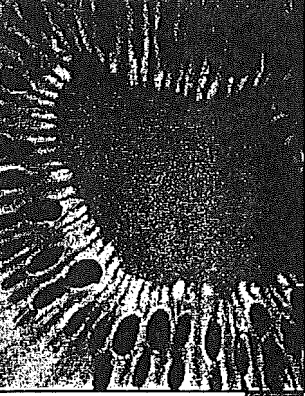




Our special thanks to all survey participants:

- Natural Marketing Institute
- Nutrition Business Journal
- Organic Valley
- Packaged Facts
- Smucker Quality Beverages
- SPINS
- Stonyfield Farm
- The Hartman Group

2005

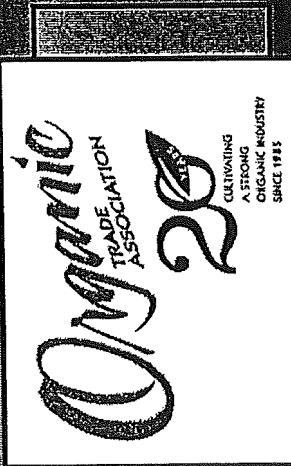


Executive Summary

Twenty Years of the Organic Industry

This year, the Organic Trade Association (OTA) celebrates its 20th anniversary of service to the organic industry. What began in 1985 as the Organic Foods Production Association of North America (OFPANA) with a group of determined individuals seeking a way to build a trusted identity for organic products has become the nearly 1,600 member Organic Trade Association (OTA).

The Organic Trade Association, North America's only organization dedicated exclusively to representing the views of all segments of the organic business community, is the industry's voice to lawmakers and the public. OTA's members include businesses in every part of the supply chain: farmers, processors, distributors, importers, exporters, retailers, and more for every product category, including foods, beverages, clothing, personal care products, pet foods, agricultural supplies, and more.



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OTA works closely with other organizations to spread the word about the importance of organic production methods in the overall health of the environment and the economy, and to safeguard the integrity of what organic stands for through industry guidelines and standards.

OTA's top accomplishments in the first 20 years include:

- Creating guidelines for the organic food industry, first in 1986 and later updating them as the *American Organic Standards*.
- Working toward national regulations by advocating for the adoption of the Organic Foods Production Act and national organic standards. Finally seeing the hard work come to fruition with the implementation of federal organic standard in 2002.
- Acting quickly and effectively to numerous challenges such as the Section 771 Repeal Campaign to ensure regulations requiring organic feed would continue to be enforced.
- Bringing forward the points of view of the organic farm community and garnering support for farmers through certification cost share, marketing order exemptions and by having organic recognized by the federal Risk Management Agency.
- Educating and influencing lawmakers through its annual Congressional Education Day and spring policy conference.
- Developing All Things Organic™, North America's largest conference and trade show focusing exclusively on the organic trade.

In 2005, OTA teamed with MusicMatters to launch the Go Organic! for Earth Day campaign to complement the association's ongoing promotion of September as Organic Harvest Month™. OTA is working with members and others on organic issues in preparation for the 2007 Farm Bill, and OTA works to bring together members with diverse points of view to discuss issues important to their businesses. OTA continues to take the lead in promoting and protecting organic agriculture and production so that consumers can have confidence in certified organic products.

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To celebrate its 20th anniversary, OTA asked a few of the organic industry's research organizations and long-time member companies to take a look into their crystal balls to imagine what the organic industry might look like 20 years from now. The following report recaps participants' thoughts about and expectations for the future of the industry.

The information, of course, is purely speculative, but many of the answers are based on solid facts and comparisons of other industries with similar growth patterns. We hope you enjoy the report and ask that when you're finished reading the material (and writing your amazing feature story), that you file it away under "Organic Industry, Year 2025." Who knows? Maybe the majority our predictions will come true. And undoubtedly, there will be amazing things ahead for the organic business community that no one has yet imagined.

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Report Highlights

In looking ahead to the year 2025, our research organizations answered several specific and broad questions about the future of the industry.

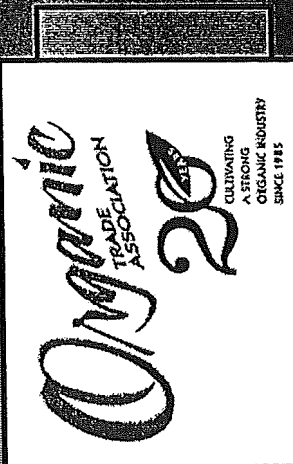
In the year 2025 . . .

- The organic industry will continue to grow and thrive at a steady rate over the next 20 years, but at a slower pace than the current 20 percent average annual sales growth.
- The average consumer household in 2025 will contain at least one, if not many, organic products on a regular basis. This includes not only food items but organic clothing, household cleaning products and personal care items.
- All organizations agree that by 2025, organic products will be sold anywhere and everywhere. Increased sales in restaurants were mentioned by more than one as a trend that will continue to 2025.
- The overall increase in organic sales and acceptance should also translate into increased organic acreage.
- Younger shoppers will continue to find organic food of interest, especially as Gen Xers continue to pass down their belief systems. Ethnic shoppers including Asian Americans and Hispanic Americans will also continue to be more likely to be organic shoppers, in proportion to their representation in the population.
- Government support of organic agriculture will be crucial to maintain the industry's growth potential. The group feels that the U.S. government needs to support farmers in their transition to organic production, and must continue to enforce the standards to minimize consumer confusion.

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Clouding the vision . . .

The group feels that many issues could cloud the future of organic products, including consumer confusion about organic definitions; unbalanced government support and promotion of conventional farming methods (and lack thereof for the organic industry); and the acceptance of the value of organic packaged products vs. perishables in the marketplace.

Onto an even brighter future . . .

Their overriding sentiments are that shopping for organic items will be commonplace, and it will no longer be considered on the fringe to "go organic." From certified organic water to (gasp) organic Twinkies™, pets and edible packaging, the group feels that anything and everything could have an organic version by 2025.

Overall, the group and the OTA believe that everyday use of organic products of all kinds will be both accepted and routine by the year 2025. Through both strong consumer and government support, the organic industry will continue to thrive and grow in the innovative and unique way that's all its own.

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Methodology

The objective of this study was to forecast future trends in the organic industry. The Organic Trade Association designed a survey that was presented to two groups of industry experts. The first group, referred to as the "organization" consisted of five organizations that are regarded as experts in the sector.

The "organization" group consists of:

- Natural Marketing Institute (NMI)
- Nutrition Business Journal (NBJ)
- Packaged Facts (PF)
- SPINS (SPINS)
- The Hartman Group (THG)

Organizers meet to form the Organic Foods Production Association of North America (OFPANA)

February OFPANA is incorporated in Delaware as a nonprofit organization. OFPANA guidelines are started and the organization's certification mark is registered with the U.S. Federal Commission of Patents and Trademarks

OFPANA membership approves the first publication of *Guidelines for the Organic Food Industry* and the OFPANA certification mark.
OFPANA becomes an advisor to Americans for Safe Food, a project of the Center for Science in the Public Interest, to develop the concept of a national organic labeling law.

1984

1985

1986



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Methodology

The second group, referred to as the "leadership" group consisted of three leading companies who manufacture organic products:

- The "leadership" group consists of:
- Organic Valley (OV)
- Smucker Quality Beverages (SQB)
- Stonyfield Farm (SF)

An Ethical Review Panel is established to act as an industry arbitrator in business disputes.

OFPANA sets up committees and task forces to cover packaging, labeling and agricultural inputs.

The 'Organic Foods Industry Information Service' is created in conjunction with the Ecological Agricultural Projects of McGill University in Montreal, Canada.

OFPANA becomes a member of the International Federation of Organic Agriculture Movements (IFOAM)

OFPANA Accreditation of Certification Programs' position paper is accepted as the foundation document for the OFPANA certification mark program.

OFPANA convenes a Task Force on Legislation Issues.

1987

1988

1989

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Methodology

The survey questions differed slightly between the two groups with most questions being identical.

What follows are summary responses with highlights that were determined to capture the "spirit" of the questions. It is to be noted that this non-scientific survey was designed as a tool to forecast future trends, and the answers presented are based on observations by organic industry leaders.

June - OFPANA hires Katherine DiMatteo as executive director. A new mission statement making the organization a trade association is ratified.

September - Congress passes the Organic Foods Production Act as part of the 1990 Farm Bill.

OFPANA forms a task force to recommend candidates for the National Organic Standards Board (NOSB).

OFPANA Legislative Council begins to lobby in Washington D.C. for appropriations to implement the Organic Foods Production Act of 1990.

OFPANA presents the NOSB with drafts of industry standards on crop production, materials lists, livestock standards and accreditation concepts.

Other draft guidelines are also presented to cover organic manufacturing in all food categories.

1990

1991

1992



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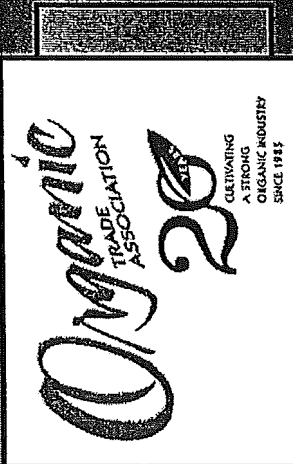
20 Year Organic Survey Questions:

Looking into your crystal ball 20 years in the future, we're asking you to make a few predictions about the face of the organic industry:

1. Do you feel it's possible for the current growth trends of nearly 20 percent per year to continue over the next 20 years? This question and the one that follows was posed only to the "organization" group.

The consensus was that the industry will continue to grow over the next 20 years, but at a slower pace than the current 20 percent average annual sales growth. The average growth rate per year predicted among the respondents for 2025 was five to 10 percent.

- NMI projects, based on historical data of other industries, that growth would slow down from the high teens we are experiencing now to 10 percent by 2008 or 2009. They expect additional fall off in growth to about 5 percent by the year 2020. This is due to the compounding of sales and the finite number of products and consumers to purchase them.
- SPINS feels that the current growth rates may be sustained over the next five years or so, after which higher rates of growth will become increasingly difficult to sustain.
- NBJ: This level of 15-20 percent annual growth is not sustainable. However, they believe that what is somewhat sustainable is the approximate amount of additional added sales of organic foods every year for at least the next 20 years. In other words, while annual growth has been 16-21 percent from 1997-2004, yearly additional sales have been in the \$1 billion to \$1.7 billion range since 2000. The NBJ forecast of 10-15 percent growth from 2006-2010 and five - 10 percent from 2011-2025 results in annual added sales in the \$2 billion range, a level they feel is sustainable given supply, quality, certification, government, corporate and other issues. This also results in U.S. organic foods sales of \$50 billion in 2025 (compared to \$12 billion in 2004), or still just under six percent of total U.S. food sales.



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2. Based on your answer above, what would you expect the annual sales figures for organic food and fiber to be in the United States in the year 2025?

The organizations had predictions of the overall sales of the organic industry ranging from \$30-120 billion per year in 2025 (average of \$67.5 billion). This is a tough prediction, but they all agree that there will indeed be continued steady growth of the industry.

- SPINS predicts: Retail sales of NOP Organic certified food and beverage products, that represent \$3.75 billion in 2005 should hit \$30-plus billion by 2025. Other sectors of the organic products industry are too hard to predict.
- PF predicts sales will reach \$120 billion by 2025.
- NMI: A very approximate \$60 billion.
- NBj: Including fiber and other organic non-foods like personal care, household, pet and supplement products, I believe the U.S. organic market will be on the order of \$60 billion in 2025.

OFFANA retains consultant to represent the association in Washington D.C. on legislative and regulatory issues
OFFANA Board votes to change the organization's name to the Organic Trade Association (OTA).

NOSB completes its recommendations and program details required for implementing the Organic Foods Production Act of 1990, and approves a definition of organic.

Mid-December - USDA publishes its long-awaited proposed national organic program rule, but the proposed regulation includes provisions for genetically engineered organisms, irradiation, and biosolids (sewage sludge).
The industry is outraged.

1994

1995

1997

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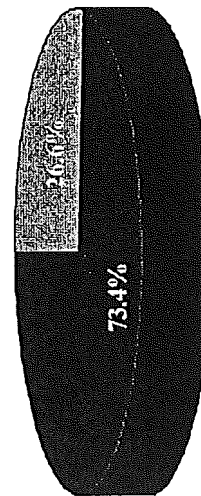
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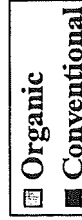
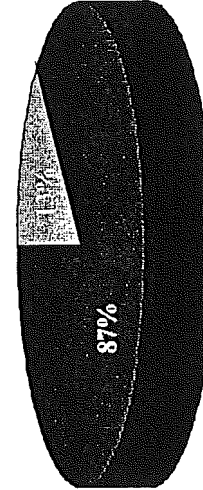
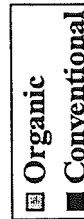
3. In the year 2025 we believe the average U.S. household pantry and refrigerator will contain what percentage of organic food products on any given day.

The "leadership" group averaged of 26.6 percent. The "organization" group averaged 13 percent.


Organic Valley speculates that "in 20 years time we will surely prove the organic benefit and Mad Cow will be just one of a range of food-related horrors consumers will be facing. More than ever they will be demanding healthier food and the food industry will accommodate them. Science could also take us great leaps into arenas where foods really do heal, prevent disease, control moods, disorders, etc."



"Leadership" Group



"Organization" Group



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4. What percentage of all U.S. food companies will have one or more organic food product offerings. The question was asked to "leadership" survey participants only and the group averaged 68.3 percent.

- SF - 80 percent
- SQB - 50 percent
- OV - 75 percent

OTA joins forces with partners to create the "Keep Organic Organic" campaign that takes USDA to task on its proposed rule. The campaign generates the largest number of consumer comments USDA has ever received on a proposed rule.

OTA adopts the *American Organic Standards* as guidelines for the organic industry.

USDA finally publishes the National Organic Program rule on December 21.





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The following three questions were posed to the "organization" group only.

5. What percentage of all clothing worn by the average U.S. consumer will be made with some or all organic fiber?
The group felt that anywhere from one to 10 percent of all clothing would be organic by 2025. The average number was 6.25 percent.
 - SPINS: one - two percent
 - PF: 10 percent
 - NMI: eight percent
 - NBJ: < five percent

6. What percentage of all other products in the U.S. household will be labeled as certified organic (could include pet food, personal care, cleaning products, etc.)?
As a group, the average is 8.75 percent.
 - SPINS: four - five percent
 - PF: 20 percent
 - NMI: five percent
 - NBJ: < five percent

7. What percentage of the average yearly U.S. household grocery budget will be spent purchasing organic food items?
The average among the group was 14 percent.
 - SPINS: six - eight percent
 - PF: 30 percent
 - NMI: 10 percent
 - NBJ: seven - eight percent



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Asked of all survey participants:

8. Which organic food product categories will see the largest growth in the next 20 years?

“Leadership” group:

As a group, they felt that all categories will grow, with meat, processed foods and “stage of life” foods such as pregnancy, senior highlighted.

- SF: All categories will grow.
- SQB: Dairy, Meat, fruit and veggies, processed organic foods that mimic their mainstream counterparts.
- OV: Meat, baby food, snacks, alcohol, medicines, and nutraceuticals. Organic stage of life foods (pregnancy, nursing, puberty, senior).

“Organization” group:

All organizations felt that perishable items, including produce and dairy, will continue to grow, and that prepared foods and convenience foods, including entrees, grain products and snacks, will also continue to see large growth.

- SPINS: Organic produce will continue to lead growth in absolute dollars, as will whole foods and processed ingredients. Milk and dairy products will be close behind, and may surpass produce as new families drive organic growth. Ready-to-eat foods and prepared meals will see a big increase in organic sales.
- PF: Prepared foods, breads, snacks
- NMI: Entrees, convenience foods, cereals
- NBJ: Dairy, produce and poultry & meat for the core consumers based on product authenticity and increasingly on taste. Food service, restaurants, fast food and convenience foods for the more mainstream consumer.
- THG: We believe that the primary growth areas will continue to be perishables, specifically produce, dairy, meat and prepared foods. These are categories in which the “value” to the consumer in terms of perceived health benefits is most compelling.

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9. Where will organic products be sold in 2025?

"Leadership" group:

The group felt that organic food would be sold most anywhere you can find food, with mass market stores and restaurants mentioned most often.

- SF: Everywhere – convenience stores, vending machines, traditional grocery stores, club channels and mega stores like Wal-Mart.
- SQB: Mainstream grocery and mass (Wal-Mart), restaurants, farmer's markets, natural foods stores,
- OV: CSA's, home delivery, farmers markets, take-out restaurants, vending machines, internet, hospitals and other medical institutions, psychiatrists' offices, work place, public schools, day care centers, banks, movie theatres, churches, temples and mosques, gas/train stations, airplanes, health insurance companies, retirement communities, college dorms, rock concerts, McDonald's/Burger King/Dunkin' Donuts/Domino's Pizza, door-to-door "milk men", the Armed Forces.

"Organization" group

All organizations agree that by 2025, organic products will be sold anywhere and everywhere. Increased restaurant sales were mentioned by more than one as a trend that will continue to 2025.

- SPINS: Everywhere, with restaurant sales of organic seeing the highest growth (off a small base).
- PF: Anywhere food is sold – it will be ubiquitous.
- NMI: Everywhere – food, drug, mass, specialty, natural channel, department stores, convenience, internet, etc.
- NBJ: Not much different proportions than today with a little inevitable tilt to the mainstream: about 50-55 percent in grocery, club, mass etc.; about 35-45 percent in natural & organic/specialty stores; and 10-15 percent in direct sales through markets, coops and farm programs. In spite of the somewhat inevitable grip of the mass market on the mainstream U.S. consumer, local production and distribution will still play a considerable role. In other words, we will still have the true, local, authentic, Jeffersonian ideal of the agrarian economy in 2025 in the shape of organic farms, but we will also have the American Way of the mass produced packaged organic food products to reach out to the masses. This two-pronged aspect of the market is unlikely to change.
- THG: Certain categories of organic foods will be sold through all types of channels; grocery retail, fast casual dining, quick service restaurants, spas, etc. Grocery retail will see strong growth through mainstream channels, especially mass discounters and club stores.

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This question was asked of "leadership" participants only:

10. What role will manufacturers and distributors have in the way conventional supermarkets sell organic food in the next 20 years?

As a whole, the group felt that education and marketing by the manufacturers and distributors will be crucial in determining how organic products are perceived in the conventional marketplace.

- SF: Conventional supermarkets need thought leadership from manufacturers/distributors on how best to merchandise/influence the sale of organic products.
- SQB: Education, marketing, and exciting new products.
- OV: They will drive packaging reduction and the movement toward in-store bulk sales — this will help to reduce costs and conserve natural resources. Because of its cost effectiveness, the Internet will assume many of the roles now played by supermarkets. The actual supermarkets will become education centers/community meeting places/"schools" where farmers, doctors and politicians seek to influence/educate the public.

A citizen will go to the supermarket not to come home with specific foods (because the ordering is primarily done over the internet and foods are delivered direct to your door). Instead, citizens will go to the store for an experience or an encounter, e.g., to learn how to extend life (seniors), how to handle hormones (menopause & puberty), how to fight cancer, and, importantly, how to be beautiful! etc.

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2005

11. Based on how you answered question nine, what percentage of farmland in the U.S. and around the world would you expect to be certified organic by the year 2025?
- The group feels an average of 12.6 percent of acres will likely be certified organic (vs. less than one percent today).
- NBJ: 10 – 15 percent
 - SPINS: six – eight percent
 - Packaged Facts: 15 percent

OTA holds its first All Things Organic™ Conference and Trade Show in Austin, TX.

2001

National organic standards are fully implemented on October 21

OTA begins comparisons of E.U. and U.S. organic regulations to identify key issues to negotiating bilateral equivalency.

2002



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Asked of all survey participants:

12. As awareness of organic spreads to different demographics, what new populations of organic shoppers will appear?

"Leadership" group:

- The group felt that among the demographics of shoppers who will purchase organic products in 2025, ethnic shoppers and those making up today's young generations will be some of the most influential.
- SF: Today's young consumers (kids through early 20s) will make the largest impact on demand as they age and become primary shoppers. Hispanic and Asian consumers should also increasingly purchase more organic.
 - SQB: Seniors (today's baby boomers), young moms.
 - OV: Organic categories will begin to take in people of different faiths, ethnic backgrounds, careers, hormonal levels (puberty, menses, menopause, etc.), physical diseases, and moods/mental states.

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"Organization" group:

As a group, the consensus is that younger shoppers will continue to find organic food of interest, especially as Gen Xers continue to pass down their belief systems. Ethnic shoppers including Asian Americans and Hispanic Americans will also continue to be more likely to be organic shoppers, in proportion to their representation in the population.

- **SPINS:** The demographic and attitudinal profile of the organic consumer should remain fairly constant, with new families, aging consumers and food & family-oriented ethnic groups driving growth. The highest growth in a demographic segment will be seen in the younger generation as they become more educated as to food supply issues and risks. Ethnic foods will be the next "big idea" in grocery. Ethnic sections, ethnic grocery stores, bilingual labeling, etc. Organic will be a natural extension of that.
- **PF: Kids/teens**
- **NMI:** Younger – now it's cool, but our Gen Xers are learning more about it at an early age that will hopefully make it more meaningful and important to share with even younger consumers.
- **NBJ:** Younger consumers. Each successive generation will be more aware of social, environmental and health issues.
- **THG:** We believe that organic currently appeals to all types of demographics. In fact, we have found that certain ethnicities such as Asian Americans and Hispanic Americans have a higher likelihood of being an organic shopper than Caucasians based upon their representation of the population. That aside, we believe that lower income consumers currently buy certain categories of organic and will continue to do so. The "value" that consumers see in organic cuts across all demographic boundaries.

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Asked of all survey participants:

13. What is the single greatest support the U.S. government can give to the organic industry to realize your predictions/vision in the next 20 years?
- "Leadership" group:
Farmer support - both economic and education was listed most often as the way that the government can help in the future of organic agriculture.
- SF: Provide promotional dollars to organic and family farmers. Support of the current organic standards.
 - SQB: Supporting the agricultural sector to help the supply side of organic ingredients. Also, continue to support the NOP.
 - OV: Organic research, incentives for farmers transitioning to organic, education, scholarships, "Green" taxes for pesticide purchases. Make health insurance companies cover the cost of organic food for people with specific illnesses, all senior citizens, all pregnant/nursing women, and children. Require U.S. Public Schools to teach benefits of organic agriculture - build it into the science curriculum. Require health licenses (nutritionist, pediatrician, OB-GYN, etc.) to be educated in benefits of organic agriculture. Require colleges/universities receiving public funds to offer organic alternatives in their food service programs.

"Organization" group:

- The group feels that the U.S. government should support farmers in their transition to organic production, as well as continue to enforce the standards to avoid consumer confusion.
- SPINS: Support for organic farmers' transition to organic and sustainable production.
 - NMI: Consistent, enforced regulation to eliminate consumer confusion.
 - NBJ: Tax unsustainable behavior in conventional food production. Pesticides, herbicides and chemical fertilizers and the like should be taxed based on their negative impact on the environment. Producers should be made to pay the true cost of their unsustainable production, not the decreased economic value of our farmland, natural resources and planet.



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Asked of all survey participants:

14. What is the single greatest challenge to the organic market today that could prevent your predictions from becoming reality?

"Leadership" group:

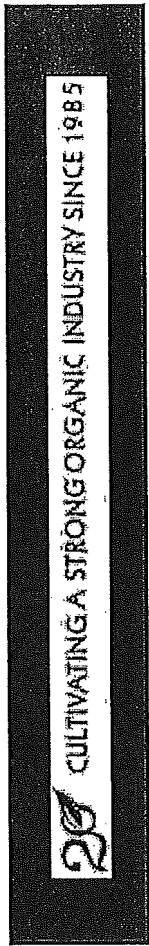
The companies feel that vast changes in the current organic standards could greatly affect the future of organic food. Some have fears that the government could dilute the term "organic" to a marketing claim vs. an agricultural system if the rule is not enforced and upheld as currently written.

- SF: The Harvey lawsuit.
- SQB: Harvey and Harvey-like issues, supply of high quality ingredients at a price that consumers are willing to pay for, GMO's.
- OV: Political control of USDA and dilution of the marketing claim "organic."

"Organization" group:

The group feels that the U.S. government should support farmers in their transition to organic production, as well as continue to enforce the standards to avoid consumer confusion.

- SPINS: Support for organic farmers' transition to organic and sustainable production.
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Asked of all survey participants:

15. The most surprising organic foods and products we'll see in 2025 are:

"Leadership" group:

Anything and everything was mentioned from organic fast food to power, water and portable "living pods."

- SF: Organic will be so mainstream that it will be everywhere and nothing will be surprising.
- SQB: Perhaps, fast food will be organic and more wholesome.
- OV: Organic oxygen, water, light, power. Organic pills to satisfy hunger, headache, PMS, depression. Portable organic "living pods" or homes for over-population, disasters. Organic "drops" for experience or powers, e.g., intelligence, creativity, sexual powers, happiness, etc. Organic pets.

"Organization" group:

From organic water to organic Twinkies™ and cotton candy, the group feels that anything and everything could have an organic version by 2025.

- SPINS: Organic water
- PF: Twinkies™ (shelf-stable snack cakes/goods)
- NMI: NONE – we will have seen it all by then.
- NBJ: Hot dog on a stick and cotton candy at the county fair... yes, there will be choices everywhere.



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Asked of all survey participants:

16. What organic products in 2025 do you see kids and teens going wild over?

"Leadership" group:

The group had a wide variety of answers from completely edible (down to the packaging) yogurt popsicles to organic dye for skin and pills or drops that enhance everything from creativity to intelligence.

- SF: YOGURT OF COURSE!!! For example, frozen yogurt popsicles! Once they're done with it, they can eat the popsicle stick made from pressed organic sesame seeds and loaded with a complete MDR of all vitamins and minerals. And of course the outer wrap is edible and made from flavored whey left over from the organic cheese manufacturing process.
- SQB: I don't think they will care as long as the products taste great, look good and has innovative packaging.
- OV: Recyclable, organic clothing, organic dyes for hair and tattoos. Organic "medicines" that control/inspire moods, e.g., love, happiness, depression, anger. Organic scents/perfumes that really do attract the opposite (or same) sex. Organic pills that facilitate creativity, enhance intelligence.

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Asked of all survey participants:

16. What organic products in 2025 do you see kids and teens going wild over?

“Organization” group:

The group feels that anything that is deemed new, exciting and hip will be all the craze with the younger generation. It will be up to organic companies to continue to produce foods and products that meet their “cool criteria” in order to compete in the marketplace.

- SPINS: Teens and kids won’t go crazy over a product because it’s organic, they’ll go wild over a product because it’s new and exciting and hip. Perhaps it will be hip (even before 2025) to support sustainable products and lifestyles with a complete line of sustainably-produced items, from food in their lunch bags to the micro computers they use for their homework/music/communication...

- PF: Clothes, personal care products

- NMI: Organic sports drinks, bars and candy, on-the-go healthy food because it’s cool!

- NBj: Fresh fruit & vegetables in season... nothing better... Oranges in January, strawberries in May, nectarines in July, melon in September, avocados in November

- THG: We believe that prepared foods (those that are fully cooked, convenient, fresh and organic) will be the category most relevant to kids and teens as they continue to make more choices about their diets and changing taste preferences.

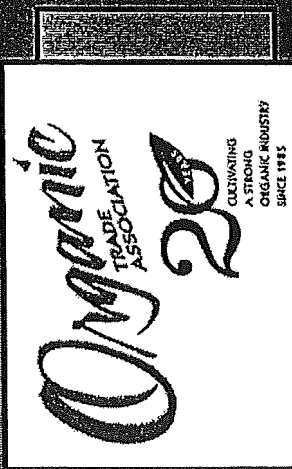


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This question was asked of "organization" participants only:

17. Give us your vision of the organic household of 2025?

The group as a whole feels that consumers in 2025 will have enough organic choices that it will no longer be considered as living on the fringe to "go organic."

- NMI: In general, a low/no toxin home environment, calm, green, and surrounded by gardens and other oxygen producing landscaping. It will be a refuge in a high tech world – the food grown and served there will be colorful, great tasting and full of nutrients – all organic of course. The house itself, furniture and linens will be environmentally made and all will be chosen with their complete life cycle in mind. It will be a highly integrated home that includes integrated electronics that are low energy drains and don't produce toxic radio waves. Noise pollution will also be blocked utilizing new sustainable technologies.
- THG: The organic household of 2025 will not have to go out of their way to purchase organic nor feel beholden to explain to others "why" they are buying organic.
- NBJ: My vision is more the Flintstones than the Jetsons. The appeal of organic lifestyles in the future will be more increasingly tied to links to the past and to the simple authentic living of a bygone age. This is a seeming contradiction given we expect continued growth, but again we expect a many paths to the organic future: the dirt road to the superhighway. The organic household won't necessarily be a flock of outcasts, but choices will enable a more sustainable and authentic lifestyle in urban and rural environments: recycled materials, domestic solar & wind power options, walkable communities and of course their own garden and locally available organic foods stores and restaurants. And there will be choices for the not-so-committed to make socially beneficial decisions.

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Asked of all survey participants:

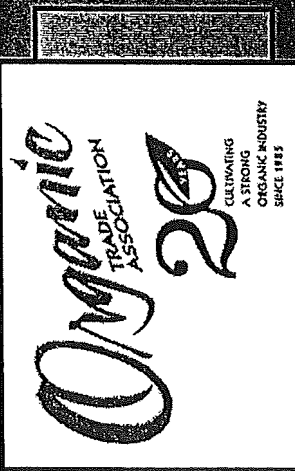
18. Do you have any other predications concerning the future of organic agriculture and products that were not covered in the questions above?

"Leadership" group:

- Stonyfield's Chairman, President and CE-Yo Gary Hirshberg: "I'll confess that I am a pathological optimist by nature, but I envision an extremely bright future for organic/natural foods. Business is the most powerful human force on Earth, and only by marshalling this force can we hope to begin to restore our planet to a place that will support and nurture life."
- Organic Valley's Theresa Marquez, Chief Marketing Officer: The high cost of packaging and transportation will inspire people to buy local and grow their own food. Society will shift in such a way that we will be forced to "go back" to community-centered culture. Mass culture will be an atrocity of the past. The "keepers" of organic knowledge, organic farmers, will become society's greatest teachers, helping humankind to survive and perpetuate the health of the planet. Instead of being outcasts on the fringe, organic agriculture and its practitioners will be the heart and HOPE of society. We will have come full circle.



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"Organization" group:

- SPINS: All consumer product goods companies will look to eliminate non-natural ingredients and 50 percent of all products sold will be natural. Some will make the leap to organic and organic should represent eight -10 percent of sales.
- NBJ: The future of sustainable development for all of us is integrating environmental and economic policy on the national and international level. Taxation must be applied to unsocial or unsustainable behavior like pollution, waste generation, the use of primary materials or undeveloped land. There are economic instruments that can capture the social value lost from these and other activities, and these need to be implemented to both provide a much larger disincentive for unsustainable behavior, and a preferred economic situation for the better alternatives like organic products.

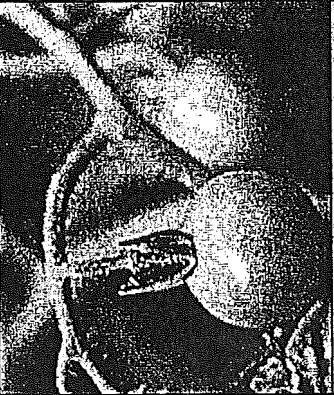
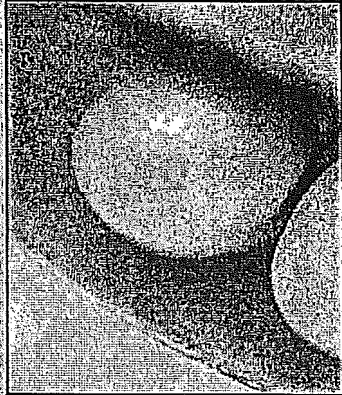
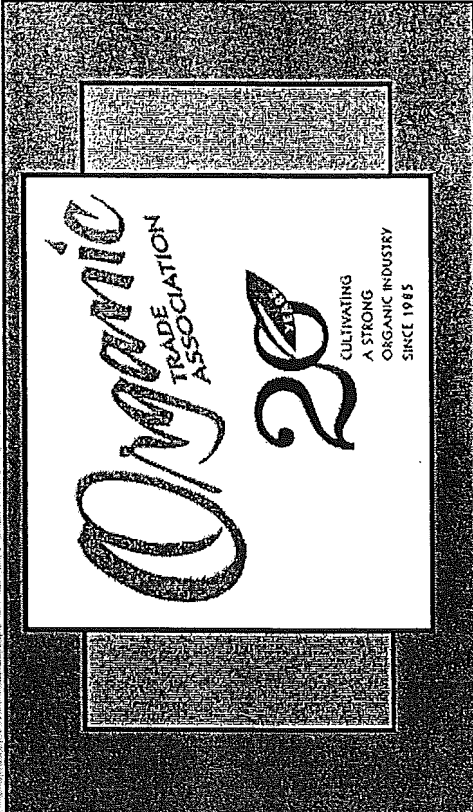
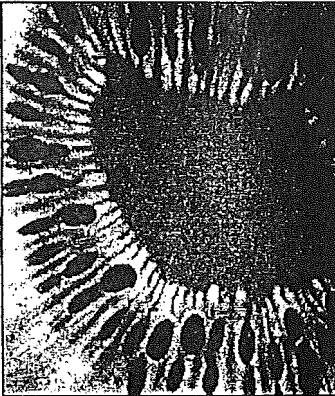
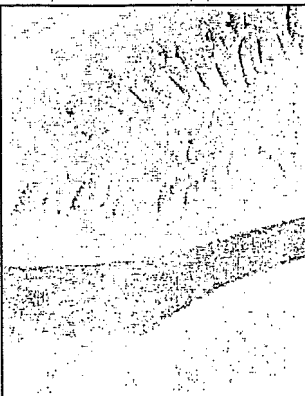
OTA's All Things Organic™ launches Wear Organic! Fashion show.

OTA moves All Things Organic to Chicago's McCormick Center, drawing in large numbers of mainstream food industry attendees.

OTA opens an office in Ottawa, Canada.

2003

2004



**For more information
please contact:**

**Holly Givens
Organic Trade Association
413-774-7511 x18
hgivens@ota.com**

**Lisa Bell
Crescendo Communications
303-527-0203
Lisa@crescendocom.com**

2005

• AGRICULTURAL SUPPLIERS • FARMERS • RETAILERS
 • MILLS • DISTRIBUTORS • EXPORTERS • IMPORTERS
 • PROCESSORS • CONSULTANTS • MANUFACTURERS • RESTAURANTS
 • BROKERS • PUBLISHERS • ASSOCIATIONS • INDEPENDENT SUPPLIERS
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THE ORGANIC INDUSTRY



Organic refers to the way agricultural products—food and fiber—are grown and

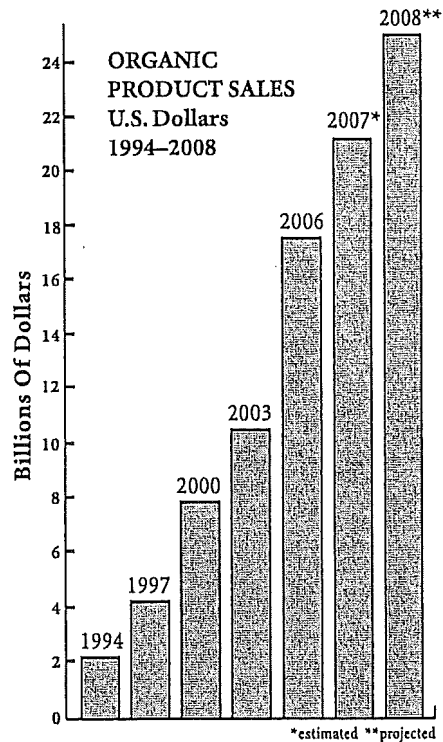
processed. Organic production is based on a system of farming that maintains and replenishes soil fertility without the use of toxic and persistent pesticides and fertilizers. The use of genetic engineering, sewage sludge, cloning, and irradiation are prohibited in organic production and processing.

- U.S. sales of organic food and beverages have grown from \$1 billion in 1990 to an estimated \$20 billion in 2007, and are projected to reach nearly \$23.6 billion in 2008.
- Representing approximately 2.8 percent of overall food and beverage sales in 2006, this continues to be a fast growing sector, growing 20.9 percent during 2006.
- Organically grown and produced ingredients can also be found in such non-food items as personal care products, apparel, textiles, toys, supplements, and pet foods. Organic non-food sales grew 26 percent in 2006.
- Total U.S. organic sales, including food and non-food products, were \$17.7 billion in 2006, up 21 percent from 2005. They are estimated to have reached \$21.2 billion in 2007, and are projected to surpass \$25 billion in 2008.

Source: Organic Trade Association's 2007 Manufacturer Survey.

OTA AS A RESOURCE

The Organic Trade Association (OTA), founded in 1985, is the membership-based business association that represents all sectors of the North American organic industry, from farm to retail. OTA produces a variety of fact sheets and resources to answer questions about organic products.



COMMON QUESTIONS ABOUT ORGANIC:

Price: Why do organic products sometimes cost more?

The principal reason is that the price for organic food more closely reflects the true costs of its production, while the price for conventional products does not. Learn more:

- "Buying Organic: considering the real costs," available at www.ota.com/pics/documents/Issue16.pdf.
- "The Ecology of Pizza," by Dr. Sandra Steingraber, posted on OTA's consumer web site, The O'Mama Report: www.TheOrganicReport.org, click on the Organic for Kids logo.

Availability: Where can I find sources of organic products and services?

- The Organic Pages Online, OTA's online directory, provides a way to search for farmers, manufacturers, restaurants, specific products, brand-name products, farm supplies, raw ingredients, mail order sources, and more. Go to The Organic Pages Online at www.TheOrganicPages.com.

For Fact Sheets on a range of topics, check out www.ota.com/organic.html.

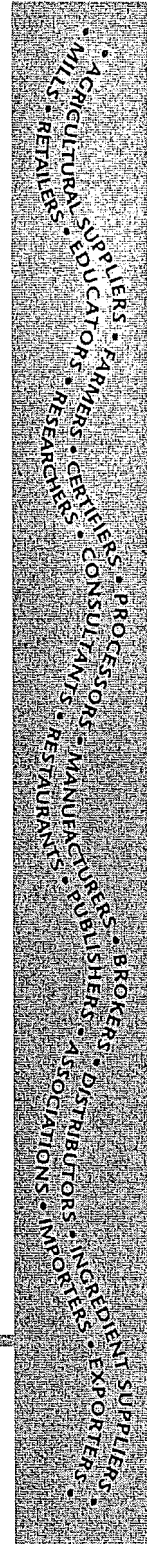
- Definition of Organic
- Benefits of Organic
- Market Trends
- Questions and Answers About Organic
- Environment
- Food Safety
- GMOs (genetically engineered organisms)
- U.S. Organic Standards.

Also, visit OTA's Newsroom at www.ota.com/news.html for

- Press Releases
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To order OTA's publications such as its manufacturer survey, go to OTA's Bookstore (www.ota.com/bookstore.html).

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Print This Page**Consumer Profile Facts****Consumption of organic products is on the rise:**

- New research released in 2008 by The Natural Marketing Institute (NMI) reveals that consumers are increasingly incorporating organic into their lifestyles. Total household penetration across six product categories has risen from 57 percent in 2006 to 59 percent in 2007. The research also showed that the number of core users has increased from 16 percent in 2006 to 18 percent in 2007.
Source: <http://www.nmisolutions.com/>, 2008.
- According to findings published by The Hartman Group in 2008, over two-thirds (69 percent) of U.S. adult consumers buy organic products at least occasionally. Furthermore, about 28 percent of organic consumers (about 19 percent of adults) are weekly organic users. Organic categories that continue to be of high interest to consumers are dairy, fruit and vegetables, prepared foods, meats, breads and juices, according to the report.
Source: The Hartman Group, *The Many Faces of Organic 2008*, Summer 2008.
- Consumer interest in buying environmentally friendly products and organic food remains high among Northwest natural and organic product consumers despite tough economic times and rising food and energy prices. Recent market research by Mambo Sprouts Marketing released in 2008 showed that consumers in Washington and Oregon see buying 'green' as a priority. More than nine in ten consumers (92%) reported buying the same (54%) or more (38%) environmentally friendly products compared to six months ago. Rather than cutting out such products, consumers report they are using money-saving strategies, such as using coupons, stocking up on sales, and cooking meals at home to stretch their grocery dollars.
- A Harris Interactive® online survey conducted for Whole Foods Market during August 2008 showed that despite rising food prices, 79 percent of consumers do not want to compromise on food quality and 70 percent continuing to buy the same amount of natural and organic foods as always. Findings also showed two in three adults prefer to buy natural or organic products if prices are comparable to those of non-organic products. Overall, the survey found that 74 percent of adults purchase natural or organic foods, with 20 percent saying that more than one-fourth of all the groceries they buy are natural or organic. In addition, 66 percent of adults would like to find ways to buy natural or organic foods within their budget.
- A survey of shoppers has found that 21.2 percent had purchased organic and natural meat in a three-month period in 2007, up from 17.4 percent for the same period in 2006, according to *The Power of Meat—An In-Depth Look at Meat Through the Shoppers' Eyes*. Nearly half (48.9 percent) bought these products in supermarkets, more than two in ten (22.8 percent) at natural and organic stores, and one in ten (10.6 percent) at super-centers. The report, published by the American Meat Institute and Food Marketing Institute, showed chicken is the most popular natural and organic meat, purchased by 73.2 percent of shoppers, followed by beef (50.7 percent) and ground meat (31 percent). Shoppers cited five beliefs for buying these products, including better health and treatment of the animal, better nutritional value, better taste, positive long-term health effects, and freshness. Price was the biggest hurdle to more purchases.
Source: American Meat Institute and Food Marketing Institute, *The Power of Meat—An In-Depth Look at Meat Through the Shoppers' Eyes*, 2007.
- Results from a national survey released by the Food Marketing Institute and Prevention magazine showed 44 percent of respondents purchased organic fruits and vegetables in the first six months of 2006, versus 38 percent for the same period in 2005. In addition, 30 percent purchased organic milk or other dairy products (up from 23 percent), 29 percent purchased organic cereals, breads or pasta (up from 25 percent), 24

percent purchased organic meats or poultry (versus 17 percent) and organic packed goods (up from 21 percent), 21 percent purchased organic eggs (up from 18 percent), and 16 percent purchased organic soups and sauces (up from 12 percent). The chief motivation cited for buying organic foods was perceived nutritional value, followed by long-term health effects. Just over half of respondents listed the environmental impact of growing or producing these foods.

Source: *The Shopping for Health 2006: Making Healthy Eating Easier* survey conducted in July 2006 by telephone (included more than 1,000 adults).

Consumers choose to buy organic for a wide variety of reasons. Among the most commonly cited of these reasons are related to health and the environment.

- According to the "Hartman Report on Sustainability: Understanding the Consumer Perspective," sustainability-minded customers:
 - *are twice as likely to think it is important that they buy environmentally friendly products
 - *are seven times as likely to perceive buying organically grown food whenever possible as important
 - *are twice as likely to think that purchases have an impact on society.

Source: Laurie Demeritt, "Consumer Understanding of Sustainability," in *Organic Processing Magazine*, May/June 2008.

- Primary reasons given for buying organic products by participants in The Hartman Group survey, *Organic2006: Consumer Attitudes & Behavior, Five Years Later & Into the Future*:
 - *To avoid products that rely on pesticides or other chemicals
 - *To avoid products that rely on antibiotics or growth hormones
 - *For nutritional needs
 - *To support the environment
 - *To avoid genetically modified products
 - *Health reasons other than allergies
 - *They taste better
 - *To support sustainable agriculture.

Source: The Hartman Group, *Organic 2006: Consumer Attitudes & Behavior, Five Years Later & Into the Future*.

- A Global Industry Analysts report released in May 2008 shows that health and well-being are increasingly important to consumers, helping to spur double-digit annual growth in the global organic food and beverage market. "Recent outbreaks of food scares and heightened awareness of the health benefits of organically produced ingredients are thought to be behind the dramatic turn from unhealthy ingredients," according to the report.

Source: Global Industry Analysts, *Organic Foods & Beverages: A Global Business Report*, May 2008.

- Research conducted by the Natural Marketing Institute (NMI) found that the top three reasons prompting consumers to begin using organic products are:
 - *These products are better for them and their families
 - *They promote overall health, and
 - *They enable consumers to avoid additives, pesticides, and toxins.

Additional NMI studies found that twenty-eight percent of "general population consumers" indicate that they would like to purchase organic foods at restaurants. This number jumps to 76 percent among consumers that are most dedicated to organic.

Source: Maryellen Molyneux "Consumer Pathways and Barriers to Usage for Organic Products," in *Organic Processing Magazine*, Jan/Feb 2008.

- A study by Information Resources, Inc., has found U.S. consumers are increasingly becoming concerned over social and environmental implications when choosing packaged food and beverage brands. According to the findings, about 40 percent of the 22,000 shoppers polled indicated they look for products grown or produced to meet organic standards.

Source: Information Resources, Inc. (<http://us.infores.com/>), Times & Trends report, January 2008.

- A survey conducted online in January 2006 among 1,040 adults projected that half of all U.S. adults sometimes buy organic food. The main reasons cited were taste, environmental responsibility, freshness, social responsibility, and a belief that organic products were better for their children. "While produce tends to be consumers' main pathway into this category, many are now taking advantage of the wide selection of organic foods found in supermarkets and natural food stores," according to a spokesperson for the Consumer Packaged Goods Research Practice at Harris Interactive®.
Source: Harris Interactive®, "Healthy Eating: Impact on the Consumer Packaged Goods."

Organic Trade Association, August 2008

The Organic Trade Association is the leading business association representing the organic industry in the United States, Canada, and Mexico. Its 1,700 members include growers, processors, shippers, retailers, certification organizations and others involved in the business of producing and selling certified organic products.

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CULTIVATING A STRONG ORGANIC INDUSTRY SINCE 1985

Consumer Profile Facts

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- A Harris Interactive® online survey conducted for Whole Foods Market

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during August 2008 showed that despite rising food prices, 79 percent of consumers do not want to compromise on food quality and 70 percent continuing to buy the same amount of natural and organic foods as always. Findings also showed two in three adults prefer to buy natural or organic products if prices are comparable to those of non-organic products. Overall, the survey found that 74 percent of adults purchase natural or organic foods, with 20 percent saying that more than one-fourth of all the groceries they buy are natural or organic. In addition, 66 percent of adults would like to find ways to buy natural or organic foods within their budget.

- A survey of shoppers has found that 21.2 percent had purchased organic and natural meat in a three-month period in 2007, up from 17.4 percent for the same period in 2006, according to *The Power of Meat—An In-Depth Look at Meat Through the Shoppers' Eyes*. Nearly half (48.9 percent) bought these products in supermarkets, more than two in ten (22.8 percent) at natural and organic stores, and one in ten (10.6 percent) at super-centers. The report, published by the American Meat Institute and Food Marketing Institute, showed chicken is the most popular natural and organic meat, purchased by 73.2 percent of shoppers, followed by beef (50.7 percent) and ground meat (31 percent). Shoppers cited five beliefs for buying these products, including better health and treatment of the animal, better nutritional value, better taste, positive long-term health effects, and freshness. Price was the biggest hurdle to more purchases.
Source: American Meat Institute and Food Marketing Institute, *The Power of Meat—An In-Depth Look at Meat Through the Shoppers' Eyes*, 2007.

- Results from a national survey released by the Food Marketing Institute and Prevention magazine showed 44 percent of respondents purchased organic fruits and vegetables in the first six months of 2006, versus 38 percent for the same period in 2005. In addition, 30 percent purchased organic milk or other dairy products (up from 23 percent), 29 percent purchased organic cereals, breads or pasta (up from 25 percent), 24 percent purchased organic meats or poultry (versus 17 percent) and organic packed goods (up from 21 percent), 21 percent purchased organic eggs (up from 18 percent), and 16 percent purchased organic soups and sauces (up from 12 percent). The chief motivation cited for buying organic foods was perceived nutritional value, followed by long-term health effects. Just over half of respondents listed the environmental impact of growing or producing these foods.
Source: *The Shopping for Health 2006: Making Healthy Eating Easier* survey conducted in July 2006 by telephone (included more than 1,000 adults).

Consumers choose to buy organic for a wide variety of reasons. Among the

most commonly cited of these reasons are related to health and the environment.

- According to the "Hartman Report on Sustainability: Understanding the Consumer Perspective," sustainability-minded customers:

 - *are twice as likely to think it is important that they buy environmentally friendly products
 - *are seven times as likely to perceive buying organically grown food whenever possible as important
 - *are twice as likely to think that purchases have an impact on society.

Source: Laurie Demeritt, "Consumer Understanding of Sustainability," in *Organic Processing Magazine*, May/June 2008.

- Primary reasons given for buying organic products by participants in The Hartman Group survey, *Organic 2006: Consumer Attitudes & Behavior, Five Years Later & Into the Future*:

 - *To avoid products that rely on pesticides or other chemicals
 - *To avoid products that rely on antibiotics or growth hormones
 - *For nutritional needs
 - *To support the environment
 - *To avoid genetically modified products
 - *Health reasons other than allergies
 - *They taste better
 - *To support sustainable agriculture.

Source: The Hartman Group, *Organic 2006: Consumer Attitudes & Behavior, Five Years Later & Into the Future*.

- A Global Industry Analysts report released in May 2008 shows that health and well-being are increasingly important to consumers, helping to spur double-digit annual growth in the global organic food and beverage market.

 - *Recent outbreaks of food scares and heightened awareness of the health benefits of organically produced ingredients are thought to be behind the dramatic turn from unhealthy ingredients," according to the report.

Source: Global Industry Analysts, *Organic Foods & Beverages: A Global Business Report*, May 2008.

- Research conducted by the Natural Marketing Institute (NMI) found that the top three reasons prompting consumers to begin using organic products are:

 - *These products are better for them and their families
 - *They promote overall health, and

*They enable consumers to avoid additives, pesticides, and toxins.

Additional NMI studies found that twenty-eight percent of "general population consumers" indicate that they would like to purchase organic foods at restaurants. This number jumps to 76 percent among consumers that are most dedicated to organic.

Source: Maryellen Molyneux "Consumer Pathways and Barriers to Usage for Organic Products," in *Organic Processing Magazine*, Jan/Feb 2008.

- A study by Information Resources, Inc., has found U.S. consumers are increasingly becoming concerned over social and environmental implications when choosing packaged food and beverage brands. According to the findings, about 40 percent of the 22,000 shoppers polled indicated they look for products grown or produced to meet organic standards.
Source: Information Resources, Inc. (<http://us.infores.com/>), Times & Trends report, January 2008.

- A survey conducted online in January 2006 among 1,040 adults projected that half of all U.S. adults sometimes buy organic food. The main reasons cited were taste, environmental responsibility, freshness, social responsibility, and a belief that organic products were better for their children. "While produce tends to be consumers' main pathway into this category, many are now taking advantage of the wide selection of organic foods found in supermarkets and natural food stores," according to a spokesperson for the Consumer Packaged Goods Research Practice at Harris Interactive®.
Source: Harris Interactive®, "Healthy Eating: Impact on the Consumer Packaged Goods."

Organic Trade Association, August 2008

The Organic Trade Association is the leading business association representing the organic industry in the United States, Canada, and Mexico. Its 1,700 members include growers, processors, shippers, retailers, certification organizations and others involved in the business of producing and selling certified organic products.
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Executive Summary
Organic Trade Association's 2007 Manufacturer Survey
conducted by Packaged Facts

The U.S. organic industry grew 21% to reach \$17.7 billion in consumer sales in 2006. Organic foods, is still by the largest segment of organic products, reaching \$16.7 billion in consumer sales and making up over 95% of all organic product sales. Organic foods are one of the fast growing market segments within the food industry, with sales growing at an annual rate of 20.9% in 2006.

Meanwhile, U.S. sales of non-food organic products grew from \$744 million in 2005 to \$938 million in 2006, reflecting a 26 percent growth rate. Non-food categories include organic supplements, personal care products, household products and cleaners, pet food, flowers, and fiber products such as linens and clothing.

Table 1-1
Total Foods and Organic Foods Consumer Sales and Penetration, 1997–2006

	Organic Food Sales (\$ million)	Organic Food Sales Growth	Total Food Sales (\$ million)	Organic Penetration
1997	\$3,594	N/A	\$443,790	0.8%
1998	\$4,286	19.2%	\$454,140	0.9%
1999	\$5,039	17.6%	\$474,790	1.1%
2000	\$6,100	21.0%	\$498,380	1.2%
2001	\$7,360	20.7%	\$521,830	1.4%
2002	\$8,625	17.3%	\$530,612	1.6%
2003	\$10,381	20.2%	\$535,406	1.9%
2004	\$11,902	14.6%	\$544,141	2.2%
2005	\$13,831	16.2%	\$556,791	2.5%
2006	\$16,718	20.9%	\$598,136	2.8%

Source: OTA's Manufacturer Survey, 2006 and 2007

Table 1-4
Organic Food Sales and Growth Forecasts by Category

Organic Food Category	2005 (\$million)	Growth %	2006 (\$million)	Growth %	Projected
					2007 (million)
Dairy	2,140	24%	2,668	25%	3,201
Bread & Grains	1,360	19%	1,667	23%	2,001
Beverages	1,940	13%	2,173	12%	2,401
Fruits & Veggies	5,369	11%	6,669	24%	8,003
Snack Foods	667	18%	807	21%	1,000
Packaged	1,758	19%	2,001	14%	2,401
Sauces	341	24%	402	18%	400
Meat	256	55%	330	29%	400
Total	13,831	16%	16,718	21%	20,008

Source: OTA's Manufacturer Survey, 2006 and 2007

Looking forward, the survey anticipates growth of approximately 18 percent overall each year on average for 2007 through 2010 for organic food products. Nonfood product sales are anticipated to grow anywhere from 16 percent (organic flowers) to 40 percent (organic fiber and clothing) each year on average during this same period.

To order a copy of the *Organic Trade Association's 2007 Manufacturer Survey*, go to the Organic Trade Association's web site (www.ota.com), and click on the Bookstore section (www.ota.com/bookstore.html).

Source: *The Organic Trade Association's 2007 Manufacturer Survey*.

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Industry Statistics and Projected Growth

Industry Statistics and Projected Growth

The organic industry continues to grow worldwide. Here are some statistics regarding this burgeoning market.

- U.S. sales of organic food and beverages have grown from \$1 billion in 1990 to an estimated \$20 billion in 2007, and are projected to reach nearly \$23 billion in 2008. Organic food sales are anticipated to increase an average of 18 percent each year from 2007 to 2010.
Source: *2007 OTA Manufacturer Survey*
- Representing approximately 2.8 percent of overall food and beverage sales in 2006, this continues to be a fast growing sector, growing 20.9 percent in 2006.
Source: *2007 OTA Manufacturer Survey*
- Organic non-food sales grew 26 percent in 2006.
Source: *2007 OTA Manufacturer Survey*
- Total U.S. organic sales, including food and non-food products, were \$17.7 billion in 2006, up 21 percent from 2005. They are estimated to have reached \$21.2 billion in 2007, and are projected to surpass \$25 billion in 2008.
Source: *2007 OTA Manufacturer Survey*
- Mass market grocery stores represent the largest single distribution channel, accounting for 38 percent of organic food sales in 2006. This is up from a 35 percent share of total sales in 2005. The natural food channel is still strong. The sales of larger grocery natural food stores combined with smaller independent natural food stores and chains accounts for 44 percent of organic food and beverage sales. Mass merchandisers and club stores, food service, internet/mail order and farmers' markets represent 8 percent, 4 percent, 2.2 percent, and 2 percent of organic food sales, respectively.
Source: *2007 OTA Manufacturer Survey*
- Nearly 30.4 million hectares were managed organically by more than 700,000 farms in 138 countries in 2006, according to The World of Organic Agriculture: Statistics & Emerging Trends 2008 report released in February 2008 by the International Federation of Organic Agriculture Movements (IFOAM), The Foundation Ecology & Agriculture (SÖL), and the Research Institute of Organic Agriculture (FiBL). That figure represents 0.65 percent of the total agricultural land of the countries covered by the survey. As in previous years, Australia led with the most organic land (12.3 million hectares), followed by China (2.3 million hectares) and Argentina (2.2 million hectares). The United States was fourth, with 1.6 million hectares in 2005 (latest available statistics). The ten countries with the most organic land represented a combined total of nearly 24 million hectares, more than three quarters of the world's organic land. Other countries in the top ten were Italy, Uruguay, Spain, Brazil, Germany, and the United Kingdom. Based on distribution by continent, Oceania led with 42 percent of organic area, followed by Europe (24 percent), Latin America (16 percent), Asia (20 percent), North America (7 percent), and Africa (1 percent). However, according to the report summary, the proportion of organically managed land to conventionally managed is highest in countries in Europe.
Source: *The World of Organic Agriculture: Statistics & Emerging Trends 2008*
- Global demand for organic products continues to grow, with sales increasing by over \$5 billion a year, according to The World of Organic Agriculture: Statistics & Emerging Trends 2008. It cited Organic Monitor estimates that international sales reached \$38.6 billion dollars in 2006, double that in 2000. The most important import markets for organic products continue to be the European Union, the United States, and Japan.
Source: *The World of Organic Agriculture: Statistics & Emerging Trends 2008*

- New research from The Natural Marketing Institute (NMI) released in 2008 reveals that consumers are increasingly incorporating organic into their lifestyles. Total household penetration across six product categories has risen from 57 percent in 2006 to 59 percent in 2007. The research also showed that the number of core users has increased from 16 percent in 2006 to 18 percent in 2007

Source: <http://www.nmisolutions.com/>

- According to the *National Restaurant Association's 2007 Restaurant Industry Forecast*, chefs ranked organic food as third on a list of the top 20 items for 2007. Also, more than half of fine-dining operators who serve organic food anticipated these items would represent a larger portion of sales in 2007. In addition, casual- and family-dining operators expected organic items to represent a larger proportion of their sales in 2007.

Source: *National Restaurant Association's 2007 Restaurant Industry Forecast*

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CULTIVATING A STRONG ORGANIC INDUSTRY SINCE 1985

Industry Statistics and Projected Growth

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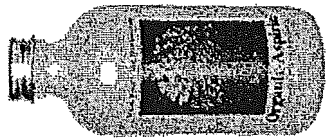
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DIRECTIONS FOR USE: As a dietary supplement take one capsule up to four times daily as needed.

Precautions: Organic Aspirin™ capsules contain salicin from both botanical forerunners of aspirin and should not be used by those who are allergic to aspirin, have a gastrointestinal disorder, tinnitus, are pregnant, and/or breast-feeding. Keep out of reach of children.

Supplement Facts

Serving Size 1 Capsule. Servings Per Container 90.

Amount Per Serving % Daily Value*

White Willow Bark Extract *

European Meadowsweet Powder *

Hawthorn Berry Powder *

Calcium Carbonate <20%

*Daily Value not established. Proprietary formula.

Other ingredients: Encapsulated in vegetable capsules.


Organic Aspirin™ capsules are nature's foremost shield of protection for your aches and pains, gentler to your stomach than regular aspirin tablets. Each capsule contains tannins and salicylates from premium sources. Salicylates lower the body's levels of prostaglandins, hormone like compounds that cause aches, pain, and inflammation. This helps relieve headaches, menstrual cramps, back and neck pain, and ease pain associated with inflammatory conditions like rheumatism. Complete with valuable cardioprotective phytochemicals which promote general well being during the flu season.

These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

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'An Aspirin a Day' -- Just Another Cliché?

by Tamar Nordenberg

There was a time when only one brand of aspirin existed, and its manufacturer's 1920s ad campaign was intended to assure consumers that aspirin would not damage their hearts.

But we now know that aspirin can *affect* the heart. Today, aspirin is actually prescribed under its various generic and name brands for its heart-*healthy* effects.

"DOES NOT AFFECT THE HEART." That assurance in the Bayer aspirin ads of the 1920s spoke to concerns of the day that some drugs could damage the life-sustaining organ. Today it's clear that aspirin can affect the heart. Ironically, it turns out the effects are beneficial, so much so that some aspirin ads now carry the American Heart Association's seal to highlight the cardiovascular effects.

In fact, of the 80 million aspirin tablets Americans take each day, most are taken not for everyday aches and pains but to reduce the risk of heart disease, according to aspirin manufacturer Bayer Corp. (See "[Aspirin's Other Uses](#).")

Based on studies showing aspirin's usefulness in treating cardiovascular disease, including heart attack and stroke, the Food and Drug Administration has approved its use to treat some of these serious conditions. Most recently, in 1998, FDA finalized a rule to give doctors updated information about the use of aspirin for men and women who have had a heart attack or stroke or are at high risk for them.

"Used the way it should be, the information should save a lot of lives," says Debra Bowen, M.D., deputy director of one of FDA's drug review offices. "In addition," she says, "the information should reduce adverse reactions and allow doctors to better target those who need to use the product."

Beyond Pain Relief

As summarized in FDA's 1998 rule and in the updated professional labeling for aspirin, the 100-plus-year-old drug has been shown to reduce the risk of the following medical problems:

- stroke in those who have had a previous stroke or who have had a warning sign called a transient ischemic attack (mini-stroke)
- heart attack in those who have had a previous heart attack or experience angina (chest pain)

- death or complications from a heart attack if the drug is taken at the first signs of a heart attack
- recurrent blockage for those who have had heart bypass surgery or other procedures to clear blocked arteries, such as balloon angioplasty or carotid endarterectomy.

Under the rule, the recommended doses for cardiovascular uses are lower than those doctors had been prescribing since this new use became popular: generally, 50 to 325 milligrams once daily (75 to 325 milligrams for angina and previous heart attack).

Scientists believe that aspirin's ability to reduce the body's production of hormone-like "prostaglandins" is the reason for both its effectiveness in relieving pain and reducing inflammation and its protective effects against heart attacks and strokes. Prostaglandins, it seems, can cause platelets in the blood to stick together, which can eventually lead to blocked blood vessels and can prevent delivery of oxygen-rich blood to the tissues.

"When a clot forms in the brain, it can cause a stroke, and in the heart, a heart attack," explains George Sopko, M.D., the head of the Interventional Cardiology Scientific Research Group at the National Institutes of Health. Reduce the prostaglandins, and you reduce the risk of dangerous blood clots, heart attacks, and strokes.

"Aspirin is a great drug: effective, cheap, and relatively safe," Sopko says. "The drug has been used by just about everybody, so it may not have the sex appeal of newer drugs, but it can have a huge beneficial impact if used properly. Looking at aspirin's impact, on heart attacks for example, it may be equal to or better than some drug therapies that cost thousands of dollars."

Other pain relievers and fever-reducing drugs, such as acetaminophen, ibuprofen, naproxyn sodium, and ketoprofen, have not been shown to have aspirin's beneficial impact on cardiovascular health. "It's not the pain-relieving quality that is the major thrust of aspirin's beneficial cardiovascular effects," Sopko explains, "but its pharmacological effect on platelets."

Not for Everyone

Although aspirin is a familiar and readily available drug, people shouldn't take it for its cardiovascular benefits without discussing the risks of long-term use with a doctor, cautions Charles H. Hennekens, M.D., chief of preventive medicine at Brigham and Women's Hospital in Boston. "If someone feels they're a candidate, they should talk to their doctor in making the judgment if the benefits outweigh the risks."

The same quality that gives aspirin its potential benefit--its ability to inhibit clotting of the blood--may increase the risk of excessive bleeding, including the possibility of bleeding in the brain. Some other possible risks are:

- **Stomach irritation.** Aspirin can irritate the stomach lining and cause heartburn, pain, nausea, vomiting, and, over time, more serious consequences such as internal bleeding, ulcers, and holes in the stomach or intestines. Chronic alcohol users may be at increased risk of stomach bleeding, as well as liver damage, from aspirin use.
- **ringing in the ears.** At high doses, aspirin may cause temporary ringing in the ears and hearing loss, which usually disappear when the dose is lowered.

- **Allergy.** Facial swelling and sometimes an asthma attack may occur in the two out of 1,000 people who are allergic to aspirin, according to the Mayo Clinic in Rochester, Minn.
- **In children, Reye syndrome.** While not a problem among candidates for cardiovascular aspirin use, aspirin should not be used for children's flu-like symptoms or chickenpox because of the risk of this rare but serious disease.

Because of its risks, aspirin is not approved for decreasing the risk of heart attack in healthy individuals. Even Hennekens isn't ready to recommend an aspirin a day for everyone, although he headed up the celebrated 1988 "Physicians' Health Study," which showed aspirin's protective effects in healthy people.

Why *can't* this so-called "wonder drug" help everyone? Hennekens' example: A 30-year-old woman's risk of a heart attack is typically "very small," even over the next 30 years. "It would be unfortunate if such a young woman was taking aspirin," he explains, "because it would give no benefit and could cause gastrointestinal effects or dangerous bleeding."

Head Start

In the wide range of patients who could see large benefits, aspirin, regrettably, is not used nearly enough, according to Hennekens. Studies bear this out, including a 1998 survey of elderly heart attack survivors entering nursing homes, which found that fewer than one in five were taking aspirin.

According to the American Heart Association, 5,000 to 10,000 of the 900,000 lives lost each year to cardiovascular disease could be saved if more people took aspirin upon the first signs of a heart attack. Some typical signs are an uncomfortable pressure or pain in the center of the chest (sometimes along with lightheadedness, fainting, shortness of breath, nausea, or sweating) or a pain going to the shoulders, neck and arms.

Aspirin should be used by "just about everyone" who has survived a heart attack or stroke due to a blocked blood vessel, Hennekens emphasizes, or who within the previous 24 hours has had symptoms of an evolving heart attack.

While appropriate aspirin use is important, experts say it is by no means a cure-all. "In the time crunch surrounding a heart attack, taking an aspirin provides you a head-start therapy and a better chance for a good outcome," Sopko says. "But it should never be a substitute for a physician's attention."

And aspirin should not replace a healthy lifestyle or other helpful medical steps, FDA's Bowen says. "Physicians really need to look at aspirin in the context of complete care, as part of a whole treatment plan for people at risk of heart attack or stroke."

Tamar Nordenberg is a staff writer for FDA Consumer.

Aspirin's Other Uses

Aspirin is sometimes used to treat rheumatoid arthritis, juvenile rheumatoid arthritis, osteoarthritis, and some other rheumatological diseases. Aspirin labeling was updated in 1998, and now provides information on specific dosing, side effects, and toxicity of aspirin for these conditions.

More potential medical uses for aspirin are still under study--everything from treating migraines and colon, ovarian and breast cancer to improving brain function. Could an aspirin a day help you retain your memory as you age by preventing clogging of the arteries in the brain? It remains to be proven, but early studies suggest it's possible.

--T.N.

Three Drinks = No Pain Relievers

Aspirin and all other over-the-counter pain relievers and fever reducers for adults will soon carry a warning to people who drink three or more alcoholic beverages a day: Talk with your doctor before using these drugs. Heavy drinkers may have an increased risk of liver damage and stomach bleeding from these medicines, which contain aspirin, other salicylates, acetaminophen, ibuprofen, naproxen sodium, or ketoprofen.

The alcohol warning is required under an FDA rule (distinct from the aspirin labeling rule), which was finalized in 1998 and gives manufacturers some time to make the label changes. Some newer over-the-counter pain relievers, including Aleve (naproxyn sodium), Orudis KT and Actron (ketoprofen), Advil Liquigels (solubilized ibuprofen), and Tylenol Extended Release (acetaminophen), have already been required to carry a warning for heavy drinkers but were not required to include the specific risks. These products, too, will need to comply with the 1998 rule.

--T.N.

For More Information on Aspirin and the Heart

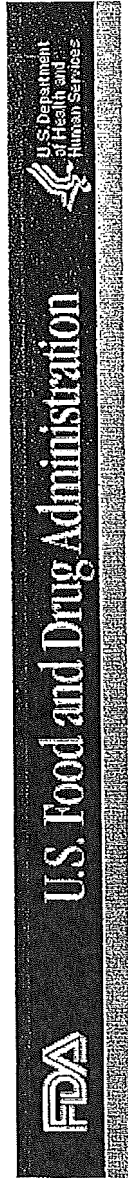
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[Stonyfield Farm Announces Nationwide Recall of Specific Fat Free Plain Quarts Code Date May 6 and 7, 2009](#)

[Lawrence's Delights Issues Allergy Alert for Walnut Baklava Containing Undeclared Allergen](#)

[Anton-Angires, Inc. Recalls Salted Pistachio Kernels & Its Deluxe Mixed](#)

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[Nuts \(Roasted And/Or Salted\) Because of Possible Health Risk](#)

[Setton International Foods, Inc. Issues Precautionary Nationwide Voluntary Recall on Several Lots of Pistachio Kernel Products Because of Possible Health Risk](#)

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[Revised Update: Union International Food Co. Is Recalling Lian How Brand Spices and Uncle Chen's Brand White Pepper and Black Pepper in 5oz. Retail Containers Because of a Possible Health Risk](#)

[John B. Sanfilippo and Son, Inc. Expands Voluntary Recall of Four Varieties of Archer Farms Roasted Salted Inshell Pistachios Due to Possible Health Risk](#)

[FDA Alerts the Public to Uncle Chen and Lian How Brand Dry Spice Product Recall](#)

[Harry and David Recalls a Pistachio Nut Candy, Mendiants, Due to the Pistachio Nut Recall by Setton Pistachio of Terra Bella, Inc.](#)

[Chukar Cherry Company Announces Nationwide Recall of Products Containing Pistachios Because of Possible Health Risks](#)

April 1, 2009

[Nature Kist Snacks Issues Nationwide Voluntary Recall of In-Shell Pistachio Nuts Due to Possible Health Risk](#)

[Country Aire, Inc. Recalls Raw Redskin Peanuts Because Of Possible Health Risk](#)

[Pine River, Pre-Pack, Inc. Voluntarily Recalls Deluxe Mixed Nuts with Peanuts Due to Possible Health Risk](#)

[Fritz Company Inc. Announces a Nationwide Voluntary Recall Because of Possible Health Risk](#)

[Publix Issues Voluntary Recall on Pistachios](#)

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[Unified Grocers Issues Allergy Alert on Undeclared Milk and Soy in Mariegold Baking Bread Products](#)

[Whole Foods Market Issues Nationwide Voluntary Recall of In-Shell Pistachio Nuts Due to Possible Health Risk](#)

[Kar Nut Products Conducts Nationwide Recall of Pistachio Products Because of Possible Risk to Health](#)

March 31, 2009

[Elliott's Candies, Inc. Issues Voluntary Recall of Dry Roasted Pistachio Kernels \(Not In Shell\) Due to Possible Health Risk](#)

[Voluntary Product Recall - Ciao Bella Gelato Pistachio Single Serve Cups](#)

[Kroger Recalls Lite Mayo Due to Possible Health Risk](#)

[Kroger Expands Recall of Shelled Pistachios Due to Possible Health Risk](#)

[John B. Sanfilippo and Son, Inc. Voluntarily Recalls Roasted Salted Inshell Pistachios Due to Possible Health Risk](#)

[Kraft Foods Conducts Nationwide Recall of Planters and Back to Nature Products Containing Pistachio Nuts Because of Possible Health Risk](#)

[Frito-Lay Issues Nationwide Voluntary Recall of In-Shell Pistachio Nuts Due to Possible Health Risk](#)

[Maeco Foods Recalls Peanut Meal Because of Possible Health Risk](#)

[Caraco Pharmaceutical Laboratories, Ltd. Announces a Nationwide Voluntary Recall of All Lots of Digoxin Tablets Due to Size Variability](#)

March 30, 2009

[Union International Food Co. is Recalling Lian How Brand Spices and Uncle Chen's Brand White Pepper and Black Pepper in 5oz. Retail Containers Because of a Possible Health Risk](#)

FDA Recalls, Market Withdrawals and Safety Alerts

Setton Pistachio of Terra Bella, Inc. Announces Nationwide Recall of Pistachios Because of Possible Health Risk

FDA Alerts Consumers to Recall of Certain Pistachios

March 28, 2009

Sconza Candy Company Voluntarily Initiates Nationwide Recall of Trail Mix, Organic Chocolate Peanuts and Organic Toffee Cashews and Peanuts Because of Possible Health Risk

The Produce Patch Recalls Cascade Trail Mix Because of Possible Health Risk

March 27, 2009

Smart Nutrition Recalls Trail Mix Peanut and Peanut Products Because of Possible Health Risk

Wright Popcorn and Nut Company Inc. Recalls Product Nationwide Because of Possible Health Risk

Kroger Recalls Shelled Pistachios Due to Possible Health Risk

FDA Classifies Medtronic Voluntary February Recall for BioGlide® Ventricular Shunt Catheters (Models 27782, 27708 and 27802) as Class I

Recall: Medtronic Neurologic Technologies, Innervision Snap Shunt Ventricular Catheter, BioGlide and Snap Shunt Ventricular Catheter, BioGlide

Awrey Bakeries Recalls Select Cakes Because of Possible Health Risk

March 26, 2009

Union International Food Company Recalls Packaged Peanuts Because of Possible Health Risk

Snackerz Inc. Recalls Snackerz Roasted and Salted Peanuts Because of Possible Health Risk

March 25, 2009

[Candies Toiteca Recalls Two flavors of Peanut Snacks Because of Possible Health Risk](#)

[Anya Ice Cream Dist. Co., Inc. Recalls California Dream Nut Sundae Because of Possible Health Risk](#)

[PaleyBar Expands the Nationwide Recall of Jam-N-Peanuts Bars Because of Possible Health Risk](#)

[Recall of Expired All Natural Peanut Butter Cookies Sold to Organic To Go in 2007](#)

[Back to Nature Foods Company Conducts Nationwide Recall of Nantucket Blend Trail Mix Containing Pistachio Nuts Because of Possible Health Risk](#)

[The Georgia Nut Company Issues Voluntary Recall of Certain Snack Products Containing Shelled Pistachio Nuts Because of Possible Health Risk](#)

March 24, 2009

[Natural Selection Recalls Aunt Patty's Cascade Trail Mix Because of Possible Health Risk](#)

March 23, 2009

[Torres Hillside Country Cheese LLC Expands the Recall of Asadero and Oaxaca Cheeses due to Possible Listeria Contamination](#)

[Torres Hillside Country Cheese LLC Announces the Recall of Asadero and Oaxaca Cheeses due to Possible Listeria Contamination](#)

[Tom & Glasser Recalls Raw Blanched Peanuts Because of Possible Health Risk](#)

[Watson Announces a Nationwide Voluntary Recall of Propafenone HCL Tablets Due to Oversized Tablets](#)

[Yoke's Fresh Markets Recalls Raw Spanish Peanuts Because of Possible](#)

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Health Risk

FDA Warns Against Consuming Peanuts and Peanut Products Sold by Westco Fruit and Nuts Inc.

March 21, 2009

FDA Warns Consumers, Food Service Operators, and Retailers to Avoid Oysters Recently Harvested from Mississippi Area 2C

March 20, 2009

FDA Uncovers Additional Tainted Weight Loss Products

Scotts Expands its Voluntary Wild Bird Food Suet Recall to Include an Additional Seven (7) Products

Non-safety-related voluntary market withdrawal of a limited portion of DAYTRANA® (methamphetamine transdermal system) patches announced

Neco Foods Recalls Atlantis Brand Smoked Fish Dip Because of Possible Health Risk

Amy's Decadent Chocolates LLC Recalls Peanut Brittle and Caramel Apples with Peanuts and Caramel Apples with Peanuts Milk Chocolate and White Pastel Because of Possible Health Risk

den Dulk Poultry Farms Voluntary Recall of Organic Eggs Due to Possible Health Risk

March 19, 2009

FDA: Insulin Pens and Insulin Cartridges Must Not Be Shared

Mellace Family Brands, Inc. Recalls Peanut Products Because of Possible Health Risk

Frankly Natural Bakers™ Voluntarily Recalls Baked Goods Due to Possible Health Risk

Lehi Valley Trading Company Recalls Peanut Products Due to Possible Health Risk

Arco Nut and Candy LLC Recall of Peanut Products Because of Possible Health Risk

E&S Sales Recalls Three Peanut Products Sold In-Store Because of Possible Health Risk

Wilcoxson's Ice Cream Co., Inc. Recalls Nutty Royale Cones Because of Possible Health Risk

Totally Nuts Recalls Hiller's Brand No Sugar Added Chocolate Peanuts Sold at Hiller's Markets in the Detroit Metro Area Because of Possible Health Risk

March 18, 2009

New Century Snacks LLC Recalls Two (2) Peanut Items Because of a Possible Health Risk

Humboldt Creamery Recalls Product Because of Possible Health Risk

Caudill Seed Company Issues Recall on Wegmans Organic Butter Flavor Microwave Popcorn Due to Undeclared Dairy Allergen

March 17, 2009

Funway Snack Food Brands Recall of Peanut Caramel & Chocolate Apples Because of Possible Health Risk

Kruse Farms Market Recalls Honey Roasted Peanuts Because Of Possible Health Risk

Nature's World Recalls NW Delights Milk Chocolate Peanut Clusters Because of Possible Health Risk

Market of Choice Initiates Voluntary Recall Due to Possible Health Risk

FDA Recalls, Market Withdrawals and Safety Alerts

March 16, 2009

[Recall: Welch Alllyn AED 10 and MRL JumpStart Defibrillators](#)

[Ultimate Nut and Candy Co. Recalls Sugar Free & Low Carb Peanut Butter Cups, Peanut Butter Crisp \(a chocolate bark\), and Peanut Butter Jars Because Of Possible Health Risks](#)

[Grower's Outlet Recalls Honey Roasted Peanuts Because of Possible Health Risk](#)

[Honest Foods™ Voluntarily Recalls Choco Peanut Butter Baked Whole Food Bars Due to Possible Health Risk](#)

[Texas Star Nut & Food Company Announces Voluntary Recall of Raw Peanuts Due to Potential Health Risk](#)

March 14, 2009

[Jay Robb Enterprises Inc. Voluntarily Recalls Peanut Butter JayBars](#)

March 13, 2009

[Peregina Cheese Corporation Recalls Queso Fresco Because of Possible Health Risk](#)

[SCNS Sports Foods Announces Voluntary Nationwide Recall of 10th Tee Peanut Honey Back Nine Golf Energy Bars Due to Possible Health Risk](#)

[Asla Cash and Carry Recalls Crown Farms Brand "Gulsha" Fish Because of Possible Health Risk](#)

[Weaver Popcorn Company Issues a Nationwide Precautionary Voluntary Recall of 12 oz. \(340g\) Trails End® Chocolatey Peanut Clusters](#)

[Diabetic Emporium Recalls Chocolate Covered Peanuts Because of Possible Health Risk](#)

[Golden Chocolate Issues Allergy Alert on Undeclared Walnuts In Brighton Beach Candy](#)

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FDA Recalls, Market Withdrawals and Safety Alerts

Kenvy, Inc. Expands Voluntary Recall of Peanut Products Following Expanded FDA Investigation of Peanut Corporation of America

March 12, 2009

Premier Packing Company Is Recalling Raw Redskin Peanuts, Raw Spanish Peanuts, Raw Blanched Redskin Peanuts, and Toasted Diced Peanuts Because of A Possible Health Risk

Euphoria Chocolate Company of Eugene Announces Voluntary Recall of Individually Wrapped Milk and Dark Chocolate Peanut Clusters Due to Possible Health Risk

Dr. Smoothie Brands Expands Recall of Peanut Butter Crunch Bio Bars Because of Possible Health Risk

Chocolate Chewies, Inc. Recalls Baba Jon's Peanut Chocolate Chewie Cookies Because of Possible Health Risk

Blue Heron Bakery Recalls Spelt Peanut Butter and Spelt Peanut Butter Chocolate Chip Cookies and Mud Bay Trail Mix Because of Possible Health Risk

March 11, 2009

Bodee LLC Issues A Voluntary Nationwide Recall of Zencore Plus...a Product Marketed as a Dietary Supplement

Mighty-O Expands Donut Recall to include Nutty Vanilla, Chocolate Chocolate with Nuts, and Nutty French Toast donuts Because of Possible Health Risk

Recall: Colleague Single and Triple Channel Volumetric Infusion Pumps by Baxter

Sweet Sisters, Inc. DBA Sweet Life Patisserie Announces an Expansion for their Recall of Brownies, Bars, Cookies, Pies, Tarts, Cheesecakes, Tortes, Silks and Cakes Because of Possible Health Risk

March 10, 2009

<http://www.fda.gov/opa/com/7/alerts.html>

FDA Recalls, Market Withdrawals and Safety Alerts

Rock Creek Nut Company Recalls Trail Fix Gourmet Delight and Quick Fix Because of Possible Health Risk

Coos Head Food Store Recalls MT Hood Trail Mix Because of Possible Health Risk

Alaska Canine Cookies Recalls Certain Canine Cookies Because of Possible Salmonella Health Risk

Farmer's Market Recalls Bulk Peanuts and Trail Mix Because of Possible Health Risk

Country Village Nutrition Shoppe Recalls Bulk Mt Hood Trail Mix Because of Possible Health Risk

March 9, 2009

Salton, Inc. Announces a Nationwide Recall of Approximately 2,500 Russell Hobbs® Mona Cordless Jug Kettles Due to Possible Lead Risk

Recall: Shiley 3.0PED Cuffless Pediatric Tracheostomy Tube by Covidien Inc.

Dan the Sausageman Announces Nationwide Recall of Honey Roasted Peanuts Because of Possible Health Risk

Sherm's Thunderbird Market, Inc. Recalls Bulk Peanuts and Bulk Peanut Butter (Ground in Store at Self-Serve Machine) Because of Possible Health Risk

FDA Warns Consumers About Potentially Contaminated Cheese

Cornucopia Natural Foods Recalls Bulk Self-Serve Grind Peanut Butter Because of Possible Health Risk

March 7, 2009

Anna's Pantry LLC Announces Voluntary Recall of Honey Roasted Peanuts, Cocktail Snack Mix and Roasted and Salted Mixed Nut

[PaleyBar Recalls Jam-N-Peanuts Bars Because of Possible Health Risk](#)

March 6, 2009

[The Peanut Shop Recalls Chocolate Peanuts and Burnt Sugar Baked Bean Peanuts Because of Possible Health Risk](#)

[Mixed Nuts Inc. Expands Voluntary Recall to Include "Premium Orchard and Snack'rs Trail Mix Line" Because of Possible Health Risk](#)

[Community Food Co-op Recalls Bulk Peanuts and In-Store Ground Bulk Peanut Butter Because of Possible Health Risk](#)

[Marathon Ventures, Inc. Expands Voluntary Recall of Raw Redskin Peanuts, Party Mix, Dry Roasted Peanuts, Bakers Mix, and Fancy Nut Topping](#)

[DSD Services, Inc. Announces Voluntary Recall of Mega Trail Mixes Due to Potential Health Risk](#)

[Michaelene's, Inc./ Michaelene's Gourmet Granola™ Initiates Voluntary Nationwide Granola Recall Because of Possible Risk to Health](#)

[Chloe Foods Corporation Announces Voluntary Recall of Chloe Farms Brand Marinated Sun Dried Tomatoes](#)

March 5, 2009

[Energy Lane, Inc. Recalls One Product That Contain Granulated Peanuts or Peanut Pieces Sourced from the Peanut Corporation of America](#)

[Town & Country Markets Recalls Select Peanuts, Peanut Products, and Self-Serve Grind Peanut Butters Because of Possible Health Risk](#)

[Whole Foods Market Voluntarily Recalls 365 Organic Everyday Value Brand Whole Wheat Buttermilk Pancake & Waffle Mix for Possible Health Risk](#)

[Sheridan Fruit Company Recalls Bulk Roasted/Salted, Roasted/No Salt, and Raw Blanched Shelled Peanuts Nationwide Due to Possible Health](#)

Risk

[Austinuts Wholesale, Inc. Announces Voluntary Recall of Organic Peanuts](#)

[Palmer Candy Company Announces a Nationwide Voluntary Recall of Salted Peanuts, Chocolate Peanut Clusters and White Peanut Clusters Because of Possible Health Risk](#)

[US Nutrition, Inc. Conducts Nationwide Recall Of Met-Rx Protein Plus Chocolate Roasted Peanut Bars With Caramel Due to Possible Health Risk](#)

[FDA Warns About Risk of Wearing Medicated Patches During MRIs](#)

March 4, 2009

[Osage Pecan Company Recalls Raw Spanish Peanuts and Roasted and Salted Spanish Peanuts Because of Possible Health Risks](#)

[Eritz Company, Inc. Announces a Nationwide Voluntary Recall Because of Possible Health Risk](#)

[Jenny Craig Recalls Further Products Manufactured with Ingredients from Peanut Corporation of America's Plainview Texas Facility](#)

[Rio Pluma LLC \(a Division of Stapleton Spence Packing Company\) Is Recalling Peanut Products Because They May be Contaminated with Salmonella](#)

[Turner Holdings, LLC Announces Voluntary Recall Due to Potentially Contaminated Peanuts](#)

[Betty Lou's Inc. Expands Nationwide Recall of Nut Butter Peanut Butter Protein Balls Because of Possible Health Risk](#)

[Natures Path Organic Foods Expands Recall of Bars and Cereal Because of Possible Health Risk](#)

[Roth's IGA Foodliner, Inc. dba Roth's Fresh Markets Expands Recall to Include Bulk Dry Roasted Peanuts \(Unsalted\) Also Used For Self-Serve](#)

FDA Recalls, Market Withdrawals and Safety Alerts

[Grind Peanut Butter and Bulk Aunt Patty's Cascade Trail Mix Because of Possible Health Risk](#)

[Casey's General Stores, Inc. Announces a Nationwide Voluntary Recall Because of Possible Health Risk](#)

[Casper's Ice Cream, Inc. Voluntarily Recalls Fat Boy® Casco® Nut Sundae on a Stick And Fat Boy® Casco® Cherry Cordial Nut Sundae on a Stick Products Because of Possible Health Risk](#)

[Delphina's Bakery Recalls Peanut Butter Bar and Hippie Cookie Because of Possible Health Risk](#)

March 3, 2009

[SunSprout Enterprises, Inc. Voluntarily Recalls Alfalfa Sprouts, Onion Sprouts, and Gourmet Sprouts Because of Possible Health Risk](#)

[Potent Foods, Inc. Announces Nationwide Voluntary Recall of Potent Life Bars](#)

March 2, 2009

[New Nissi Recalls "Peanut Crunch" Because of Possible Health Risk](#)

[Betty Lou's, Inc. and Oregon Food Bank Expand Recall of Peanut Oregon Health Food Bars Because of Possible Health Risk](#)

[Just Desserts Initiates Nationwide Recall of 6 Inch Peanut Butter Creme Cakes Because of Possible Health Risk](#)

[Breadfarm, Inc. Recalls Valencia Peanut Butter, Peanut Butter-Chocolate Chip Cookies, Sirius Dog Treats, and Wonder Bars, purchased in January 2007 and October of 2008, Because Of Possible Health Risk](#)

[Highland/Richland Health Foods Recalls Peanut Products Because of Possible Health Risk](#)

[Natures Path Organic Foods Announces USA and Canada Nationwide Voluntary Recall of EnviroKidz Organic Crispy Rice Peanut Choco](#)

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FDA Recalls, Market Withdrawals and Safety Alerts

Chocolate Drizzle Bar, Nature's Path Organic Granola Bar Peanut Butter Chunky, Nature's Path Organic Granola Bars Peanut Choco Chocolate Drizzle, and Nature's Path Organic Peanut Butter Granola Cereal Because of Possible Health Risk

Erin Baker's Wholesome Baked Goods Expands Nationwide Voluntary Recall of Peanut Butter Breakfast Cookies, Rocky Road Breakfast Cookies, Peanut Butter Home-style Granola, Peanut Seed Treats and Peanut Butter Brownie Bites Because of Possible Health Risk

Roman Meal Company Initiates Nationwide Recall of Whole Grain & Fruit Dark Chocolate Peanut Butter Snack Bars Because of Possible Health Risk

March 1, 2009

Whole Foods Market Recalls Select Peanuts, Peanut Products, and Self-Serve Grind Peanut Butters Because of Possible Health Risk

Beneficial Foods/Nature's Candy Announces Voluntary Nationwide Recall of Peanut Butter Krinkles, Karob Krinkles, Peanut Chip Crunch Bars, and Peanut Caramel Omega-3 Uplift Bars Due to Potential Health Risk

February 27, 2009

Turkey Hill Dairy Expands Voluntary Ice Cream Recall To Include "Movie Night" Flavor

Reser's Fine Foods, Inc. Recalls Thai Noodle Salad Because of Possible Health Risk

Mystical One Recalls "Peanut Punch" Due to Possible Health Risk

Jelly Belly Candy Company Recalls Chocolate Peanuts and Clusters Nationwide Due To Possible Health Risk

Goya Foods, Inc. Announces Voluntary Recall of Dried Yellow Potato (Papa Seca Amarilla)

Marron Foods Recalls Instant Non Fat Dry Milk Boxes That May Contain Foreign Material

<http://www.fda.gov/opacom/7/alerts.HTML>

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[Trader Joe's Announces Voluntary Recall of Trader Joe's Vegan Trail Mix Cookies \(Northern California Stores Only\), Sweet, Savory & Tart Trail Mix Bars and Trail Mix Fruit & Nut Bar Due to Possible Health Risk](#)

[BIC Acquisition, LLC Recalls World Classic Trading Company Ultimate Chunk Ice Cream](#)

[Schwan Expands Voluntary Recall of Ice Cream, Citing Possible Health Risk](#)

[Dr. Smoothie Brands Recalls Peanut Butter Crunch, Bio Bars Because of Possible Health Risk](#)

[House of Flavors Adds Products to Voluntary Nationwide Recall Due to Possible Health Risk Related to Expanded Peanut Recall by PCA](#)

[Professional Recreation Organization Inc. \(PRO Sports Club\) Recalls 20/20 Lifestyles Peanut Toffee Crunch Bars Because of Possible Health Risk](#)

[Werner Gourmet Meat Snacks Inc. Expands Nationwide Recall of Trail Mixes and Peanut Items Because of Possible Health Risk](#)

[Brown & Haley Voluntarily Recalls Honey Roasted Peanut ROCA Buttercrunch Toffee and Peanut Delights Products Because of Possible Health Risk](#)

February 26, 2009

[Fresh and Easy Neighborhood Market Voluntarily Recalls Fresh and Easy Milk Chocolate Peanut Clusters, Chewy Peanut Butter and Chocolate Chip Granola Bars, and Chewy Sweet and Salty Granola Bars Because of Possible Health Risk](#)

[WinCo Foods Recalls Various Bulk Peanuts and Bulk Peanut Products Because of a Possible Health Risk](#)

[Innova Nutrition Expands their Recall of Diabeteze Bars Because of Possible Health Risk](#)

[Umpqua Dairy EXPANDS their Voluntary Recall on its Tin Roof Sundae Ice Cream products Due to Expanded Peanut Recall by Peanut Corporation of America \(PCA\)](#)

[Betty Lou's Inc. Expands Nationwide Recall of Nut Butter Peanut Butter Protein Balls Because of Possible Health Risk](#)

[Rich Ice Cream Company Expands Precautionary Voluntary Multi-State Recall to Include Rich's Candy Bar Avalanche](#)

[GloryBee Foods, Inc. Announces a Nationwide Recall Expansion of Peanut Products](#)

[FDA Requires Boxed Warning and Risk Mitigation Strategy for Metoclopramide-Containing Drugs](#)

February 25, 2009

[BioGenesis Nutraceuticals Inc. Announces an Expanded Nationwide Recall of Diabetone Gluco Support Peanut Butter Chocolate Bars Because of Possible Health Risk](#)

February 24, 2009

[Glutenfreeda Foods, Inc. Recalls Peanut Envy Frozen Cookie Dough Because of Possible Health Risk](#)

[San Link Inc. Issues an Alert on Uneviscerated Vacuum Packaged Dried Chechon](#)

[Roth's IGA Foodliner, Inc. dba Roth's Fresh Markets Recalls Honey Roasted Peanuts, Self-Serve Grind Peanut Butter, Trail Mixes, Mocha Marble Crunch Mix, and Zen Party Mix Because of Possible Health Risk](#)

February 23, 2009

[International Commodity Distributor's Inc. Announces a Voluntary Recall of Peanut Products Because of a Possible Health Risk](#)

[Betty Lou's Inc. and Oregon Food Bank Recall Peanut Oregon Health Food Bars Because of Possible Health Risk](#)

[S&M \(USA\) Enterprise Corp. Issues an Alert on Unviscerated White Herring](#)

[Wells' Dairy Expands Nationwide Voluntary Recall to Include Select Blue Bunny® Great Value™, Hy-Vee®, Sysco®, Fastco®, Shurfresh®, and Country Rich® Ice Cream Products Due to Possible Health Risk](#)

[Deluxe Ice Cream Co. Expands Recall to Include Additional Codes of Tin Roof Sundae, Goo Goo Cluster, and Candy Bar Half Gallon Packaged Ice Cream Product, 3 Gallon Tin Roof Sundae and Qc 24 Pak Sundae Cone Because of Possible Health Risk](#)

[Bliss Bros. Dairy, Inc. Recalls Ice Cream Products Because of Possible Health Risk](#)

February 20, 2009

[Tri-Union Seafoods Issues Precautionary Recall of Select 5-Ounce Solid Light Tuna in Olive Oil](#)

[Dairy Fresh Recalls Half-Gallon Containers of Southern Home Tin Roof Sundae Ice Cream Due to Expanded Recall by Peanut Corporation of America](#)

[Dean Foods of Decatur Recalls Half-Gallon Containers of IGA Tin Roof Sundae Ice Cream Due to Expanded Recall by Peanut Corporation of America](#)

[Golden Temple of Oregon LLC Announces Expanded Nationwide Voluntary Recall of WHA GURU CHEW Peanut Cashew Bars Due To Possible Health Risk](#)

[Albertus Koeze & Co. Recalls Milk Chocolate Covered Peanuts Sold in Bulk in Its Michigan Retail Stores Because of Possible Health Risk](#)

[Gurley's Foods, Inc. Issues a Nationwide Voluntary Recall of Gurley's and Gurley's Golden Recipe Chocolate Peanuts](#)

[Four In One LLC Recalls "Lucky" Brand Peanut Butter Pouches Because Of Possible Health Risk](#)

FDA Recalls, Market Withdrawals and Safety Alerts

Ramsey Popcorn Co. Recalls Camp Masters Chocolatey Peanut Clusters Sold In Maryland, Mississippi And Texas Because Of Possible Risk To Health

Arrowhead Mills, Inc. Voluntarily Recalls One Lot Of Organic Stone Ground Whole Wheat Flour Because Of The Possible Presence Of An Undeclared Allergen

February 19, 2009

Drug Safety Information: Raptiva (efalizumab)

Drug Safety Information: Zonisamide (marketed as Zonegran, and generics)

Sweet Life Recalls Brownies, Bars, Cookies, Pies, Tartlets, Rice Treats, Cheesecakes, Tortes, Silks and Cakes Because of Possible Health Risk

EB Performance Issues A Voluntary Nationwide Recall of Select PB & Whey Protein Bites

Mighty-O Recalls Nutty Vanilla Donuts Because of Possible Health Risk

J&J Snack Foods Issues a Nationwide Recall of their Expired Frozen Peanut Butter Cookie Dough

Country Home Bakers Recalls Expired Frozen Peanut Butter Cookie Dough

Root Farms, Inc Issues A Voluntary Recall Of Peanuts and Root Trail Mixes Containing Peanuts Due To Expanded Recall By Peanut Corporation Of America Concerning Contamination With Possible Health Risk

Grandpa Dons Conducts Nationwide Recall of Grandpa's Oven Santa Fe Snack Mix Because of Possible Health Risk Grandpa Dons Conducts Nationwide Recall of Grandpa's Oven Santa Fe Snack Mix Because of Possible Health Risk

February 18, 2009

[Caputo's Fresh Markets Conducts Recall on French Burnt Peanuts](#)

[Maxfield Candy Co. Announces Voluntary Recall of All Peanut Cluster Products](#)

[Innova Nutrition Recalls Certain Diabeteze Bars Because Of Possible Health Risk](#)

[Biogenesis Nutraceuticals Inc. Announces Nationwide Recall of Diabetone Gluco-Support Peanut Butter Chocolate Bars Because of Possible Health Risk](#)

[Tree of Life Announces Voluntary Nationwide Recall of Snack Products Because of Possible Health Risk](#)

[Rite Aid Updates List of Products Included in February 6 Voluntary Peanut Product Recall](#)

[1-800-Flowers.com, Inc. Announces Voluntary Recall of Four Snack Tray Products Containing Peanuts](#)

[Aspen Hills, Inc. Announces EXPANDED Voluntary Nationwide Recall of Frozen Cookie Dough Products Containing Peanuts Due to Possible Health Risk](#)

[Seattle Chocolate Company, Inc. Announces a Nationwide Voluntary Recall of Choixie Brand - Dark Chocolate Nut Truffle Meltaways](#)

February 17, 2009

[Mixed Nuts Inc. Issues a Recall of "Premium Orchard Rainbow Trail Mix" Because it May Contain Peanuts Contaminated with Salmonella from the PCA Blakely, GA Plant](#)

[National Raisin Company Recalls Selected Lots of Champion & Private Label Brand Trail Mixes Due to Possible Health Risk](#)

[Marich Confectionery Participates in Voluntary Nationwide Peanut Product](#)

FDA Recalls, Market Withdrawals and Safety Alerts

Recall

C&K Market, Inc., Parent Company of Ray's Food Place, Shop Smart, And Price Less Foods, Recalls Bulk Peanuts, Whole Honey Peanuts, and Trail Mix Because of Possible Health Risk

Theo Chocolate Issues Nationwide Recall of "Peanut Butter Big Daddy" and Peanut Confections Due to Possible Health Risk

Bear Naked Announces Nationwide Recall of Peanut Butter Granola Due to Peanut Corporation of America Recall

Slim-Fast Updates and Corrects Nationwide Recall Of Three Slim-Fast Bar Products with Peanuts

Junior's Cheesecake and Desserts Conducts Nationwide Recall Of Selected 8" Peanut Butter Chocolate Chip Cookie Dough Cheesecakes Because Of Possible Health Risk

February 16, 2009

Ongoing Issues Regarding Peanut Corporation of America Result in Scotts Voluntarily Recalling Five Wild Bird Food Suet Products That May Contain PCA Peanut Meal

Abbott Nutrition Announces Voluntary Recall of ZonePerfect® Chocolate Caramel Cluster Bars, Champions™ Chocolate Peanut Butter Bars, and Glucerna® Chocolate Peanut Bars

February 15, 2009

Superior Nut and Candy Recalls French Burnt Peanuts and Boston Baked Beans and French Burnt Peanuts

February 14, 2009

Falcon Trading Company/SunRidge Farms Announces Precautionary Measure of Voluntarily Recalling Products Containing Peanuts Supplied by Peanut Corporation of America

Multiple Brands of Trail Mix and Fruit and Nut Trail Mix Recalled As Part of

Nationwide Peanut Corporation of America Recall

Heavenly Candy Company Issues Nationwide Recall of "Peanut Bliss" Candy Because It May Contain Peanuts Contaminated with Salmonella from the PCA Texas Plant

February 13, 2009

A. M. Braswell, Jr. Food Company, Inc. Recalls Nationwide Peanut Products Because of Possible Health Risk

American Health Kennels, Inc. Announces a Voluntary Recall of Baked Dog Treats Containing Peanut Butter

Cumberland Farms Recalls Honey Roasted Peanuts And Hole In One Snack Mix Because Of Possible Health Risk

Allann Bros Coffee Recalls All Products That Contain Peanuts Including Chocolate Peanut Butter Cake, Chocolate Peanut Butter Bundts, Cowboy Cookies, Monster Cookies, Double Delicious Bars, Turtle Brownies, Rice Pilaf, Peanut Butter, Peanut Butter Fudge Pie, Peanut Butter Fudge Cups, Sesame Peanut Noodle Salad, Thai Chicken Salad, Peanut Butter Cookies, Peanut Butter Chocolate Chip Cookies, Peanut Butter Fudge Bars, Turkey Thai Peanut Soup Because of Possible Health Risk

Premier Packing Company Is Recalling Dry Roasted Unsalted Peanuts, Dry Roasted Salted Peanuts, Fiesta Mix, Toasted Diced Peanuts, Honey Roasted Peanuts, and Roca Toffee because of a Possible Health Risk

Eillen's Candies, Inc. Issues Voluntary Recall of 5oz Nut Topping (Chopped Peanuts) Due to Possible Health Risk

Qsem USA Announces Nationwide Voluntary Recall of "Creamy Pasta Chicken Flavor – Meals-on-the-Go"

The Alps Candy Recalls Honey Roasted Peanuts Because of Possible Health Risk

Bad Byron's Specialty Food Products, Inc. Issues Nationwide Voluntary Recall of Bad Byron's Barbeque Seasoned Roasted Peanuts

[Turner Holdings, LLC Announces Voluntary Recall Due to Potentially Contaminated Peanuts](#)

[Gavie's Chocolate Recalls Sugar Free Chocolate Covered Peanuts Sold In-Store and at Detroit Metro Airport Because of Possible Health Risk](#)

[Whole Foods Market Stores in Southern California, Nevada, Arizona and Hawaii Voluntarily Recall Peanut Grinder Products](#)

[Slim-Fast® Conducts Nationwide Recall of Three Slim-Fast Bar Products with Peanuts](#)

[Betty Lou's Inc. Recalls Nut Butter Peanut Butter Protein Balls Because of Possible Health Risk](#)

[Melaleuca Joins Other National Food Companies and Voluntarily Recalls Attain Nutrition Bars Chocolate Peanut Butter Flavor and ProFlex15 and ProFlex20 Protein Bars Chocolate Peanut Butter Flavor Due to Expanded Recall by Peanut Corporation of America](#)

[Balance Bar Company Recalls Honey Peanut Balance Nutrition Energy Bars](#)

[Dr. Melina Inc. Recalls Chocolate Peanut Protein Bars Because of Possible Health Risk](#)

[Complete Life Potential of Poulsbo, WA Announces a Voluntary Recall of Caveman Peanut & Sea Salt Bar and Salted Corn & Peanut Bar Because of Possible Health Risk](#)

[General Mills Voluntarily Recalls Three Flavors of Cascadian Farm Snack Bars Containing Peanuts](#)

[Stop & Shop Issues a Voluntary Recall of Two Nature's Promise Peanut Products](#)

[Mountain Man Nut and Fruit Co. Announces Expands Nationwide Voluntary Recall of Cherry Hill Supremes](#)

[Cougar Mountain Baking Company Of Seattle, WA Announces a Voluntary Recall of Its Peanut Butter, Peanut Butter Chocolate Chunk, & Ballpark Cookies, and Cookie Dough Because of Possible Health Risk](#)

[The Annapolis Chocolate Co., Inc. Issues Voluntary Recall of Select Chocolate Peanut Butter Products Due to Possible Health Risk](#)

February 12, 2009

[Drug Safety Information: CellCept \(mycophenolate mofetil\)](#)

[New Seasons Market Recalls Bulk Peanut Butter Because of Possible Health Risk](#)

[Sweet Factory LLC, Expands Nationwide Recall of Peanut-Containing Candies Because of Possible Health Risk](#)

[Albonne International Expands Its Voluntary Recall of Figure 8® Peanut Butter Chews Due to Possible Health Risk](#)

[Blanton's Candies Recalls Peanut Brittle and Sugar Free Peanut Brittle Because of Possible Health Risk](#)

[Brent and Sam's Announces Expanded Voluntary Recall of Two Previously Recalled Varieties of Archer Farms Brand Cookies](#)

[Brent and Sam's Announces Expanded Voluntary Recall of One Variety of Previously Recalled Sam's Choice Brand Cookies](#)

[Aurora Products Inc. Expands Their Voluntary Recall to Include Organic Raw, Organic Roasted Salted and Organic Roasted Unsalted Peanuts Produced Under Aurora Natural Brand Due to Possible Peanut Corporation of America \(PCA\) Contamination and Potential Health Risk](#)

[American Almond Products Company, Inc. Recalls Selected Lots of Roasted Granulated Peanuts, Peanut Brittle Crunch, Chunky Peanut Butter, Fresh Direct Brand Honey Roasted Peanut Butter and Fresh Direct Brand Chunky Peanut Butter Because of Possible Health Risk](#)

[Mooresville Ice Cream Co. Conducts Carolinas Recall of Half Gallon and](#)

FDA Recalls, Market Withdrawals and Safety Alerts

[Three Gallon Containers of 'Chocolate Peanut Butter Delight' Flavor of DeLuxe Ice Cream Because of Possible Health Risk](#)

[In-Room Plus, Inc. and In-Room West, Inc. Conduct Worldwide Voluntary Recall of Select Honey Roasted Peanuts and Hot Cajun Mix Because of Possible Health Risk](#)

[Red Wheel Fundraising \(RWFR, Inc.\) Voluntarily Recalls Cookie Dough Due to Potential Health Risk](#)

[GKI Foods Inc. Expands Nationwide Recall of Peanut-Containing Candies Because of Possible Health Risk](#)

February 11, 2009

[Something Better Natural Foods Conducts Nationwide Recall of Products With Peanuts Because of Possible Health Risk](#)

[Germack Pistachio Co. Recalls Sugar Free Milk Chocolate Peanuts Because of Possible Health Risk](#)

[Golden Temple of Oregon LLC Announces Nationwide Voluntary Recall of WHA GURU CHEW Peanut Cashew Bars Due To Possible Health Risk](#)

February 10, 2009

[Garber's Ice Cream Company Issues Voluntary Recall on Half Gallon Tin Roof Sundae Ice Cream and Nutty Cones Due to Expanded Peanut Recall by Peanut Corporation of America \(PCA\)](#)

[Orchard Crest Farms issues a voluntary recall for some of their snack products due to expanded recall by Peanut Corporation of America concerning contamination with possible health risk](#)

[WinCo Foods Recalls Bulk Organic Cascade Trail Mix Containing Peanuts Distributed in the Western US Because of a Possible Health Risk](#)

[Great Harvest Bread Co. of Bellingham, WA Announces a Voluntary Recall of their Cupids Crunch, Reindeer Food, and Bunny Food holiday snack mixes Because of Possible Health Risk](#)

FDA Recalls, Market Withdrawals and Safety Alerts

[American Nutrition, Inc. Announces a Voluntary Recall of Baked Dog Treats](#)

[Best Maid Cookie Company, Inc. Expired Peanut-containing Cookie Products from 2007 Affected by Peanut Recall](#)

[Western Trade Group, Inc. Recalls Roasted Peanuts Because of Possible Salmonella Health Risk](#)

[Deluxe Ice Cream Co., A Subsidiary Of Mathehorn Group Inc., Recalls All Labels Of Tin Roof Sundae, Goo Goo Cluster, Candy Bar Half Gallon Packaged Ice Cream Product, Because Of Possible Health Risk](#)

February 9, 2009

[Farley's and Sathers Candy Company, Inc. Expands Voluntary Nationwide Recall of Select Peanut Items](#)

[Exotic Meats USA Announces Urgent Statewide Recall of Elk Tenderloin Because It May Contain Meat Derived From An Elk Confirmed To Have Chronic Wasting Disease](#)

[Trader Joe's Expands Its Voluntary Recall To Include Peanut Butter & Chocolate Chip Cookies \(Midwest, Georgia and Nashville, TN Stores Only\), Vegan Trail Mix Cookies \(Southern Cal, Arizona, New Mexico and Nevada Stores Only\) and Trader Joe's Frozen Gluten Free Peanut Butter Cookie Dough](#)

[Kings Super Markets Issues a Voluntary Recall of Kings Branded and Bulk Peanut Products](#)

[Pic-A-Nut Company Announces a Voluntary Michigan Recall of Peanut Products because of Possible Risk to Health](#)

[Cheryl and Co. Announces Voluntary Recall of Select Peanut Butter/Peanut Cookie and Dough Products Containing Peanuts Supplied by the Peanut Corporation of America \(PCA\) as Part of the PCA Expanded Recall](#)

[Nestlé HealthCare Nutrition Announces Nationwide Voluntary Recall of](#)

<http://www.fda.gov/opacom/7alerts.html>

4/5/2009

FDA Recalls, Market Withdrawals and Safety Alerts

[OPTIFAST® Honey Nut 'n Oat Nutritional Bars Due to Possible Peanut Contamination and Potential Health Risk](#)

February 8, 2009

[Kerry Ingredients & Flavours Announces Voluntary Recall of Jana's Peanut Butter Cookie Following Expanded FDA Investigation of Peanut Corporation of America](#)

[Peanut Corporation of America Provides Additional Information about Expanded Nationwide Recall of Peanut Products](#)

February 7, 2009

[Nassau Candy Conducts Nationwide Recall of Chocolate Peanuts Products Because of Possible Health Risk](#)

[Crown Pacific Fine Foods Recalls Sugar Free Milk Chocolate Peanuts Because of Possible Health Risk](#)

February 6, 2009

[ZMC Recalls Sunset Orchard Brand Snacks Because Of Possible Health Risk](#)

[Durey Libby Edible Nuts, Inc. Announces Nationwide Voluntary Recall on: Honey Roasted Peanuts, Peanuts Honey Roasted](#)

[Stop & Shop Issues a Voluntary Recall of Simply Enjoy Sweet and Salty Mixed Nuts](#)

[Hialeah Products, Inc. d/b/a New Urban Farms Conducts Nationwide Recall of Various Snack Products Because of Possible Health Risk](#)

[Krispak Recalls Two Gordon Food Service and Spartan Stores Candies With Peanuts Because of Possible Health Risk](#)

[Shapiro Produce Recalls of J.J. Kelly Snacks Because of Possible Health Risk](#)

[Belfonte Ice Cream and Dairy Foods Co. Announces Voluntary Recall of](#)

<http://www.fda.gov/opacom/7alerts.html>

[Ice Cream Due to Possible Health Risk](#)

[House of Spices \(India\) Inc. Recalls Laxmi Hot & Spicy Peanuts Because Of Possible Health Risk](#)

[PANOS Brands, LLC Recalls #00112 KA-ME Green Tea Pumpkin Seed Snack Mix](#)

[Mountain Man Nut and Fruit Co. Recalls Paddlewheel Trail Mix, Sweet Explosion Snack Mix, Honey Roast Peanuts, Special Mixed Nuts](#)

[Mister Snacks, Inc. Expands Nationwide Recall Of Various Snack Products Because Of Possible Health Risk](#)

[The Popcorn Factory, Inc. Announces Voluntary Nationwide Recall of Select Popcorn Products Containing Peanut Seasonings](#)

[Aqua Star Issues Allergy Alert on Undeclared Peanut In Shrimp Appetizer](#)

[Christie Cookie Recalls Certain Lots of Peanut Butter Cookie Dough Due to Expanded Recall by Peanut Corporation of America](#)

[Valley Services, Inc. Recalls Emergency Shelf Stable Meals Because of Possible Health Risk](#)

[Cookie Machine Announces a Voluntary Recall of their peanut butter cookie dough due to Potential Health Risk](#)

[Coblentz Chocolate Company Recalls Items Because of Possible Health Risk](#)

[Coblentz Chocolate Company Recalls Chocolate Fancy Fruit and Nut Mix Because of Possible Health Risk](#)

[Charlie's Specialties Announces a Voluntary Recall of Peanut Containing Items Due To a Possible Health Risk](#)

[Stop and Shop Issues a Voluntary Recall of Simply Enjoy Sweet and Salty Mixed Nuts](#)

FDA Recalls, Market Withdrawals and Safety Alerts

[Erin Baker's Wholesome Baked Goods Recalls Peanut Butter Breakfast Cookies, Rocky Road Breakfast Cookies and Peanut Butter Home-style Granola Because of Possible Health Risk](#)

[Rite Aid Announces Voluntary Recall Of Peanut Products](#)

[Hawk's Lair Inc. Announces a Nationwide Recall of Tins Filled with Candies That Contain Peanuts Because of Possible Health Risk](#)

[A. L. Schutzman Announces Recall of Dry Roasted Peanut and Nut Topping Products due to Recall By Peanut Corporation of America](#)

February 5, 2009

[American Importing Company Announces a Voluntary Recall of a Variety of Trail Mixes Because of a Possible Health Risk](#)

[Cuisine Innovations, LLC, Announces Voluntary Nationwide Recall of Assorted Frozen Mini Cheesecake Desserts Following Expanded Peanut Corporation of America Peanut Product Recall](#)

[H-E-B Issues Precautionary and Voluntary Recall for Creamy Creations Peanut Brittle Ice Cream](#)

[Promedis Announces Voluntary Nationwide U.S. Recall Of Nutrition Bars Because of Possible Health Risk](#)

[Omaha Steaks Announces Voluntary Recall of Bridge Mix with Chocolate Covered Peanuts due to Possible Health Risk](#)

[Midwest Ice Cream Announces Recall of 56 Ounce Squares and Half Gallons of Meijer's Candy Bar Swirl Ice Cream Due to Expanded Recall by Peanut Corporation of America](#)

[Huckleberry Haven, Inc. Voluntarily Recalls the Following Chocolate Covered Peanut Products Due To Expanded Recall By Peanut Corporation Of America And Because Of Possible Health Risk](#)

[Madeline Chocolate Novelties, Inc. Voluntarily Recalls All Panned Chocolate Items Containing Whole Peanuts Because Of Possible Health](#)

<http://www.fda.gov/opa/com/7/alerts.HTML>

FDA Recalls, Market Withdrawals and Safety Alerts

Risk

Fannie May Confections, Inc. announces voluntary recall of Bridge Mix and No Sugar Added Milk Chocolate Covered Peanuts produced by Madelaine Chocolate

Ladon W. Abercrombie Recalls Honey Roasted And Fresh Roasted Peanuts Because Of Possible Health Risk

Boston Cookies Announces Recall of Vegan Peanut Butter Cookies and Brownies

Palmer Candy Company Announces A Nationwide Voluntary Recall of Peanut Clusters and Bridge Mix Because of Possible Health Risk

Nature's Original Announces Recall of Snack Mixes/Snack Nuts Because of Possible Health Risk

Star Kay White Inc. Announces Voluntary Recall of Peanut Products Due to Possible Health Risk

Kmart Announces Voluntary Recall of Certain Items Containing Peanuts Sold at Super Kmart Bakery Locations

Whole Foods Market Recalls Bulk Items Because they May Contain Peanuts Contaminated with *Salmonella*

February 4, 2009

Drug Safety Information: Xigris (Drotrecogin Alfa [activated]) - Early Communication about an Ongoing Safety Review

Premier Nutrition Expands Its Voluntary Nationwide Recall of selected TWISTED and TITAN Branded Bars Containing Peanut Butter Due to Possible Health Risk

Palmer Candy Company Announces A Voluntary Recall of Trail Mix and Snack Mix Products Because of Possible Health Risk

Hershey Creamery Announces Voluntary Recall of Goo Goo Peanut Butter

FDA Recalls, Market Withdrawals and Safety Alerts

- [Ice Cream Because of Possible Health Risk](#)
- [Countrv Life Natural Foods Conducts Nationwide Recall Of Peanut-Containing Candies Because Of Possible Health Risk](#)
- [Broughton Foods Recalls 56 Ounce Scrounds of Premium Peanut Caramel Crunch Ice Cream Due to Expanded Recall by Peanut Corporation of America](#)
- [Meadow Gold Dairy Recalls 56 Ounce Scrounds and Round Pints of Herd of Laughter Tin Can Alley Ice Cream Due to Expanded Recall by Peanut Corporation of America](#)
- [Purity Dairies Recalls Half Gallon Squares of Nutty Caramel Ice Cream Due to Expanded Recall by Peanut Corporation of America](#)
- [Fieldbrook Foods Corporation Adds Four Products to Nationwide Voluntary Recall of Select Ice Cream Novelty Products Due to Possible Health Risk](#)
- [Rich Products Corporation announces nationwide voluntary recall of Peanut Butter Blast Pie and Red Robin 10" DD Peanut Butter Ice Cream Cake due to possible health risk](#)
- [Unilever United States, Inc. Conducts Nationwide Voluntary Recall Of Breyers Tin Roof Sundae Ice Cream Products with Peanuts Due to Possible Health Risk](#)
- [WinCo Foods Recalls Bulk Candy Items Containing Peanuts Because Of A Possible Health Risk](#)
- [Mister Snacks, Inc. Conducts Nationwide Recall of Various Snack Products Because of Possible Health Risk](#)
- [Weaver Popcorn Company Issues a Nationwide Precautionary Voluntary Recall of 9.5 oz. Trail's End Caramel Corn with Peanuts](#)
- [Labradia Nutrition Voluntarily Recalls Rockin' Roll Brand Nutty Peanut Flavor Bars Due to Possible Health Risk](#)

FDA Recalls, Market Withdrawals and Safety Alerts

[Hiland Dairy Foods Company, LLC Announces Recall of Ice Cream Because of Possible Health Risk](#)

[Casey's General Stores, Inc. Announces a Nationwide Voluntary Recall Because of Possible Health Risk](#)

[George J. Howe Co. Announces Voluntary Nationwide Recall of French Burnt Peanut Products](#)

[Amway Global Announces Nationwide Recall Of Xs Energy Bar Chocolate Nut Roll And Expansion Of Nutrilite Energy Bars Recall Because of Possible Health Risk](#)

[Harry and David Recalls Nut Clusters and Pretzel Rods Due to Expanded Recall By Peanut Corporation of America](#)

[Marlow Candy and Nut Company Announces a Voluntary Recall for its Salted Peanuts, Honey Roasted Peanuts and Hot and Spicy Peanuts Because of a Possible Health Risk](#)

[Nutsco Recalls Peanut Products Because Of Possible Health Risk](#)

[Summertale Peanut Co., LLC Recalls 10 Oz Bags of Baldwin County Fried Peanuts Because Of Possible Health Risk](#)

[Odwalla: Expired Peanut-containing Bars from 2007 Affected by Peanut Recall -- if Any Remain, Consumers Should Destroy](#)

[Southwest Specialty Foods Recalls Products Supplied by Peanut Corporation of America](#)

[Can Do Kid Announces Voluntary Nationwide Recall of two flavors of CAN DO KID Bars Containing Peanut Butter Due to Possible Health Risk](#)

[Whole Foods Market Recalls Bulk Peanut Products Due To Possible Health Risk](#)

[Rich Ice Cream Company, Inc. Issues Multi-State Voluntary Recall of Rich's Nutty Sundae Cone Because of Possible Health Risk](#)

<http://www.fda.gov/opacom/7/alerts.html>

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FDA Recalls, Market Withdrawals and Safety Alerts

[The Father's Table, LLC Initiates Voluntary Nationwide Recall of Item code 26000 Gourmet Brownie Variety](#)

[Genisoy Food Company Announces an Expanded Voluntary Recall on Protein Bars Due to Potential Health Risk](#)

[Listeria Contamination in Queso Fresco, Fresh Cheese](#)

[Country Home Bakers Recalls Frozen Peanut Butter Cookie Dough](#)

February 3, 2009

[Madin Food Specialties, Inc. Recalls Various Snacks and Trail Mixes Because of Possible Salmonella Contamination](#)

[Sessions Co. Inc. Recalls 2007 Christmas Holiday Packs \(including Sessions Peanut Squares, Sessions Fancy Peanuts, and Sessions Honey Roasted\) Because of Possible Health Risk](#)

[Trauth Dairy Recalls 8 Ounce Cups and One Half Gallon Squares of Deluxe Peanut Caramel Crunch Ice Cream Due to Expanded Recall by Peanut Corporation of America](#)

[Austinuts Wholesale, Inc. Announces Voluntary Recall Of Honey Roasted Peanuts And Sweet & Spicy Snack Mix](#)

[ISS Research® Announces Voluntary Recall of OhYeah!® Bars Due To Potential Health Risk](#)

[GlorvBee Foods, Inc. announces nationwide recall of Honey Roasted Peanut Splits, Whole Raw Blanched Peanuts, Organic Dry Roasted \(No Salt\) Peanut Splits, Conventional Dry Roasted \(No Salt\) Peanut Splits, Dry Roasted Granulated Medium Peanuts, Whole Honey Peanuts, Aunt Paty's Cascade Trail Mix \(bulk\), and Aunt Paty's Mt. Hood Trail Mix \(also known as Aunt Paty's Banana Split Trail Mix\) \(Bulk\) Because Of Possible Health Risk](#)

[Thrifty Products Recalls Thrifty Nut Brand Honey Roasted and Dry Roasted Peanuts Sold in Michigan And Indiana Because of Possible Risk To Health](#)

FDA Recalls, Market Withdrawals and Safety Alerts

[Stewart's Shops Recalls Caramel Candy Bar Dip Ice Cream Because Of Possible Health Risk](#)

[Nut Bar Company Recalls Candy Shoppe Double Dip Peanuts Sold At Meijer Stores In Illinois, Indiana, Kentucky, Michigan And Ohio Because Of Possible Health Risk](#)

[Georgia Peanut Commission Recalls 11 oz. and 4 lb. Cans of Skinless and Honey Roasted Peanut Product Because of Possible Health Risk](#)

[Allegro Fine Foods, Inc. Recalls Wow Thai Peanut Wing Sauce & Dressing Because of Possible Health Risk](#)

[Grand Rapids Popcorn Recalls PCA's 30# Cases of Medium Chop Granulated Peanuts Sold in Michigan and Florida Because of Possible Health Risk](#)

[GKI Foods Inc. Expands Nationwide Recall of Peanut-Containing Candies Because of Possible Health Risk](#)

[CVS/pharmacy Announces Voluntary Recall of Gold Emblem Brand Candy Containing Peanuts](#)

[Natural Organics, Inc. Issues Precautionary Nationwide Voluntary Recall on Several Lots of Nature's Plus Nutritional Bars](#)

[Dutch Valley Food Development, Inc. Announces a Voluntary Nationwide Recall of Peanut Products made with Recalled Peanuts](#)

[T.F. Processors Inc. Recalls Double Fudge Peanut Butter Brownies Because of Possible Health Risk](#)

[Blue Ribbon Products Inc. Announces Voluntary Recall of Ultimate Gourmet Peanut Butter Cookie Dough Due to Possible Health Risk](#)

[Braum's Ice Cream and Dairy Stores Announces Voluntary Recall of its Premium Ice Cream Flavor "Peanut Butter Pretzel" Following Expanded FDA Investigation of Peanut Corporation of America](#)

FDA Recalls, Market Withdrawals and Safety Alerts

JL Manufacturing Announces Recall Of Candies Containing Peanuts Because Of Possible Health Risk

US Nutrition, Inc. Conducts Nationwide Recall of Karma Organic Double Chocolate Bars and Karma Organic Orange Cranberry Almond Bars Due to Possible Health Risk

ETHEX Corporation Issues Voluntary Nationwide Recall

ETHEX Corporation Issues Voluntary Nationwide Recall Of Prescription Prenatal and Iron Supplements To Wholesale Level

Ther-Rx Corporation Issues Voluntary Nationwide Recall Of Prescription Prenatal and Iron Supplements To Wholesale Level

IFS Announces a Nationwide Recall of Snacks Containing Peanuts Due to Possible Salmonella Contamination

Marathon Ventures, Inc. announces recall of dry, roasted peanuts (foodservice pack) and Bridge Mix due to possible health risk

Turner Holdings Recalls Peanut Butter Bars Because of Possible Health Risk

Wonder Ice Cream Company Announces Nationwide Voluntary Recall of Candy Blast 10oz Cups Because of Possible Health Risk

Kariba Farms Announces Nationwide Recall of NutCrusters™ Thai Peanut

Annie B's Confections Announces a Voluntary Nationwide Withdrawal of Peanut Containing Desserts Due to Possible Health Risk

Cherrydale Manufacturing LLC Recalls Target Archer Farm and Target Market Pantry Products That Contain Peanuts Because of Possible Health Risk

Dillon Candy Company Announces Voluntary Nationwide Recall of Peanut Rolls Due to Possible Health Risk

FDA Recalls, Market Withdrawals and Safety Alerts

[Dingman's Dairy Announces Recall of Soft Dk Peanut Splits Because of Possible Health Risk](#)

[Dingman's Dairy Announces Recall of Med. Granulated Peanuts Because of Possible Health Risk](#)

[Chef Jay's Food Products Expands Voluntary Nationwide Recall of Products Containing Peanut Butter Due to Possible Health Risk](#)

[Torn Ranch Inc. Announces a Voluntary Nationwide Recall of All Products That Contain Dry Roasted and Honey Roasted Peanuts Because of Possible Health Risk](#)

[Farley's and Sathers Candy Company, Inc. Announces Voluntary Nationwide Recall of Select Peanut Items](#)

February 2, 2009

[Lunds And Byerly's Issue Voluntary Recall of Bulk Peanuts and Snack Nuts](#)

[Gel Spice Co. Recalls Small Chop Granules Peanuts Because of Possible Health Risk](#)

[Palmer Candy Company Announces A Nationwide Voluntary Recall of French Burnt Peanut and Boston Baked Bean Products Because of Possible Health Risk](#)

[Palmer Candy Company Announces Voluntary Recall of Blanched Salted Products Because of Possible Health Risk](#)

[Hershey Import Company Announces Nationwide Voluntary Recall on Certain Snacks](#)

[Aurora Products Inc. Announces Voluntary Recall of Products Containing Roasted Peanuts Produced Under Aurora Natural Brand Due to Possible Peanut Contamination and Potential Health Risk](#)

[Kerry Ingredients and Flavours Announces Voluntary Recall of Choco](#)

<http://www.fda.gov/opacom/7alerts.HTM>

FDA Recalls, Market Withdrawals and Safety Alerts

[Egde Peanut Ingredient Following Expanded FDA Investigation of Peanut Corporation of America](#)

[GKI Foods Inc. Initiates Nationwide Recall of Peanut-Containing Candies Because of Possible Health Risk](#)

[Kellogg Company Announces Voluntary Nationwide Recall of Select Keebler® Soft Batch Cookies and Special K Protein™ Meal Bar Honey Almond Flavor and Expansion of the 01/16/09 Recall of Various Crackers and Cookies](#)

[Landis Candies Co. Inc Expands Voluntary Recall to Include Select Organic Peanut Clusters Due to Possible Health Risk](#)

[Tropical Nut And Fruit Recalls "Granulated Peanuts" Because of Possible Health Risk](#)

[Kashi Initiates Nationwide Recall of Select Kashi™ TLC™ Chewy Granola Bar Flavors And Kashi™ TLC™ Chewy Cookie Flavors](#)

[Ocean Spray Announces Nationwide Voluntary Recall of 1.75 oz and 48 oz Fruit and Nut Trail Mix Products](#)

[Prairie Farms Dairy Announces Voluntary Nationwide Recall Because of Possible Health Risk](#)

[Hudsonville Ice Cream Announces a Recall of Candy Bar Whirl Ice Cream Distributed in Indiana, Michigan, and Ohio Because of Possible Risk to Health](#)

[Crown Pacific Fine Foods Recalls Roasted Honey Peanuts, Virginia Roasted/Salted Peanuts, Virginia Roasted No Salt Peanuts, Roasted/Salted Peanuts, Roasted/Unsalted Peanuts Because of Health Risk Because of Possible Health Risk](#)

[Umpqua Dairy issues Voluntary Recall on its Tin Roof Sundae Ice Cream products Due to Expanded Peanut Recall by Peanut Corporation of America \(PCA\)](#)

[Earth Island Announces Voluntary Recall on Select Follow Your Heart Deli](#)

<http://www.fda.gov/opa/com/alerts/HTML>

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[Products That Contain Peanut Butter Because of Possible Health Risk](#)

[Walgreens Recalls Café W Brand Trail Mix Containing Peanuts](#)

[Hain Celestial Voluntarily Issues Nationwide Expanded Recall of Certain Ethnic Gourmet® Chicken Pad That Because of Possible Health Risk](#)

[Cherrydale Manufacturing LLC Recalls Bartons, Cherrydale Farms And Haddington Farms Products That Contain Peanuts Because Of Possible Health Risk](#)

[Bindi North America Announces Nationwide Recalls of Peanut Butter Gelato, Dream Bomba, and Peanut Butter Cheesecakes Because of Possible Health Risk](#)

[Pecan Deluxe Candy Company Announces Nationwide Voluntary Recall of Certain Peanut Containing Products \(Updated Information\)](#)

[Bear Stewart Corporation Announces Recall of Bear's Peanut Butter and Vegan Peanut Butter Cookies in All Sizes](#)

[Savoy Extraordinary Snacks Announces Nationwide Voluntary Recall of Certain Peanut Containing Products](#)

[High's Recalls Tin Roof Sundae Ice Cream](#)

[Bucks Ice Cream Recalls Ice Cream Nut Roll Because of Possible Health Risk](#)

[House of Flavors Expands Voluntary Recall of Ice Cream Due to Possible Health Risk](#)

[Shamrock Foods Company Issues Voluntary Recall on Nutty Sundae Cones](#)

[Koppers Chocolate Recalls Peanut Products](#)

[Tropical Nut and Fruit of Orlando Recalls Peanut Corporation of America Granulated Peanuts Because of Possible Health Risk](#)

FDA Recalls, Market Withdrawals and Safety Alerts

[Great Skott Foods Announces Nationwide Voluntary Recall of Snack Mixes](#)

[Garden of Life, Inc. Issues a Voluntary Recall of fucopolypeptide Protein Peanut Butter Crunch Dietary Supplement Bars \(Formerly Called Perfect Weight America Peanut Butter Crunch Dietary Supplement Bars\)](#)

[Hines Nut Company Announces Recall of Honey Roasted Peanuts Because of Possible Health Risk](#)

February 1, 2009

[Genisoy Food Company Announces Voluntary Recall of Genisoy Organic Apple Cinnamon Soy Protein Bars Due to Potential Health Risk](#)

[Walgreens Recalls Walgreens Brand Candy Containing Peanuts Sold From Jan. 1, 2007 To Jan. 29, 2009](#)

[Pecan Deluxe Candy Company Announces Nationwide Voluntary Recall of Certain Peanut Containing Products](#)

January 31, 2009

[Ice Cream Specialties Announces Nationwide Recall of Ice Cream Novelties Because of Possible Health Risk](#)

[Bear Naked Announces Recall of Appalachian Trail Mixes Due to Possible Peanut Contamination and Potential Health Risk](#)

[Nature's Path Announces an Expanded Recall of Peanut Butter Optimum Energy Bars Nationwide Due to Possible Health Risk](#)

[East Side Entrees Voluntarily Recalls Peanut Butter & Jelly Meal Breaks Because of Possible Health Risk](#)

[Zachary Confections, Inc. Announces a Nationwide Voluntary Recall of Market Pantry Chocolate Covered Peanuts](#)

[Zachary Confections, Inc. Announces Nationwide Recall of Double Dipped Peanuts, Chocolate Peanuts, Bridge Mix, Caramel Nut Clusters, and](#)

FDA Recalls, Market Withdrawals and Safety Alerts

[Peanut Clusters due to Possible Peanut Corporation of America \(PCA\) Contamination and Possible Health Risk](#)

[Schwan Voluntarily Recalls Ice Cream Citing Possible Health Risk](#)

[Standard Candy announces Voluntary Recall of Goo Goo Cluster and Goo Goo Peanut Butter because of possible Health Risk](#)

[Hain Celestial Voluntarily Issues Nationwide Recall of Certain Ethnic Gourmet® Pad Thai And Kung Pao Frozen Food Products. And Certain Gluten Free™ Café Asian Curry Products. Because of Possible Health Risk](#)

[Bass Pro Shops® Announces Voluntary Nationwide Recall of Uncle Bucks® Burnt Peanut Candy. No Sugar Added Chocolate Peanuts And No Sugar Added Peanut Clusters Due to Possible Health Risk](#)

[Kroger Recalls Peanut Butter Bakery Cookies and Select Cakes Due to Possible Health Risk](#)

[Rucker's Candy Announces Voluntary Recall for Customer Private Labeled Products Including The Family Choice Labeled Brand](#)

[Werner Gourmet Meat Snacks Inc. Recalls Trail Mixes and Peanut Items Because of Possible Health Risk](#)

[Multiple Brands of Tin Roof Sundae Ice Cream Recalled as Part of Nationwide Peanut Corporation of America Recall](#)

[Nutrition Research Group/Advanced Nutrient Science Announces Nationwide Voluntary Recall of Triple Delicious™, All Natural Mega Protein™ and Oh Soo Good™ Bars](#)

[Atkins™ Nutritionals Participates In Voluntary Peanut Recall](#)

January 30, 2009

[Giant Food Issues A Voluntary Recall of Simply Enjoy Milk and Dark Chocolate Bridge Mix and Simply Enjoy Milk Chocolate Peanuts](#)

[Stop & Shop Issues A Voluntary Recall of Simply Enjoy Milk and Dark Chocolate Bridge Mix and Simply Enjoy Milk Chocolate Peanuts](#)

[Meijer Announces Voluntary Recall for Some Meijer Brand Peanuts and Ice Cream Novelties Citing Possible Health Risk](#)

[Rain Creek Baking Corporation Announces An Expanded Voluntary Withdrawal of Peanut Butter Turtles, Peanut Butter Baskets and Peanut Butter Princesses Due to Possible Health Risk](#)

[Galliker Dairy Announces Voluntary Recall of Rocky Road Ice Cream and Sundae Nut Cones Because of Possible Health Risk](#)

[Simbree Energy Foods RECALLS Simbree® Oat Almond Pistash, Simbree® Almond Pistachio Energy Bites and Simbree® Oat Bites with Peanuts, Almonds and Pistachios/ Bouchées d'avoine aux arachides, amandes et pistaches Because of Possible Health Risk](#)

[Voluntary Recall Alert: Chef Pierre Chocolate Peanut Butter Silk Pie](#)

[Turkey Hill Dairy Announces Voluntary Recall of Select Ice Cream Flavors Following Expanded FDA Investigation of Peanut Corporation of America](#)

[NutriSystem Expands Voluntary United States Recall of Peanut Butter Granola Breakfast Bar to Include Canada Due to Possible Peanut Corporation Of America \(PCA\) Contamination and Potential Health Risk](#)

[House of Flavors Issues Voluntary Recall in Eastern United States Due to Possible Health Risk](#)

[Wells' Dairy Expands Voluntary Recall of Select Blue Bunny® Products](#)

[Lesserevil Brand Snack Co. Issues a Nationwide Voluntary Recall of Lesserevil Brand Peanut Butter and Choco Kettle Corn](#)

[Clif Bar & Company Expands Its Voluntary Nationwide Recall Of CLIF® and LUNA® Branded Bars Containing Peanut Butter](#)

[Kroger Recalls Nut Topping Due to Possible Health Risk](#)

FDA Recalls, Market Withdrawals and Safety Alerts

[Perry's Ice Cream Company Adds Products to Voluntary Recall of Select Peanut Butter Ice Cream Products as a result of PCA Expanded Recall](#)

[Weis Markets Announces Voluntary Recall of Seven Ice Cream Products Due to Possible Health Risk](#)

[Salix, LLC Recalls 6" Peanut Butter Filled Shank Bone Because Of Possible Salmonella Health Risk](#)

[Publix Issues Voluntary Recall on Produce Snacks](#)

[Kemps, LLC Recalls Ice Cream Products](#)

[Pierre's Ice Cream Company Issues Voluntary Recall on its Pierre's Brand Sundae-Cone Style Products Due to Expanded Peanut Recall by Peanut Corporation of America \(PCA\)](#)

[HP Hood LLC Recalls Ice Cream Products](#)

[Mountain Man Nut & Fruit Co. Announces Nationwide Voluntary Recall of Select Products Due to Possible Health Risk](#)

[Best Brands Corp. Expands Voluntary Recall of Peanut Butter Frozen Cookie Dough](#)

[Velvet Ice Cream Pulling Cone Products](#)

[Eillien's Candies, Inc. Issues Voluntary Recall of Select Peanut Candy Products Due to Possible Health Risk](#)

[Caribou Coffee® Participates in Voluntary Nationwide Peanut Product Recall](#)

[Cherrydale Manufacturing LLC Recalls Bartons, Cherrydale Farms and Haddington Farms Products That Contain Peanuts Because of Possible Health Risk](#)

[Forward Foods LLC Announces Voluntary Nationwide Recall of DETOUR® Branded Bars Containing Roasted Peanuts Due to Possible](#)

Health Risk

Falcon Trading Company/SunRidge Farms Announces Precautionary Voluntary Shelf Withdrawal of Several Peanut Products

Safeway Recalls Selected Peanut Products Sold at 66 Stores with Nut Klosks

Giambri's Quality Sweets Recalls Peanut Butter Easter Eggs Because Of Possible Health Risk

Super Store Industries Announces Voluntary Recall of Select Ice Cream Products Due to Possible Health Risk

Vitamin Cottage Natural Food Markets Inc. Fresh Ground Peanut Citing Possible Health Risk

Ellien's Candies, Inc. Issues Voluntary Recall of Select Jars of Dry Roasted Peanuts Due to Possible Health Risk

Atkins Nutritionals, Inc. Recalls Four Atkins Products That Contain Granulated Peanuts or Peanut Pieces Sourced from the Peanut Corporation of America

January 29, 2009

Richland Hills Expands Recall

Nature's World Recalls NW Delights Trail Mixes Because Of Possible Health Risk

Wells' Dairy Announces Voluntary Recall of Select Blue Bunny Products Because of Possible Health Risk

Wegmans Food Markets, Inc. Recalls Three Bakery Products with Peanuts

Fieldbrook Foods Corp. Announces Nationwide Voluntary Recall of Select Ice Cream Novelty Products Due to Possible Health Risk

FDA Recalls, Market Withdrawals and Safety Alerts

[Hy-Vee Inc. Recalls Two Bakery Products with Peanuts Distributed in Seven States Due to Possible Health Risk](#)

[Country Maid Expands Upon Previous Voluntary Nationwide Recall of Classic Breaks Peanut Butter Cookie Dough Due to Possible Health Risk](#)

[Orchard Valley Harvest Announces Urgent Nationwide Voluntary Recall for Peanuts Because of Possible Health Risk](#)

[Arco Natural Foods Company Announces US and Canadian Recall of Arco Peanut Butter Cookies and Cookie Bars Because of Possible Health Risk](#)

[Harry and David Recalls Olympia Delight Trail Mix Because of Possible Health Risk](#)

[Publix Issues Voluntary Recall on Round Top Sundae Cones](#)

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[Ther-Rx Corporation Issues Nationwide Voluntary Recall of Products](#)

[ETHEX Corporation Issues Nationwide Voluntary Recall of Products](#)

[House of Flavors Issues Allergy Alert for Undeclared Walnuts in Hanniford Chocolate Chip Ice Cream Sold at Sweetbay Supermarkets in Florida](#)

[Peanut Corporation of America Expands Nationwide Recall of Peanut Products](#)

[Uncle Eddies Vegan Cookies Announces Recall of Uncle Eddies Vegan Peanut Butter Chocolate-Chip Cookies Because of Possible Health Risk](#)

January 27, 2009

[FDA Warns Consumers Against Dietary Supplement Containing Undeclared Drug](#)

[SOPAKCO, Inc. Announces a Nationwide Recall of Certain SURE-PAK 12 Meals Containing Peanut Butter Products](#)

<http://www.fda.gov/opacom/7alerts.html>

FDA Recalls, Market Withdrawals and Safety Alerts

[Carolina Prime Pet Announces Nationwide Recall of Dog Treats](#)

[Jenny Craig Announces Nationwide Voluntary Recall of Jenny's Cuisine® Anytime Peanut Butter Flavor Nutritional Bars Due to Possible Peanut Contamination and Potential Health Risk](#)

[Isagenix Announces Voluntary Recall of Chocolate Dipped Honey Peanut IsaLean® Bar Due to Possible Peanut Contamination and Potential Health Risk](#)

January 26, 2009

[Safety Information: Clopidogrel bisulfate \(marketed as Plavix\)](#)

[Crownell Bishop Creamery Limited Recalls Cheese Products Because of Possible Health Risk](#)

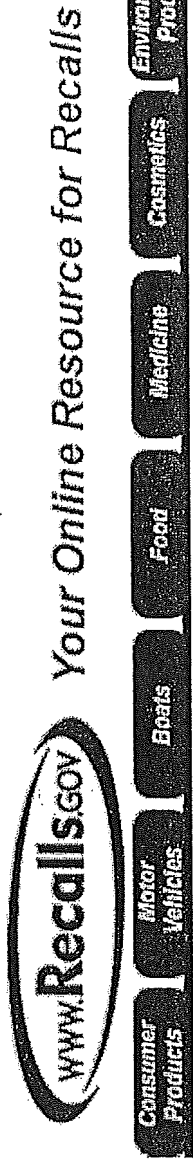
January 24, 2009

[Voluntary Recall Issued for ShopRite Peanut Butter on Toasty Crackers and ShopRite Peanut Butter and Cheese Cracker Snacks Because of Possible Health Risk](#)

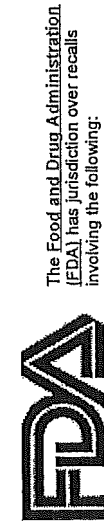
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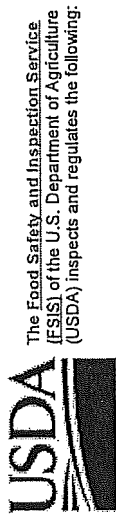
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History

Aspirin is one of the world's safest and least expensive pain relievers with over 100 years of proven and effective treatment for a variety of ailments. It is the active ingredient in more than 50 over-the-counter medications.

Developed by German chemist Felix Hoffmann in 1897 as a treatment for his father's arthritis, the basic ingredients of aspirin had long been known. Indeed, as long ago as the fifth century B.C., Hippocrates, the father of modern medicine, is said to have used ground willow bark to ease aches and pains. Willow bark contains salicin, the basis of a class of drugs called salicylates.

By the late 1800s, salicylates had become the standard drug for the treatment of arthritis. However, the treatment was very harsh and irritating to the stomach. Hoffman, setting out to create a less-irritating medicine for his father, synthesized acetylsalicylic acid (ASA) and aspirin was born.

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<http://www.aspirin.org/history.html>

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In the largest study of its kind, researchers found that aspirin helps prevent stroke in women, and heart attack in those at highest risk -- women 65 years of age and older. March 7, 2005.
See the [Aspirin Foundation statement](#)

The Aspirin Foundation of America responds to research published April 7, 2004 in the Journal of the National Cancer Institute finding no link between aspirin use and pancreatic cancer- April 12, 2004
See the [press release](#) for more details.

Aspirin Foundation Responds To Meta-Analysis of the Effect of Aspirin on Asthma - February 20, 2004
See the [press release](#) for more details.

Aspirin Foundation Supports Broader Cardiovascular Use of Aspirin - December 16, 2003
See the [press release](#) for more details.

Reported Link Between Aspirin And Pancreatic Cancer No Cause For Alarm - October 29, 2003
See the [press release](#) for more details.

Further studies are needed to examine link between NSAID use and miscarriage, says the Aspirin Foundation - August 27, 2003
See the [press release](#) for more details.

Current Aspirin Labeling Sufficient, Says Aspirin Foundation - September 20, 2002

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<http://www.aspirin.org/news/pr.html>

See the [press release](#) for more details.

Research Suggests Aspirin Benefits In Preventing Pancreatic Cancer - August 8, 2002
See the [press release](#) for more details.

New Guidelines On Preventing Heart Attack And Stroke Welcomed
By The Aspirin Foundation Of America - July 17, 2002
See the [press release](#) for more details.

Aspirin Foundation Of America Welcomes New Research Comparing Aspirin To
Warfarin - February 7, 2002
See the [press release](#) for more details.

Aspirin Underused Among At-Risk Patients, Says British Medical Journal - January 11,
2002
See the [press release](#) for more details.

Study Linking Aspirin And Acetaminophen To Chronic Renal Failure May Be Biased,
Say Study Authors - December 20, 2001
See the [press release](#) for more details.

Aspirin Foundation Welcomes New Evidence Of Aspirin Effectiveness In Combating
Strokes- November 19, 2001
See the [press release](#) for more details.

Aspirin Foundation Of America Responds To Acetaminophen Liver Toxicity Research -
October 18, 2001
See the [press release](#) for more details.

Aspirin Foundation Of America Welcomes Research That Aspirin Therapy Saves Lives -
September 14, 2001
See the [press release](#) for more details.

Aspirin Foundation Of America Welcomes Research Findings On Aspirin and Ovarian
Cancer - March 21, 2001
See the [press release](#) for more details.

Aspirin Foundation Of America Reminds Consumers Of Health Benefits Of Aspirin Therapy In Combating Heart Disease And Stroke - February 21, 2001
See the [press release](#) for more details.

Aspirin Foundation Responds To Media Coverage Of British Medical Journal Study - February 2, 2001
See the [press release](#) for more details.

Aspirin Foundation Of America Responds To Research Showing That Aspirin Is Beneficial In The Prevention Of Primary Vascular Disease - November 21, 2000
See the [press release](#) for more details.

Aspirin Foundation Of America Responds To British Medical Journal Study On Aspirin Use Among Those With High Blood Pressure - June 29, 2000
See the [press release](#) for more details.

The Aspirin Foundation Of America Responds To Claims Of Danger Associated With NSAID Use - June 18, 1999
See the [press release](#) for more details.

New Tylenol Packaging Misleads Public - August 31, 1998
See the [press release](#) for more details.

Aspirin Foundation Launches Web Site - August 4, 1998
See the [press release](#) for more details.

Aspirin Foundation Says New Tylenol Labels Mislead Consumers - July 9, 1998
See the [press release](#) for more details.

Aspirin Foundation of America Establishes Internet Presence - January 30, 1998
See the [press release](#) for more details.

Geriatrics Society's Guidelines For Pain Were Paid For By Makers Of Tylenol - May 8, 1998
See the [press release](#) for more details.

Statement on Preeclampsia - March 24, 1998
See the [press release](#) for more details.

Considerable Research Needed for In-Vitro Fertilization Therapy - May 15, 1998
See the [press release](#) for more details.

Warning: New Attempt To Mislead Consumers - May 21, 1998
See the [press release](#) for more details.

AFA Comment On Discovery of P1A2 Polymorphism - April 29, 1998
See the [press release](#) for more details.

Reducing Risk Of Stroke Among Patients With Atrial Fibrillation - April 29, 1998
See the [press release](#) for more details.

Proposed FDA Alcohol Warning "Misleads Consumer" - January 30, 1998
See the [press release](#) for more details.

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Aspirin associated with reduced risk for breast cancer
NSAIDs, including aspirin, are associated with a reduced risk for breast cancer, according to a study in the *Journal of the National Cancer Institute*. Researchers from Spain combined data from 2.7 million women in 38 separate studies and found women who took aspirin had a 13 percent lower risk of breast cancer than those who did not.

Read the study abstract here:
<http://jnci.oxfordjournals.org/cgi/content/abstract/100/20/1439>
Views as a PDF (115 kb)

Long-term aspirin use reduces colorectal cancer risk in men
The use of regular, long-term aspirin and NSAIDs reduced the risk associated with colorectal cancer, according to a study published in the January issue of *Gastroenterology*. However, the study also found that the use of aspirin for chemoprevention of colorectal cancer may require using the drug at doses that are higher than recommended over a long period of time.

Read the study here:
<http://www.gastrojournal.org/article/PIIS0016508507017453/fulltext>
View as a PDF (136 kb)

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Regular use of aspirin can reduce the risk of Parkinson's disease. Regular use of NSAIDs, including aspirin, can reduce the risk of Parkinson's disease by as much as 60 percent, according to researchers at UCLA. Researchers studied 579 men and women from California, half of whom had Parkinson's disease, and found women who were regular users of aspirin reduced their likelihood of developing the disease by

40 percent. It was especially beneficial to women who took aspirin regularly for more than two years.

<http://www.neurology.org/cgi/content/abstract/69/19/1836>


Aspirin found to lower heart disease in women Women who take aspirin in low or moderate doses reduce their risk of dying from any cause, particularly heart disease, according to a study published in the Archives of Internal Medicine Researchers at Massachusetts General Hospital and Harvard Medical School found that women in the study who took one to 14 aspirin a week reduced their risk of dying from heart disease by 38 percent and by 25 percent from all causes. The researchers used 24 years of data from 79,439 nurses enrolled in the Nurses Health Study. March 26, 2007.

Read the study here: <http://archinte.ama-assn.org/cgi/reprint/167/6/562>

[View as a PDF](#) (, 117 kb)

Aspirin May Keep Adult-Onset Asthma Away Research published in the *American Journal of Respiratory and Critical Care Medicine* suggests that aspirin may reduce the development of asthma in adults. The study found that among a large group of healthy men, those taking a single aspirin every other day were 22 percent less likely to develop asthma than those who did not. January 15, 2007.


Read the study here: <http://ajrccm.atsjournals.org/cgi/content/abstract/175/2/120>

[View as a PDF](#) (, 162kb)

Aspirin May Help Combat Enlarged Prostate

Researchers from the Mayo Clinic announced that the use of certain NSAIDs, including aspirin, could help reduce or delay by half the risk of an enlarged prostate. August 30, 2006

Read the abstract here: http://www.eurekalert.org/pub_releases/2006-08/...

[View as a PDF](#) (, 26kb)

A study published in The Lancet Oncology adds to findings on aspirin's chemopreventive properties. The research,



which was led by a scientist at Fred Hutchinson Cancer Research Center in Seattle, found that aspirin and other NSAIDs could help prevent esophageal cancer in those with Barrett's Esophagus, a precancerous condition. November 8, 2005.

Read the abstract here:

<http://www.thelancet.com/journals/lanonc/article/...>

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Australian research finds that the regular use of NSAIDs, including aspirin therapy, could offer protection against skin cancer and the growth of certain types of malignant cells by blocking the COX enzyme, which allows some types of skin cancer to develop. November 7, 2005.

Read the abstract here: <http://www.eblue.org/article/...>

[View as a PDF](#) (PDF, 106kb)

Aspirin is just as effective as warfarin, a prescription drug sold as Coumadin, in preventing strokes caused by partial blockage of the arteries in the brain, and is safer, according to research from Atlanta's Emory University. April 4, 2005

Read about it here: <http://abcnews.go.com/Health/wireStory?id=627089>

[View as a PDF](#) (PDF, 149kb)

In the largest study of its kind, researchers found that aspirin helps prevent stroke in women, and heart attack in those at highest risk -- women 65 years of age and older. March 7, 2005.

[Read the study here](#) (PDF, 347kb)

[The Aspirin Foundation responds](#)

Stroke patients who stop aspirin therapy may triple risk of another stroke. February 4, 2005

Stroke patients who discontinued their low-dose aspirin therapy tripled their risk of a recurrent stroke, compared with those who maintained their aspirin regimen, according to new research. The study found that most of the subsequent strokes occurred within a

week and the rest within a month.

Read more here: <http://www.heartcenteronline.com/myheartdir/...>

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Aspirin may aide in survival of prostate cancer, October 4, 2004


Researchers at Philadelphia's Fox Chase Cancer Center presented research finding that men who regularly take aspirin may increase their chances of surviving prostate cancer.

Read the study here: <http://www.cancerfacts.com>

[Alternate Download](#) (PDF, 110kb)

New Report Refutes "Aspirin Resistance". September 21, 2004

A report in Circulation refutes the idea of "aspirin resistance," stating that such reactions to aspirin are no different than those associated with other cardiovascular drugs.

Read the report here: [PDF](#) (PDF, 24kb) 

Aspirin may reduce the risk of breast cancer. May 26, 2004
Research conducted at Columbia University found that the regular use of aspirin may reduce the risk of breast cancer, particularly among women with hormone-sensitive tumors. And those who used aspirin frequently (at least seven tablets a week) received the most benefits.



Read the study here: <http://jama.ama-assn.org/cgi/reprint/291/20/2433.pdf> (PDF, 109kb)



[Alternate download](#)



Aspirin may lower the risk of Hodgkin's disease. February 17, 2004
Research from the Harvard School of Public Health finds that low-dose aspirin use may lower the risk of Hodgkin's disease.

Read the story here: http://abcnews.go.com/wire/Living/ap20040218_226.html

 PDF (105kb) 



Aspirin may lower risk of prostate cancer. February 12, 2004
A meta-analysis of research on aspirin and prostate cancer by researchers from Canada's McGill University found that aspirin was associated with a 30 percent reduction in the risk of advanced prostate cancer and a 10 percent reduction in total prostate cancer risk.

Read the meta-analysis here: <http://www.nature.com/cgi-taf/DynaPage.taf?file=/bjc/journal/v90/n1/full/6601416a.html>



 PDF (235kb) 

Higher doses of aspirin may help reduce the risk of colon cancer. February 3, 2004
New research published in the Annals of Internal Medicine finds that aspirin in doses higher than those recommended for the prevention of a heart attack may offer protection against colon cancer. The study of 27,000 women showed that as aspirin use increased, the risk of developing a cancerous tumor fell. The authors call for more research on the link between aspirin and chemoprevention.



View the abstract here: <http://www.annals.org/cgi/content/abstract/140/3/157>

 PDF (179kb) 

View the summary for patients here: <http://www.annals.org/cgi/content/full/140/3/I-24>


 PDF (149kb) 

Aspirin may help prevent a first heart attack. September 22, 2003
A meta-analysis involving more than 55,000 patients finds that aspirin may help prevent a first heart attack, and for apparently healthy individuals whose 10-year risk of a first heart attack is 10 percent or greater, the benefits of long-term aspirin use may outweigh any risks. The study is also the first to show that apparently healthy women who may be at risk may benefit from aspirin therapy as much as men.

 PDF (79kb) 


Aspirin may help in the prevention of adult leukemia. June 13, 2003

In a study among women, researchers found that those who regularly took aspirin had less than half the rate of adult leukemia than those who did not take aspirin.

University of Minnesota press release: [PDF](#) (PDF, 61kb) 

Aspirin as effective as ticlopidine, say researchers. June 11, 2003
Research presented in JAMA shows that aspirin is just as effective as, and in some cases preferential to, ticlopidine in preventing ischemic stroke among African American patients.


Read the study here: <http://jama.ama-assn.org/...>


Also available as a [PDF](#) (PDF, 278kb) 

Research shows that aspirin therapy may help prevent breast cancer. April 8, 2003
Research conducted at Ohio State University and sponsored by the National Cancer Institute found that regular aspirin use among women may significantly reduce the risk of breast cancer.


Read the abstract [here](#). Also available as a [PDF](#) (PDF, 69kb) 

Further research finds that aspirin may help prevent colon cancer. March 6, 2003
Research presented in the New England Journal of Medicine (March 6, 2003) found that aspirin therapy lowered the risk of colorectal polyps, the precursors to most cases of colon cancer. Read the abstracts [here](#).

[Abstract 1](#) Also available as a [PDF](#). (PDF, 159kb) 


[Abstract 2](#) Also available as a [PDF](#). (PDF, 156kb) 

Aspirin first line of therapy for migraine relief. November 19, 2002
The two largest groups of primary care physicians -- The American College of Physicians-American Society of Internal Medicine and the American Academy of Family Physicians -- are recommending aspirin as a first line of therapy in the prevention and treatment of migraines. Read their recommendations [here](#).

Read the PDF version of [report](#) [here](#). (PDF, 223kb) 


Aspirin found to help reduce mortality rate following bypass surgery. October 24, 2002. Research presented in the New England Journal of Medicine found that aspirin

taken in the first 48 hours following bypass surgery dramatically reduced patients' mortality rate. The study involved more than 5,000 patients in 70 hospitals in 17 countries. Read the abstract [here](#).


Read the PDF version of report here. ([PDF](#), 171kb) 

The World Health Organization includes aspirin therapy among its recommendations for reducing cardiovascular death and disability. October 17, 2002

The worldwide mortality rate from heart attacks or stroke could be reduced by half in part through the availability of inexpensive drugs, including aspirin, says the World Health Organization. View the report [here](#).

Read the PDF version of report here. ([PDF](#), 88kb) 

Aspirin use may help reduce the risk of Alzheimer's disease. September 24, 2002
A study of 5,000 residents of Cache County, Utah appears to offer more evidence that aspirin use may help reduce the risk of Alzheimer's disease. View the abstract [here](#).

Read the PDF version of abstract here. ([PDF](#), 113kb) 

Aspirin use may decrease the risk of pancreatic cancer, study finds. August 7, 2002

Research conducted at the University of Minnesota and published in the Journal of the National Cancer Institute finds that women who regularly take aspirin may be less likely to get pancreatic cancer. Read the Journal's abstract [here](#).

Read the [AFA's statement here](#).


Aspirin use can reduce the risk of death following stroke. July 9, 2002


Aspirin administered within 48 hours following an ischemic stroke can reduce the risk of death and can limit stroke damage, according to the American Academy of Neurology and the American Stroke Association. Read the [ASA's statement here](#).


Read the PDF version of statement here. ([PDF](#), 65kb) 


Researchers find another possible application for aspirin in the prevention of heart attack and stroke. May 14, 2002.


Aspirin's anti-clotting qualities are well-known in fighting cardiovascular events and stroke. But researchers have also found that aspirin's anti-inflammatory properties can bring down the inflammation of the arteries associated with cardiovascular disease,

providing another benefit of aspirin therapy. The researchers also believe that aspirin use could help in reducing the risk of inflammation-related deaths following some types of surgery. [Read the Circulation abstract here.](#)
PDF version of [abstract](#). (PDF, 24kb) 

Aspirin may reduce risk of colon cancer. April 8, 2002.
Research conducted at Dartmouth Medical School finds that aspirin can be beneficial in preventing the polyps that can eventually become colon cancer.
Read the PDF version of [article here](#). (PDF, 119kb) 

Aspirin may reduce risk of prostate cancer. March 11, 2002
Preliminary research from the Mayo Clinic points to a possible link between regular use of aspirin and other NSAIDs and a reduced risk of prostate cancer.
See the Mayo Clinic statement here: http://www.mayo.edu/comm/mcr/news_2018.html
PDF version of [Mayo Clinic statement](#). (PDF, 23kb) 

Aspirin therapy benefits heart patients. March 8, 2002
Although the number of heart patients on aspirin therapy has increased significantly, it is still underused, reports the US Agency for Healthcare Research and Quality. Researchers at the Duke University Medical Center found that patients who did not take aspirin regularly had nearly twice the risk of dying as those who did.
Read the PDF version of [statement here](#). (PDF, 33kb) 

Aspirin and other NSAIDs may block virus. February 26, 2002
Aspirin and other painkillers may block the replication of a common virus linked to birth defects and immune disorders such as AIDS by eliminating its access to prostaglandins, on which the virus depends. The research was published in the February 26, 2002 issue of Proceedings of the National Academy of Sciences.
See the abstract by the [National Academy for the Sciences](#)
PDF version of the [National Academy for the Sciences abstract](#) (PDF, 45kb) 

The US Preventive Services Task Force Recommendations. January 28, 2002
The US Preventive Services Task Force - an independent panel of the U.S. Department of Health and Human Services, comprised of private-sector experts in primary care and prevention - is advising physicians to consider aspirin therapy for patients who have not

had cardiovascular events or stroke but are at risk.

See the USPSTF's recommendations here:


<http://www.ahrq.gov/clinic/3rduspstf/aspirin/aspsum1.htm>

PDF version of USPSTF's recommendations (PDF, 68kb) 

Aspirin therapy underprescribed. January 12, 2002

A British Medical Journal meta-analysis found that antiplatelet therapy -- including aspirin therapy -- is underprescribed among those patients at risk of cardiovascular events or stroke.


See the British Medical Journal report: <http://bmj.com/cgi/reprint/324/7329/71.pdf>

PDF version of British Medical Journal report (PDF, 409kb) 

Aspirin can reduce the severity of ischemic stroke. December 2001

Aspirin can reduce the severity of ischemic stroke, according to research published in the December 2001 issue of Stroke: Journal of the American Heart Association.

See the abstract by the [Journal of the American Heart Association](#)

PDF version of [Journal of the American Heart Association abstract](#) (PDF, 21kb) 



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Aspirin Therapy: Maximizing the Benefits
Discovery Health recently premiered **ASPIRIN THERAPY: MAXIMIZING THE BENEFITS**. Experts weighed in aspirin and its use in the primary and secondary prevention of cardiovascular and cerebral-vascular events. The show provides viewers with the latest on the benefits and the risks of aspirin.

Watch the Video...
(<http://discoveryhealthcme.discovery.com/aspirin/aspirin.html>)

Benefits of Daily Aspirin for Women
An ABC News Healthy Life segment focused on the benefits of daily aspirin use for women. April 2, 2007.
[Watch the Video...](#)

The Aspirin Foundation of America joins Revolution Health
The Aspirin Foundation of America is pleased to announce that it has partnered with [Revolution Health](#), a new health care website started by AOL co-founder Steve Case. Revolution Health helps individuals take action to manage their health care, conditions and healthy living goals by bringing together a blend of the best health information, tools, communities and services all in one place. See what Revolution Health has to say about [aspirin](#).

Aspirin: How Research Keeps Giving New Life to an Ancient Medicine
A "Science In The News" segment on Voice of America focuses on aspirin and how new

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http://www.aspirin.org/aspirin_news/index.html

research keeps giving new life to the drug. The segment includes the history of aspirin, and its evolution into one of the most widely used drugs in the world. December 11, 2006.

[Read More...](#)

Health Info In A Flash - Underused Aspirin

Health and Human Services report now says aspirin is under-utilized. December 7, 2006.

[Watch the Video...](#)

Aspirin Can Help Women Prevent Heart Attacks

An aspirin a day has proven beneficial for men in preventing heart attacks and strokes, and now studies are confirming that the same is true for women. November 22, 2006.

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The Aspirin Foundation of America (AFA), founded in 1981, is a non-profit educational foundation with a membership of companies engaged in the manufacture, preparation, compounding or processing of aspirin and aspirin products.

The AFA serves as a central source of information on the health benefits of aspirin and aspirin products, when used as directed. We are pleased to provide scientific and general educational information to the medical community and the public. We do not produce or promote aspirin or aspirin-related products.

Contact Information

Telephone: 1-800-432-3247

FAX: 202-737-8406

E-mail: info@aspirin.org

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Consumer Section

For the millions of people who use Aspirin everyday, these are some of the uses FDA has approved for Aspirin.

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Consumer Section How Aspirin Works

Over the past 100 years, aspirin has been used more than any other medication for the relief of pain. It was the first universally available pain reliever and even today it is used more than any other over-the-counter pain reliever all over the world.

Pain and Inflammation

Yet while its effectiveness was well established, it was not until 1971 that doctors learned the secret of why aspirin was so effective in relieving pain. The process was discovered by British pharmacologist Sir John Vane, who found that aspirin worked by inhibiting the body's production of a hormone-like substance called prostaglandin, which is one of the building blocks that causes pain by stimulating muscle contractions and blood vessel dilation.

Dr. Vane's research in this area received the Nobel Prize in 1982.

Aspirin was also found to reduce inflammation and swelling commonly associated with injuries, as well as from arthritis.

Fights Cardiovascular Disease

Aspirin prevents blood clots by preventing platelets from releasing the prostaglandin thromboxane which causes platelets to clump together in a blood clot. Aspirin's "anti-coagulant" action can help prevent potentially fatal circulatory problems.

Aspirin is the only over the counter pain reliever approved by the U.S. Food and Drug Administration for prevention of cardiovascular disease in persons who have suffered a first heart attack or a transient ischemic attack (TIA-stroke) or who have unstable angina.

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Consumer Section Pain Relief

Aspirin, when used as directed, provides fast and proven pain relief for injuries, such as muscle strains, headaches, arthritis and other ailments.

Aspirin provides the temporary relief of pain by blocking the body's production of prostaglandins, hormone-like substances that are the building blocks of pain. Aspirin also provides relief from the inflammation that may accompany injuries, arthritis and many other ailments.

Headaches

It is estimated that more than 90% of people have at least one headache a year and almost 50 million people suffer from chronic or repeated headaches. Of the many types of headaches (from mild headaches to severe and debilitating migraines), the most common form is known as the tension-type headache, caused by stress.

Tension-type headaches are often characterized by tightening of muscles in the base of the neck and along the scalp. This tightening of muscles is part of the body's normal response to stress. Yet the body's natural response to stress often leads to a state of head pain that can last for many hours.

Aspirin provides headache relief by reducing inflammation and blocking the production of prostaglandins which eliminates the painful effects of tension-type headaches.

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Consumer Section Heart Attacks

Aspirin is the only over-the-counter medication that has been proven to help prevent cardiovascular disease in persons who have suffered a first heart attack or a transient ischemic attack or who have unstable angina.

In 1985 U.S. Food and Drug Administration approved the use of aspirin to prevent heart attacks in patients who had either suffered a previous heart attack or suffered from unstable angina. The FDA's decision was based on a significant body of evidence showing that aspirin reduced the risk of a second heart attack by 20 percent. For patients suffering from unstable angina, the risk of a heart attack decreased by 51 percent.

Aspirin helps reduce the risk of heart attack by diminishing the clotting action of blood platelets.

A heart attack is known in medical terms as a myocardial infarction. In a heart attack, the blood supply to the myocardium (the heart muscle) is either blocked or severely reduced.

This blockage of the blood supply to the heart muscle can be caused by either a blood clot that becomes wedged in a coronary artery or by the build up of plaque within the arteries themselves. The length of time that the blood supply is blocked or severely reduced to the heart muscle may determine if the heart muscle is significantly weakened or even suffers cell death.

Aspirin's anti-coagulant ability lessens the chances of clot formation and reduces the ability of platelets to block arteries narrowed by accumulated plaque.

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Consumer Section Stroke

In 1980 the U.S. Food and Drug Association approved the use of aspirin to help reduce the risk of stroke after a transient ischemic attack (TIA) - a mini stroke. (For the warning signs of TIA click here.)

The FDA's followed a Canadian study that discovered that aspirin reduced the risk of subsequent TIA by 19 percent and the risk of a second stroke by 31 percent. The study concluded that aspirin was effective in reducing the incidence of threatened stroke.

The most common form of stroke is caused when a blood vessel that supplies the brain with oxygen and nutrients becomes blocked by a blood clot.

There are two types of this clot-induced stroke:

A cerebral thrombosis occurs when a blood clot forms around a blood-vessel deposit (known as a thrombus) in a vessel that serves the brain. When the clot grows too large, it blocks the flow of oxygen and nutrients to the brain, inducing a stroke. This type of stroke is the most common and often occurs in arteries damaged by atherosclerosis.

A cerebral embolism occurs when a blood clot forms in the body (known as an embolus), usually in the heart, and travels through the blood stream to the brain. Once in the brain, the blood clot will lodge itself in a smaller blood vessel and block the flow of blood.

Aspirin plays a key role in helping lessen the chances of these two types of stroke from occurring by blocking platelets from producing the prostaglandin thromboxane, which is critical in the clotting action of blood.

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Consumer Section Arthritis

Aspirin was created over 100 years ago primarily as a treatment for arthritis. It has been used for this purpose ever since. Today aspirin is recognized as one of the least expensive and most effective medications for the treatment of many of the forms of arthritis.

The term arthritis categorizes over 100 different diseases that attack joints and connective tissue throughout the body. The most prevalent forms of arthritis are osteoarthritis and rheumatoid arthritis.

Osteoarthritis

Osteoarthritis, known as degenerative joint disease, is the most common form of arthritis, affecting almost 16 million people in the United States. It is characterized by the wearing down of joint cartilage that normally cushions bones. When the cartilage wears down, bone rubs directly against bone, which results in pain, swelling and a loss of movement.

The exact cause of osteoarthritis is unknown. Although age is often considered a risk indicator, research indicates that osteoarthritis is not necessarily caused by aging.

Aspirin, in small doses, is one of the most common treatments for osteoarthritis. Other forms of treatment may consist of NSAIDs, such as ibuprofen or naproxen sodium, or other types of drugs such as acetaminophen.

Severe cases of osteoarthritis are often treated with prescription medications.

Rheumatoid Arthritis

Rheumatoid arthritis is an autoimmune form of arthritis that can affect a person's entire body. It is characterized by an inflammation of joint membranes which causes swelling,

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pain and stiffness.

Aspirin and other NSAIDs (non-steroidal anti-inflammatory drugs) have been shown to reduce the pain and swelling associated with rheumatoid arthritis, though it also can be treated by many disease-modifying drugs. For the day to day pain and swelling associated with rheumatoid arthritis, aspirin is often recommended.

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This section, entitled the PROFESSIONAL SECTION is designed for use by Doctors, Pharmacists and other health care professionals.

These pages contain information specifically for use by these professionals

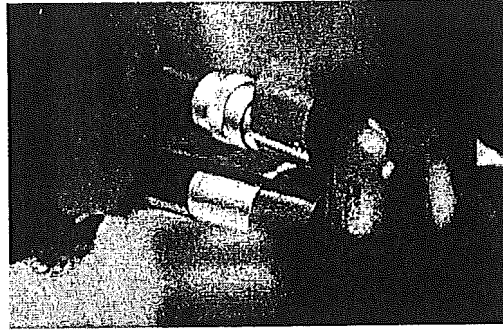
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Welcome to the Aspirin Foundation of America
Aspirin is one of the world's safest and least expensive pain relievers with over 100 years of proven and effective treatment for a variety of ailments. It is the active ingredient in more than 50 over-the-counter medications.

[Who we are](#)

[Aspirin in the News](#)

Aspirin Therapy: Maximizing the Benefits
Discovery Health recently premiered ASPIRIN THERAPY: MAXIMIZING THE

BENEFITS. Experts weighed in aspirin and its use in the primary and secondary prevention of cardiovascular and cerebral-vascular events.

The show provides viewers with the latest on the benefits and the risks of aspirin.

[Watch the Video...](#)

(<http://discoveryhealthhome.discovery.com/aspirin/aspirin.html>)

Benefits of Daily Aspirin for Women

An ABC News Healthy Life segment focused on the benefits of daily aspirin use for women. April 2, 2007.

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The Aspirin Foundation of America joins Revolution Health
The Aspirin Foundation of America is pleased to announce that it has partnered with Revolution Health, a new health care website started by AOL co-founder Steve Case. Revolution Health helps individuals take action to manage their health care, conditions and healthy living goals by bringing together a blend of the best health information,



<http://www.aspirin.org/index.html>

tools, communities and services all in one place. See what Revolution Health has to say about [aspirin](#).



Aspirin: How Research Keeps Giving New Life to an Ancient Medicine

A "Science In The News" segment on Voice of America focuses on aspirin and how new research keeps giving new life to the drug. The segment includes the history of aspirin, and its evolution into one of the most widely used drugs in the world. December 11, 2006.

[Read More...](#)

Health Info In A Flash - Underused Aspirin

Health and Human Services report now says aspirin is under-utilized. December 7, 2006.

[Watch the Video...](#)

Aspirin Can Help Women Prevent Heart Attacks

An aspirin a day has proven beneficial for men in preventing heart attacks and strokes, and now studies are confirming that the same is true for women. November 22, 2006.

[Read More...](#)

Studies

Aspirin associated with reduced risk for breast cancer

NSAIDs, including aspirin, are associated with a reduced risk for breast cancer, according to a study in the *Journal of the National Cancer Institute*. Researchers from Spain combined data from 2.7 million women in 38 separate studies and found women who took aspirin had a 13 percent lower risk of breast cancer than those who did not.

Read the study abstract here:

<http://jnci.oxfordjournals.org/cgi/content/abstract/100/20/1439>

[Views as a PDF \(115 kb\)](#)


Long-term aspirin use reduces colorectal cancer risk in men

The use of regular, long-term aspirin and NSAIDs reduced the risk associated with colorectal cancer, according to a study published in the January issue of

Gastroenterology. However, the study also found that the use of aspirin for chemoprevention of colorectal cancer may require using the drug at doses that are higher than recommended over a long period of time.

Read the study here:


<http://www.gastrojournal.org/article/PIIS0016508507017453/fulltext>

[View as a PDF](#) (, 136 kb)

Regular use of aspirin can reduce the risk of Parkinson's disease

Regular use of NSAIDs, including aspirin, can reduce the risk of Parkinson's disease by as much as 60 percent, according to researchers at UCLA. Researchers studied 579 men and women from California, half of whom had Parkinson's disease, and found women who were regular users of aspirin reduced their likelihood of developing the disease by 40 percent. It was especially beneficial to women who took aspirin regularly for more than two years.


Read the study here: <http://www.neurology.org/cgi/content/abstract/69/19/1836>

[View as a PDF](#) (, 117 kb)

Aspirin found to lower heart disease in women

Women who take aspirin in low or moderate doses reduce their risk of dying from any cause, particularly heart disease, according to a study published in the Archives of Internal Medicine. Researchers at Massachusetts General Hospital and Harvard Medical School found that women in the study who took one to 14 aspirin a week reduced their risk of dying from heart disease by 38 percent and by 25 percent from all causes. The researchers used 24 years of data from 79,439 nurses enrolled in the Nurses Health Study. March 26, 2007.

Read the study here: <http://archinte.ama-assn.org/cgi/reprint/167/6/562>

[View as a PDF](#) (, 117 kb)

American Heart Association urges aspirin use for women

The American Heart Association 2007 Guidelines for Preventing Cardiovascular Disease in Women advise women in danger of heart disease or stroke to speak to their physicians about daily aspirin use. Dr. Lori Mosca, chairwoman of the AHA expert panel that wrote the guidelines, said: "Since the last guidelines were developed, more definitive clinical

trials became available to suggest that healthcare providers should consider aspirin in women to prevent stroke.”

Read more: <http://www.americanheart.org/presenter.html?identifier=3045524>

[View a PDF of the guidelines.](#) (PDF, 479 kb)

Aspirin May Keep Adult-Onset Asthma Away

Research published in the *American Journal of Respiratory and Critical Care Medicine* suggests that aspirin may reduce the development of asthma in adults. The study found that among a large group of healthy men, those taking a single aspirin every other day were 22 percent less likely to develop asthma than those who did not. January 15, 2007.

Read the study here: <http://ajrccm.atsjournals.org/cgi/content/abstract/175/2/1120>

[View as a PDF](#) (PDF, 162kb)

Aspirin May Help Combat Enlarged Prostate

Researchers from the Mayo Clinic announced that the use of certain NSAIDs, including aspirin, could help reduce or delay by half the risk of an enlarged prostate. August 30, 2006

Read the abstract here: [http://www.eurekalert.org/pub_releases/2006-08/...](http://www.eurekalert.org/pub_releases/2006-08/)

[View as a PDF](#) (PDF, 26kb)

Aspirin Found To Help Women's Cardiovascular Health

Aspirin was found to help women's cardiovascular health as much as men's, according to research published in the *Journal of the American Medical Association* (3/21). The research, which was conducted at Johns Hopkins University, found that aspirin prevented blood clots from forming in women as well as men, apparently contradicting previous research questioning aspirin's role in women's cardiovascular health. March 21, 2006.

Read the abstract here: <http://jama.ama-assn.org/cgi/content/abstract/295/12/1420>

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Read the Johns Hopkins press release here: [http://www.eurekalert.org/pub_releases/...](http://www.eurekalert.org/pub_releases/)

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Contact Information

Telephone: 1-800-432-3247

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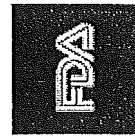


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1. Sconza Candy Company Voluntarily Initiates Nationwide Recall of Trail Mix, Organic Chocolate Peanuts and Organic.. <http://tinyurl.com/cg4fca10:13 PM Apr 3rd from twitterfeed>
 2. Anton-Argires, Inc. Recalls Salted Pistachio Kernels & Its Deluxe Mixed Nuts (Roasted And/Or Salted) Because of .. <http://tinyurl.com/cvo34710:13 PM Apr 3rd from twitterfeed>
 3. Lawrence's Delights Issues Allergy Alert for Walnut Baklava Containing Undeclared Allergen (April 3): Lawrence's.. <http://tinyurl.com/dyekpa10:13 PM Apr 3rd from twitterfeed>
- *Name U.S. FDA*
 - *Location Washington,*

<http://twitter.com/FDArecalls>

4. Stonyfield Farm Announces Nationwide Recall of Specific Fat Free Plain Quarts Code Date May 6 and 7, 2009 (April.. <http://tinyurl.com/ctzg410>:13 PM Apr 3rd from [twitterfeed](#)
5. Snackerz Inc. Recalls Snackerz Roasted and Salted Peanuts Because of Possible Health Risk (March 26): The recall.. <http://tinyurl.com/dksjyg8>:14 AM Apr 3rd from [twitterfeed](#)
6. Sefton International Foods, Inc. Issues Precautionary Nationwide Voluntary Recall on Several Lots of Pistachio K.. <http://tinyurl.com/cwkla27>:16 AM Apr 3rd from [twitterfeed](#)
7. John B. Sanfilippo and Son, Inc. Expands Voluntary Recall of Four Varieties of Archer Farms Roasted Salted Inshe.. <http://tinyurl.com/djh5387>:16 AM Apr 3rd from [twitterfeed](#)
8. Nature Kist Snacks Issues Nationwide Voluntary Recall of In-Shell Pistachio Nuts Due to Possible Health Risk (Ap.. <http://tinyurl.com/cc28bk7>:16 AM Apr 3rd from [twitterfeed](#)
9. Harry and David Recalls a Pistachio Nut Candy, Mendiants, Due to the Pistachio Nut Recall by Sefton Pistachio of.. <http://tinyurl.com/cvxjmd6>:16 AM Apr 3rd from [twitterfeed](#)
10. Chukar Cherry Company Announces Nationwide Recall of Products Containing Pistachios Because of Possible Health R.. <http://tinyurl.com/d276bq6>:16 AM Apr 3rd from [twitterfeed](#)
11. Eillien's Candies, Inc. Issues Voluntary Recall of Dry Roasted Pistachio Kernels (Not in Shell) Due to Possible .. <http://tinyurl.com/d97wu63>:16 AM Apr 3rd from [twitterfeed](#)
12. Candies Tolteca Recalls Two flavors of Peanut Snacks Because of Possible Health Risk (March 25) : Cacahuete C/C.. <http://tinyurl.com/dz9ps42>:12 PM Apr 2nd from [twitterfeed](#)
13. Pine River Pre-Pack, Inc. Voluntarily Recalls Deluxe Mixed Nuts with Peanuts Due to Possible Health Risk: As a f.. <http://tinyurl.com/ctlu6v1>:09 PM Apr 2nd from [twitterfeed](#)
14. VOLUNTARY PRODUCT RECALL - Ciao Bella Gelato Pistachio Single Serve Cups: Ciao Bella Gelato Company has launched.. <http://tinyurl.com/c3bshq1>:09 PM Apr 2nd from [twitterfeed](#)
15. Country Aire Inc Recalls Raw Redskin Peanuts Because Of Possible Health Risk: Country Aire INC of Port Angeles, .. <http://tinyurl.com/dbflen1>:09 PM Apr 2nd from [twitterfeed](#)
16. Fritz Company Inc. Announces a Nationwide Voluntary Recall Because of Possible Health Risk: These products were .. <http://tinyurl.com/ctvp2u1>:14 AM Apr 2nd from [twitterfeed](#)
17. Kroger Recalls Lite Mayo Due to Possible Health Risk (April 2): The Kroger Co. said today it is recalling Kroger.. <http://tinyurl.com/cn5n2x10>:13 AM Apr 2nd from [twitterfeed](#)
18. FDA Alerts the Public to Uncle Chen and Lian How Brand Dry Spice Product Recall: The U.S. Food and Drug Administ.. <http://tinyurl.com/ceuzd10>:13 AM Apr 2nd from [twitterfeed](#)
19. Unified Grocers Issues Allergy Alert on Undeclared Milk and Soy in Mariegold Baking Bread Products (April 1): Un.. <http://tinyurl.com/cp5pdh7>:15 AM Apr 2nd from [twitterfeed](#)
20. Kroger Expands Recall of Shelled Pistachios Due to Possible Health Risk (March 31): Stores under the following n.. <http://tinyurl.com/cvllpj3>:16 AM Apr 2nd from [twitterfeed](#)

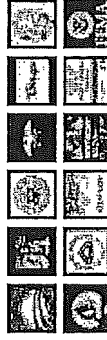
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Stroke Notes

Notes from stroke reading cerebrovascular disease acute stroke blog. These are notes to myself for my own benefit but anyone may use

Wednesday, February 28, 2007

FDA approved indications for aspirin

The US Food and Drug Administration (FDA) has approved the use of aspirin to reduce the risk of heart attack and stroke in adult men and women who have had a previous heart attack or ischemic stroke, or who are at high risk for these events (Physician's Desk Reference, 2004). The high-risk patient may have any of the following comorbid conditions:

- Previous TIA
- Chest pain (stable angina)
- History of certain heart procedures, such as angioplasty or bypass

Aspirin therapy may be considered as a secondary prevention strategy in men with diabetes and women who have evidence of large vessel disease. This includes men with diabetes and women with a history of MI, vascular bypass procedure, stroke or TIA, peripheral vascular disease, claudication, and/or angina (American Diabetes Association, 2002).

In addition to being used in secondary prevention, aspirin therapy may be considered as a primary prevention strategy in men and women with type 1 or type 2 diabetes who are at high risk for CV.

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This recommendation includes diabetic patients with one or more of the following risk factors (American Diabetes Association, 2002):

- A family history of CHD
- Cigarette smoking
- Hypertension
- Obesity (body mass index [BMI]>27.3 kg/m² in women, >27.8 kg/m² in men)
- Albuminuria (micro or macro)
- Lipids:
 - Total cholesterol >200 mg/dL
 - LDL cholesterol >100 mg/dL
 - High density lipoprotein (HDL) cholesterol <45 mg/dL for men or <55 mg/dL for women
 - Triglycerides >200 mg/dL
- Age >30 years (the use of aspirin has not been studied in diabetic individuals under 30 years of age)

An aspirin regimen is not appropriate for everyone, nor is it sufficient for patients with PAD alone. A randomized, controlled trial evaluated the effect of aspirin (75 mg/d), clopidogrel (75 mg/d), and then both drugs on several platelet function indices in patients with PAD (n=20). There was a significant ($P=0.0001$) decrease in adenosine diphosphate (ADP)-induced aggregation after clopidogrel but not after taking aspirin. In PAD, clopidogrel is a more potent inhibitor of ADP-induced platelet activation than aspirin; combination therapy is more effective than clopidogrel or aspirin monotherapy (Jagroop, 2004).

In the CAPRIE (Clopidogrel versus Aspirin in Patients at Risk of Ischemic Events) trial, clopidogrel was shown to be superior to aspirin in reducing cardiovascular and cerebrovascular ischemic events in patients with PAD (Figure 1) (CAPRIE Steering Committee, 1996). Trials of dipyridamole monotherapy have not shown antithrombotic efficacy in PAD, and results from trials of dipyridamole and aspirin have been inconsistent (Hiatt, 2002).

Aspirin is contraindicated in patients with aspirin allergy, bleeding

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tendency, anticoagulant therapy, recent gastrointestinal bleeding, and clinically active hepatic disease (Physician's Desk Reference, 2004).

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Posted by Neurodoc at 3:06 PM 

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April 17, 2008

Celebrate "Planet Healthy" at the Vitamin Shoppe
Stores Offer Health and Wellness on Earth Day

NORTH BERGEN, NJ 04/17/08 NORTH BERGEN, NJ, April 17 / MARKET WIRE/ --

Earth Day is quickly approaching on April 22, and The Vitamin Shoppe will be celebrating "Planet Healthy" at all 350 store locations and online at www.vitaminshoppe.com.

"Earth Day is a perfect time to launch our new recyclable shopping bags," said Tony Truesdale, President of The Vitamin Shoppe. "Our customers are looking for easy ways to help our planet, and our eco-friendly bags are made of 80% recycled material and also recyclable themselves."

Vitamin Shoppe stores and the website will be offering a free recyclable shopping bag with any \$50 purchase on Earth Day. Additional bags can also be purchased for \$.99 each.

To further encourage consumers to support "Planet Healthy," a copy of the book "Living Green" by Author Greg Horn will be given free to customers with every purchase at the stores on Earth Day. "'Living Green' is a wonderful book packed with great ideas for making easy changes to live a more sustainable lifestyle," said Truesdale.

Stores are also helping to save the rainforest through a promotion with Save Your Skin products. Green wrist bands can be purchased for \$5 throughout April in all stores outside of New York City. Each wrist band sold saves one acre of rainforest for one year with 100% of the profit donated directly to the rainforest conservation concession.

"The Vitamin Shoppe has always offered a number of organic supplements and natural alternatives for those interested in their own health and wellness regime," said Truesdale. "Earth Day is a great day to remind us all to reinvest in our planet and in ourselves."

About Vitamin Shoppe Industries Inc.

Vitamin Shoppe is a leading specialty retailer and direct marketer of nutritional products based in North Bergen, New Jersey. The company sells vitamins, minerals, nutritional supplements, herbs, sports nutrition formulas, homeopathic remedies, and other health and beauty aids to customers located primarily in the United States. The company carries national brand products as well as exclusive products under the Vitamin Shoppe, BodyTech, MD Select, and VS Basics proprietary brands. The Vitamin Shoppe conducts business through more than 350 company-owned retail stores, national mail order catalogs, and two Web sites, www.vitaminshoppe.com and www.Bodytech.com.

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Contacts:

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REGION: (North America (1NO39); Americas (1AM92); USA (1US73))

Language: EN

OTHER INDEXING: (BASICS; CONTACTS :SUSAN MCLAUGHLIN VITAMIN; STORES; VITAMIN SHOPPE; VITAMIN SHOPPE INDUSTRIES INC; VITAMIN SHOPPE STORES OFFER HEALTH) (Additional; Author Greg Horn; BodyTech, MD Select; Celebrate "Planet Healthy; Earth Day; Green; Living Green; Planet Healthy; Tony Truesdale; Truesdale) (NORTH BERGEN, NJ) (NORTH BERGEN, NJ)

KEYWORDS: (Lifestyle and Leisure:Personal Care/Fitness); (Medical and Healthcare:Health and Nutrition); (Medical and Healthcare:Alternative); (Retail:E-Commerce); (Retail:Cosmetics and Accessories); (Retail:Supermarkets); (Retail:Consumer Interest)

COMPANY TERMS: VITAMIN SHOPPE (THE)

Word Count: 487

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12/1/07 Frozen Food Dig. 6
2007 WLNR 25936811

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December 2007

Volume 23; Issue 2

\$17.6 billion in organic sales.

U.S. sales of organic products grew overall by 21% in 2006 to reach \$17.656 billion, according to the Organic Trade Association's 2007 Manufacturer Survey.

U.S. sales of organic food and beverages grew by 20.9% during 2006 to reach \$16.718 billion, up from \$13.831 billion in 2005. This represents approximately 2.8% of all U.S. retail sales of food and beverages.

Meanwhile, U.S. sales of nonfood organic products (organic supplements , personal care products, household products and cleaners, pet food, flowers, and fiber products such as linens and clothing) grew from \$744 million in 2003 to \$938 million in 2006, reflecting a 26% growth rate.

---- INDEX REFERENCES ----

Language: EN

OTHER INDEXING: (ORGANIC TRADE ASSOCIATION) (Meanwhile) (All market information; Sales) (North America (NOAX); United States (USA))

COMPANY TERMS: ORGANIC TRADE ASSOCIATION

PRODUCT: Food and kindred products200000

Word Count: 129
12/1/07 FRZNFDIG 6
END OF DOCUMENT

11/7/07 Ft. Worth Star-Telegram D5
2007 WLNR 21961145

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November 7, 2007

Section: D

THEN AND NOW | OTTO STOWE
From perfect season to perfect balance?

RICK HERRIN, Star-Telegram Staff Writer

Otto Stowe played in the NFL only four years. That was all he wanted for his body, but, in that short time, he packed in some meaningful history.

Stowe, a receiver who played for three teams from 1971-1974, played on two Super Bowl teams, including the undefeated 1972 Miami Dolphins. He learned from Hall of Fame receiver Paul Warfield his first two seasons and started opposite "Bullet" Bob Hayes for the 1973 Cowboys. In that season, Stowe led Dallas in touchdown receptions, with six, despite playing only seven games before breaking a leg.

Stowe wasn't a typical NFL player. He became a vegetarian and took up yoga while in the NFL.

A resident of Santa Barbara, Calif., for almost 30 years, he now works with professional athletes as an organic healthcare consultant, helping heal injuries and provide career longevity. He uses, among other things, diet, organic supplements, yoga, meditation, reflexology and homeopathic remedies.

He said he has worked with about 15 to 20 former and current Cowboys.

Why did you leave the NFL after four years? I figured that was enough. I felt at that stage, how much could they pay me for my ankle? How much could they pay me for my knee? I felt that I had done the things that I wanted to do. I would have loved to be a Hall of Famer in four years. I figured if I kept playing, I was going to get injured.

Did being a vegetarian help or hurt you in football? It was extremely hard. What I did have was a lot of stamina. I could go forever. As far as getting bigger, I knew I couldn't, being a vegetarian. I felt great, and I didn't have all those [supplements] in my system. You start to get a little anxious before games with all those

things in your system. I could control my thoughts a little bit better, and I was able to get a lot more for my money so to speak.

Do you think another team will go undefeated in the NFL? Somebody will do it. A lot of people don't appreciate what it takes to go undefeated. I thought Indianapolis would go undefeated last year. They keep putting up the numbers, but they haven't been able to do it. It will be interesting this year if the Patriots can do it. It would be great for them.

What was it like being a part of the undefeated 1972 Dolphins? It was a great feeling. We all knew while we were doing it that it was history in the making. We were very lucky to be undefeated. I think we all knew we were going to go undefeated when we went to the playoffs. We were just too close and there was no stopping us now.

Why did you decide to be a test study for the players' association for ex-players and post-career health? As you get older, you gravitate to helping others. It's not so much about you; it's about helping someone have a better life. There is nothing better than being able to help other people. If a player had a concussion back in the day, they just patted you on the [rear] and said everything is going to be OK. A concussion is not something you want to play with.

Otto Stowe

Position: Wide receiver

NFL career: Miami Dolphins, 1971-72; Cowboys, 1973; Denver Broncos, 1974

Age: 58

Residence: Santa Barbara, Calif.

Occupation: Organic health care consultant for pro athletes through company he founded, Organic Sports (www.organicsports.net)

Family: wife, Judie

Notable: Played 36 NFL games.... Had 23 catches for 389 yards and six TDs for 1973 Cowboys.... Was second-round draft pick by Dolphins in 1971 out of Iowa State.... Wore No. 82 with Cowboys.... Coached college receivers for five years at Iowa State, Washington State and Pittsburgh.

---- INDEX REFERENCES ----

COMPANY: DENVER BRONCOS FOOTBALL CLUB

INDUSTRY: (Entertainment (1EN08); Sports (1SP75); U.S. Football (0AA68))

REGION: (USA (1US73); Americas (1AM92); Florida (1FL79); North America (1NO39);

Iowa (1IO85); California (1CA98))

Language: EN

OTHER INDEXING: (Otto Stowe; Paul Warfield; Otto Stowe) (DENVER BRONCOS; DOLPHINS; IOWA STATE; MIAMI DOLPHINS; NFL; ORGANIC SPORTS; STOWE) (Judie; Otto Stowe; Paul Warfield; Stowe; Wide; Wore No.) (Dallas; Santa Barbara, Calif; Indianapolis; Santa Barbara, Calif; Washington State; Pittsburgh; us; usa; na; us.tx; us.tx.frtwrt; us.ca; us.in; us.pa; us.wa; us.ca.sntaba; us.in.indpol; us.pa.pittbr; us.tx.dallas)

KEYWORDS: (CT/spo.ftb); (CT/spo.pro.maj.one); (CT/spo.pro.maj); (CT/spo.pro); (CT/spo); (SL/nfl.denv.bron); (SL/nfl.denv); (SL/nfl.miam.dolp); (SL/nfl.miam); (SL/nfl); (CT/spo.str.ftb); (CT/spo.str); (NT/Sports); (SU/nfl)

EDITION: Tarrant

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Drug Store News
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June 23, 2008

Volume 30; Issue 7

Supplements seal natural fate. (TRENDS: OVER THE COUNTER) (Brief article)

GREEN BAY, Wis. -- Enzymatic Therapy in June began shipping a new line of six organic supplements called True Organics, the only supplements to feature the USDA organic seal, with another eight supplements to come by the end of the year, said Dave Betrus, Enzymatic vice president of customer development.

It's a more-natural natural supplement. For example, Enzymatic's calcium supplement is made from actual egg shells versus other minerals. "For people who really want pure organics, this is a good alternative," Betrus said. "Even though you're taking a supplement that claims to be natural, there could be chemicals in there just on account of the ingredients that are sourced."

The USDA organic seal on Enzymatic Therapy True Organics means at least 95 percent of the product is organically produced--no pesticides or harmful chemicals.

The products will carry a premium position in the marketplace, given the added expense in sourcing the organic ingredients, Betrus noted, priced some 10 percent to 15 percent higher than the top-tier brands.

---- INDEX REFERENCES ----

COMPANY: ENZYMATIC THERAPY INC

NEWS SUBJECT: (Health & Family (1HE30); Vitamins & Supplements (1VI80); Nutrition (1NU67))

INDUSTRY: (Food & Beverage Production (1FO79); Nutraceuticals & Health Foods (1NU55); Personal Care & Beauty Aids (1PE87))

REGION: (North America (1NO39); Americas (1AM92); USA (1US73))

Language: EN

OTHER INDEXING: (TRUE ORGANICS; USDA) (Betrus; Dave Betrus) (Dietary supplements (Product introduction); Pharmaceutical industry (Product introduction)) (Trade) (True Organics (Dietary supplement) (Product introduction)) (Business (BUSN); Pharmaceuticals and cosmetics industries (DRUG); Retail industry (RETL)) (Product introduction (336))

COMPANY TERMS: ENZYMATIC THERAPY INC (Product introduction)

PRODUCT: Nutrient Preparations; Pharmaceutical preparations; Drugs, proprietaries, and sundries; Pharmaceutical Preparation Manufacturing2834730

SIC: 2834; 5122

NAICS CODE: 325412

Word Count: 211
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END OF DOCUMENT

6/23/08 Brandweek 14
2008 WLNR 13199016

Brandweek
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June 23, 2008

Volume 49; Issue 25

Real Food Organics: born on the bio: met the Flintstones vitamins already? Country Life left the rocks in the biodegradable box design for its new line of Reel Food Organics supplements .(DESIGN)
Ebenkamp, Becky

The idea: While the Country Life Vitamins brand is more than 35 years old, the company went back to basics for the launch of its Real Food Organics supplements this spring. For this new line of products derived from whole fruits and vegetables, the design directive was to communicate the benefits of the produce in packaging that supports the company's ideals of sustainability and zero environmental impact.

How it was created: The design was developed by Country Life's in-house art department in Hauppauge, N.Y. The box is composed of Ultra Green, a 100% biodegradable material made from mineral powders derived from stone (limestone or calcium carbonate) manufactured without the use of trees, water or toxic agents.

What does it say? The team went into the project with a communications checklist. The product name had to pop off packages, as did the idea that the supplements are made from whole fruits and vegetables. It also was important to stress the easy-to-swallow size of the tablet or capsule.

Who will buy it? Men and women between the ages of 25 and 70 are the target market for the supplements. Focus groups were helpful in gaining insights on what was important in Real Food Organics' package design. "Originally, we had the Real Food logo on a vertical. To us, it looked really nice," said evp Jodi Billet-Drexler. "But they said it was hard to read, so we made it horizontal. Now it's on the top of the box, so it's the first thing you see when you pick it up."

(ILLUSTRATION OMITTED)

Challenges: Avoiding the pitfalls of too much information. Often vitamin packs and supplements come across as wordy so Country Life used a color-coded system to distinguish Real Food Organics' six different SKUs. This includes "His and Her Daily Nutrition" formulas and "Food Form Mineral Complex." Such things as bone sup-

port, immune support and increased energy are also called out on packages. Also, the team had to weigh the extra expense of eco-friendly packaging with product pricing.

The results: The new line of supplements, which retail from \$24.99 to \$76.99, have been selling well since they hit Whole Foods Market and health foods stores about seven weeks ago. Billet-Drexler said, "It's still early in the game, but the retailers are telling us they like how the boxes look on their shelves and that they are easy for them to merchandise."

(ILLUSTRATIONS OMITTED)

PROTOTYPES

Too hip, gotta go: While package prototypes (above) illustrate subtle design tweaks, the original grainy, hippie canvas was replaced with a bright white one that allowed playful colors to pop. "We never really went back to the drawing board," Billet-Drexler said. "We were always on track--we just needed to refine and make the packaging stand out and communicate that the boxes are made from stone and the product inside is whole food." The design team also called out how many fruit and vegetable servings each vitamin contains since that was seen as a unique benefit.

THE FINAL DESIGN

Pop rocks: "A pleasing and vibrant image that entices the customer," Billet-Drexler said. "Supplements have a stigma of being 'boring,' but (we knew) this product wasn't going to be ordinary and packaging had to speak to that."

By Becky Ebenkamp

bebenkamp@brandweek.com

---- INDEX REFERENCES ----

NEWS SUBJECT: (Health & Family (1HE30); Vitamins & Supplements (1VI80); Nutrition (1NU67); Sales & Marketing (1MA51); Product Launches (1PR49); Business Management (1BU42))

INDUSTRY: (Food & Beverage Production (1FO79); Nutraceuticals & Health Foods (1NU55); Personal Care & Beauty Aids (1PE87))

Language: EN

OTHER INDEXING: (PROTOTYPES; ULTRA GREEN) (Becky Ebenkamp; Challenges; Country Life; Drexler; Focus; Jodi Billet-Drexler; Life; Life Vitamins; Organics; Originally; Real; Real Food Organics; Supplements) (Natural foods industry (Product introduction); Natural foods industry (Design and construction); Organic foods (Product introduction)) (Trade) (Advertising, marketing and public relations (ADV); Business (BUSN); Retail industry (RETL)) (Product introduction (336)) (United

States (1USA))

PRODUCT: FOOD AND KINDRED PRODUCTS

SIC: 2000

Word Count: 652

6/23/08 BRANDWEEK 14

END OF DOCUMENT

10/2/06 Ft. Worth Star-Telegram D1
2006 WLNR 17027465

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October 2, 2006

Section: D

Ex-boxer busy as a retiree

By TRAE THOMPSON, Star-Telegram Staff Writer

Paulie Ayala has a full schedule.

The former world champion hasn't fought in two years, but he stays busy. He'll help out at his church, spend time with his family, put in time as a personal fitness trainer in west Fort Worth, or keep working in the organic supplement business he's involved in.

His days as a fighter are over, but life away from boxing has been a blessed one for Ayala.

"I don't miss the fighting," Ayala said. "I miss everything leading up to it. The training, the press conferences. I miss that."

Ayala still pays attention to boxing. He enjoys watching certain fighters who "let it all out" like Marco Antonio Barrera and Manny Pacquiao. Ayala attended Fight Night at Sundance Square in June, then went to Evander Holyfield's fight at the American Airlines Center.

Fans continued to embrace him.

"Once a guy's a world champion, he's a made man with boxing fans," said Lester Bedford, who helped organize both events. "They never forget that. It doesn't matter what you do after you win the title, how many losses you have. They remember the great fights you had and the warrior you were. Paulie can take great comfort in everything he accomplished."

His accomplishments were impressive. In his 12-year career, Ayala was 35-3 with 12 knockouts. He won Fighter of the Year honors in 1999 following an upset victory over Johnny Tapia for the WBA bantamweight title, and won the International Boxing Organization super bantamweight title in 2001 with a split decision over Clarence

"Bones" Adams.

Ayala, who was promoted by Top Rank, lost two of his final three fights, including a 10th-round technical knockout by Barrera in 2004. After that, Ayala retired.

"Even before the fight, we knew, 'This is it,'" said Leti Ayala, Paulie's wife. "Win or lose. Everybody told us it would be hard to walk away. But win or lose, we were walking away. It would've been better to walk away with a win, but with the loss, it was time. We were all sure. He was already sure."

There have been things Paulie has finally enjoyed, like not worrying about making weight. It was something he realized when he attended weigh-ins for the Holyfield fight.

"I see all these guys dried up like a raisin, and I feel like a grape," Ayala said.

While he enjoys talking about boxing and giving his opinion on the state of boxing in Fort Worth ("it will be a while" before the next world champion arrives, he says) and Floyd Mayweather Jr. ("absolutely" one of the greatest fighters of this era), Ayala is passionate about his church.

Ayala attends Truth Foundation Church in Fort Worth and mainly works with young people.

Ayala can't bond with every kid but said there are some he relates to and is able to mentor one-on-one.

"It's fulfilling when I see progress," Ayala said. "Most of the time it seems like you're not making progress, so it's hard in that sense. It's more challenging trying to get the point across, and by not just force-feeding it. I want them to receive it."

When he's not helping at church, Ayala works as a personal fitness trainer. He is set to begin construction of his own gym in the Fort Worth area and said lessons from boxing have carried over to the business.

"I learned that I should be a little more aggressive on the business," he said. "I'm not going to get fined, or have sanctioning fees. The worst thing that can happen in business is for a person to say no."

His boxing career allowed him to work in his church and as a trainer. But now that it's done, he's able to spend time with his two children. Paulie Anthony is now 15 and a freshman, while daughter Aleah is a second-grader. Important ages for both.

"Absolutely," Ayala said. "I want to have all my marbles that I have left and be able to communicate to them."

---- INDEX REFERENCES ----

COMPANY: AMERICAN AIRLINES CENTER

Language: EN

OTHER INDEXING: (Marco Antonio Barrera; Lester Bedford; Johnny Tapia; Floyd Mayweather Jr.) (AMERICAN AIRLINES CENTER; BARRERA; HOLYFIELD; MARCO ANTONIO BARRERA; TRUTH FOUNDATION CHURCH; WBA) (Ayala; Floyd Mayweather Jr.; Lester Bedford; Leti Ayala; Manny Pacquiao; Paulie; Paulie Anthony; Paulie Ayala; Top Rank) (Fort Worth; Fort Worth; Fort Worth; Fort Worth; us; usa; na; us.tx; us.tx.frtwrt; us.tx.ftwort)

KEYWORDS: (CT/spo); (CT/ebf.fin.sts.pen); (CT/ebf.fin.sts); (CT/ebf.fin); (CT/ebf); (NT/Personal_Finance); (NT/Sports); (SU/sports)

EDITION: Tarrant

Word Count: 745
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MMR

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June 18, 2007

Volume 24; Issue 10

Trend impacts personal care.
Natural Products

CHICAGO -- Organic personal care products showed an average growth rate of about 11% in 2006, according to the preliminary results of a survey of manufacturers conducted by the Organic Trade Association (OTA).

Organic hair care products did even better, posting sales growth rates of about 17% for the year, while sales of organic supplements advanced about 15%.

OTA presented the results of the survey at its All Things Organic conference and trade show, which was held last month at Chicago's McCormick Place convention center.

Among the other findings:

* Sales of organic fresh fruit and vegetables grew about 7% in 2006, while sales of organic dairy products (including yogurt) increased 27%.

* Organic baby food is an up and coming category, with sales advancing 21.5% in 2006.

* Organic beef sales grew about 13.5% last year, admittedly from a very small base. But the growth is impressive because overall beef sales are comparatively flat, with sales increases of only about 3%.

* Sales of organic women's apparel grew 28% in 2006.

The survey was conducted on behalf of the OTA by Packaged Facts Inc. of Rockville, Md.

---- INDEX REFERENCES ----

COMPANY: MCCORMICK AND SCHMICK HOLDINGS LLC; MCCORMICK AND CO INC; MCCORMICK AND SCHMICKS SEAFOOD RESTAURANTS INC; PACKAGED FACTS INC; OTA KK

INDUSTRY: (Consumer Products & Services (1CO62); Personal Care & Beauty Aids (1PE87); Organic Foods (1OR43); Specialty Foods (1SP29); Food & Beverage Production (1FO79); Agriculture, Food & Beverage (1AG53))

REGION: (USA (1US73); Americas (1AM92); Illinois (1IL01); North America (1NO39))

Language: EN

OTHER INDEXING: (MCCORMICK; ORGANIC; ORGANIC TRADE ASSOCIATION; OTA; PACKAGED FACTS INC; TREND) (Natural Products) (All market information; Consumption; Marketing campaign; Sales; Trends) (North America (NOAX); United States (USA))

PRODUCT: Perfume, cosmetics and other toilet preps; Personal services284400; 720000

Word Count: 224
6/18/07 MMRTJ 109
END OF DOCUMENT

6/13/07 Allentown Morning Call B2
2007 WLNR 11056960

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June 13, 2007

Section: COMMUNITY REPORT

Allentown critic of quacks moves to "milder winters" ** Stephen Barrett, 73, says he'll keep exposing false medical claims.

Ann Wlazelek Of The Morning Call

Allentown's chief critic of chiropractors, vitamins and diet pills has left town but not his task.

Stephen Barrett, a retired psychiatrist known nationally for his war against quackery, has moved to Chapel Hill, N.C., after 40 years in the city to be closer to his daughter and farther from the North Pole.

"I prefer milder winters," he said about relocating his wife, family doctor Judith Barrett, 6,000 books and the contents of 44 file cabinets.

Barrett, 73, said he doubted anyone would notice the change because he still plans to write a free newsletter for 12,000 subscribers; maintain his anti-quackery Web site, www.quackwatch.com; and answer calls and e-mails from consumers and reporters.

"I may spend a tiny bit less time working, but my output will stay the same," he said. "I have no plans to stop."

The only difference, he added, is that his new work space has been planned rather than forced to fit.

Since he came to Allentown in 1967, Barrett's outspoken opinions on various subjects, especially fraudulent claims, have brought him national acclaim.

He has been a staunch proponent of fluoridating the water in Allentown and licensing dietitians, but is probably better known for his criticism of chiropractors who sold vitamins, ran lab tests or advertised spinal manipulations as cures to conditions such as cancer.

For years, he filed complaints of false and misleading advertising against chiropractors, diet pill makers and publications that ran the ads.

Barrett said few of his positions have changed, "some have just become more refined and detailed."

Friends and foes were surprised by Barrett's relocation at the end of May.

"I see it as the end of a non-illustrious career," said Dr. Louis Sportelli, a retired chiropractor in Palmerton who once headed a statewide association. "I shed no tear."

Sportelli said he and Barrett used to debate the merits of allied health services, such as chiropractic and acupuncture, and on most points, Barrett's position failed.

"The people in need are baby boomers who don't hold the same bias, resentment," Sportelli said. "They say anything that works, let me try it."

But Denice Ferko-Adams, a registered dietitian from Nazareth who runs her own wellness business, said she appreciated Barrett's efforts to educate the public, put a stop to false claims and to license nutritionists.

"I am sure Dr. Barrett's work was instrumental in having the organic supplement industry create more uniform standards for their products," she said, glad to hear he would continue the fight.

ann.wlazelek@mcall.com

610-820-6745

Barrett speaks

Some of Dr. Stephen J. Barrett's statements over the past 40 years:

Chiropractic medicine -- "If chiropractors and their patients want insurance, they should start their own program...Although most chiropractors are sincere people, they just don't know any better. While other health professionals learn science and a rational approach to health, chiropractors get brainwashed." (1972 public hearing on insurance coverage for chiropractic treatment)

Organic foods "are not different from conventional foods -- just higher priced." (State House testimony 1973) The term "cannot be meaningfully defined in a way that is not misleading." (Federal Trade Commission hearing 1977)

Fluoridation -- Those who oppose fluoride in drinking water use "deception" when they argue that fluoride is a dangerous poison or an infringement of rights. (Muhlenberg College symposium, 1970)

---- INDEX REFERENCES ----

COMPANY: MUHLENBERG COLLEGE

NEWS SUBJECT: (Alternative Healthcare & Wellness (1AL29); Health & Family (1HE30))

REGION: (Pennsylvania (1PE71); USA (1US73); Americas (1AM92); North America (1NO39))

Language: EN

OTHER INDEXING: (FEDERAL TRADE COMMISSION; MUHLENBERG COLLEGE; STATE HOUSE)
(Allentown; Barrett; Denice Ferko-Adams; Friends; Judith Barrett; Louis Sportelli;
Sportelli; Stephen Barrett; Stephen J. Barrett)

KEYWORDS: REGIONAL CRITIC DR. STEPHEN BARRETT CHRIOPRACTOR RELOCATION INTERVIEW EX-
POSURE FALSE MEDICAL CLAIM

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Word Count: 688
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2007 WLNR 4108054

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March 1, 2007

Section: Local

Take your vitamins - but with a grain of salt

KERRY DOUGHERTY

I've never mentioned this before because I didn't want to sound like a whiner. But as a kid, I was unloved.

Every time I went to my best friend's house, I was reminded of this tragic fact. There, in the center of her family's kitchen table, was the symbol of her mother's affection and my mother's indifference: a statuesque, see-through bottle of red-dish pills.

One-A-Day vitamins.

How I longed to swallow one and glow with good health.

Not only did my mom stubbornly refuse to buy vitamins for our family, she forbade me to take them at the house that overflowed with love and vitamins.

"You don't know what's in those things," my mother would say, pouring a cup of coffee and lighting another Pall Mall. "They can't be good for you."

She lumped vitamin-takers in the same pathetic category as people who were "always running to the doctor." They were self-absorbed hypochondriacs, nothing more.

Eat right and you don't need pills, she said.

True.

But we weren't eating right. This was the early 1960s, when the American diet consisted of three main foods: ground meat, canned spinach and Jell-O. We were barely getting enough nutrients to grow our hair.

Still, there were no One-A-Days ? or Flintstones ? allowed in our house.

After college, I rebelled. I flirted with health foods and stocked my apartment with organic supplements, just

to annoy my mother. She looked at my shelves and rolled her eyes.

?Go ahead,? she shrugged. ?Waste your money.?

Eventually I learned that vitamin-taking, like tooth-brushing, was a habit that had to be learned in childhood. When I found myself flushing my expensive, expired pills down the toilet, I gave up.

That may have been a good thing.

The Journal of the American Medical Association published a report this week that says many antioxidant vitamins don't contribute to a long life at all.

In fact, they could kill you.

Somewhere, my mother is sipping a cup of cosmic coffee and smirking.

I don't know if this report is true. I do know it's startling.

According to The Washington Post, ?The analysis, which pooled data from 68 studies involving more than 232,000 people, found no evidence that taking beta carotene, Vitamin A or Vitamin E extends life span and, in fact, indicated that the supplements increase the likelihood of dying by about 5 percent. Vitamin C and selenium appeared to have no impact ? either way ? on longevity.?

There's more: ?By taking these supplements, you might be impeding your immune system's ability to fight off disease or risk factors for chronic disease,? said Edgar Miller III of Johns Hopkins University, who noted that health-conscious folks take the pills to live longer when they may actually be ?at higher risk of dying.?

Not good.

Get ready for a big blow-back from the vitamin industry. CNN reports that Americans spent at least \$2.3 billion last year on nutritional supplements. The manufacturers already were in attack mode Wednesday, arguing that the vitamin research was flawed.

Look for more studies, different conclusions.

Meanwhile, vitamin makers are livid. Vitamin-takers are confused.

And me? I'm feeling the love.

* Reach Kerry at (757) 446-2306 or at kerry.dougherty@cox.net.

----- INDEX REFERENCES -----

COMPANY: VITAMIN; AMERICAN MEDICAL ASSOCIATION

NEWS SUBJECT: (Vitamins & Supplements (1VI80); Health & Family (1HE30); Nutrition (1NU67))

INDUSTRY: (Personal Care & Beauty Aids (1PE87); Nutraceuticals & Health Foods (1NU55); Food & Beverage Production (1FO79))

Language: EN

OTHER INDEXING: (AMERICAN MEDICAL ASSOCIATION; CNN; FLINTSTONES; JOHNS HOPKINS UNIVERSITY; VITAMIN) (Edgar Miller; Eventually; Vitamin; Waste)

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1/8IN 3/8 ENT MAG PUB FIN

1/8SU 3/8 SBS SVY

TO BUSINESS AND ENTERTAINMENT EDITORS:

Entrepreneur's 2007 Hot List of Business Trends: What to Get In On Now
IRVINE, Calif., Dec. 13 /PRNewswire/ -- Green products, chocolate, and
kids' education and tutoring were among the many business trends that made it
to Entrepreneur magazine's 2007 Hot List, as revealed in the December issue of
the magazine. The annual Hot List spotlights businesses, markets and ideas
prime for entrepreneurial development.

Rieva Lesonsky, senior vice president/editorial director at Entrepreneur
magazine, says, "We cover some of the top markets and businesses that really
have what it takes to hit it big. With the Hot List, readers get an
indispensable look at these trends to help them discover another opportunity
or spark a new business idea."

One big trend on the list is green products, which form a newly

highlighted opportunity this year thanks to the heightened demand for environmentally friendly or **organic supplements**, personal care and household items. While even Wal-Mart sells organic cotton T-shirts these days, this direction holds great potential for entrepreneurs that have a real passion for going green.

Back for the second time on the list is chocolate, which is fast becoming "the new coffee." Also, with colleges getting increasingly competitive, education and tutoring is still hot among parents looking to give their kids the extra edge.

Entrepreneurs use the annual Hot List to determine what the next viable business trend is, whether it's right personally and professionally, and whether it can create sizeable success for them. Other hot businesses and markets for 2007 include wine, healthy food, nanotechnology and virtual economies.

The complete Hot List can be found in the December issue of Entrepreneur. To learn more about how to start one of the hot businesses described or the trends that may affect a particular business, go to <http://www.entrepreneur.com/hotcenter>.

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/CONTACT: Lisa Murray of Entrepreneur Media Inc., +1-949-622-5220,

lmurray@entrepreneur.com/

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Research Alert
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November 17, 2006

Volume 24; Issue 22

More consumers are buying organics, but price and availability remain barriers to purchase.

Nearly three quarters of Americans (73%) bought organic products at least occasionally in 2005, up from 55% in 2000, according to the Hartman Group. Almost a quarter of those (23%) buy organics at least weekly.

Hartman has segmented organic consumers into three categories:

* Peripheral consumers (13% of organic shoppers) are those who are just joining the organic movement. They don't understand what the label "organic" means for a product and are skeptical about the benefits. The main reasons they don't buy more are price and lack of interest.

* Mid-level consumers (66%) can define "organic" as well as related terms (such as "fair trade" and "hormone free"). They believe organic food tastes better, and they have faith in the health benefits of organic but want proof. The reasons they don't buy more are availability and price.

* Core consumers (21%) view organics as a political and lifestyle choice. They've been involved with organics for a long time, have a deep understanding of the category, and want to share their knowledge with others. They cite specific health benefits of eating organic and have few reasons not to buy.

What Is "Organic?"

American consumers primarily define organics by what's not used in growing, raising, or processing the product: pesticides (83%), growth hormones (67%), and genetic modification (62%). They also say organics are safer for one's health (59%) and environmentally friendly (57%). The top two reasons that core and mid-level consumers continue to buy organic (despite their price and lower availability) is to avoid products that rely on chemicals or other pesticides (73% of core and 51% of mid-level users) and to avoid products that rely on antibiotics or growth hormones (61% of core and 40% of mid-level consumers). The top reason that peripheral

users buy organic is to try new products (36%), followed by avoiding pesticides and chemicals (25%) and growth hormones and antibiotics (17%).

Just one in 10 consumers (10%) can correctly identify the U.S. government's requirements for a product to display the USDA's organic seal--it must be 95% organic. More than a quarter (27%) say that it means that a product is 100% organic, and 43% percent admitted they had no idea what it meant. Proof of the confusion lies in the brands consumers named as organic brands they're most familiar with (see box at right); most of Kashi's products are natural, yet consumers perceive them to be organic.

Finding Organic Products

Half of core consumers (51%), 43% of mid-level consumers, and 27% of peripheral consumers would buy more organics if they could find them. Perhaps that's why the majority of consumers would like to see more organic products and fewer conventional products (56%), led by the 90% of core consumers who say so. Nearly four in 10 (39%) are satisfied with the number of organic products available.

Most consumers (54%) buying organics get them only at the same store at which they do their regular grocery shopping. Peripheral organics users (81%) are most likely to shop for organics at their regular grocery store. Some 14% of organics users shop for them only at a different store than where they regularly grocery shop (such as a natural food store). Not surprisingly, it's core consumers (61%) who are most likely to shop for organics elsewhere. Nearly two thirds of consumers overall (64%) say that organics are not always available where they like to shop, and 43% say that organics are hard to find.

A smaller percentage of consumers bought organics from grocery stores in 2005 (58%) than in 2000 (63%). Natural food stores served nearly two thirds more organics shoppers in 2005 (49%) than in 2000 (29%). Supercenters and discounters (such as Wal-Mart and Kmart) and club stores (such as Costco) have also seen significant increases in organics shoppers.

Price Is A Barrier

A large majority of consumers overall (85%)--including those who don't buy organics--think that organics are more expensive than conventional products. It's the top reason that all segments of consumers say they don't buy more organics: 72% of core and mid-level consumers say they're too expensive, as do 68% of peripheral consumers and 66% of those who don't buy organics.

The majority of core consumers are willing to pay up to 30% more for several categories of organics than for conventional products, and some mid-level consumers will too. Topping their lists are fruits and vegetables, with almost half of even peripheral consumers willing to pay more for these items. Seven in 10 core consumers (71%) and 49% of mid-level consumers say they'd pay more for meats and poultry, and slightly fewer will do so for milk and eggs. There seemingly is strong potential for growth in categories that currently have low penetration but a high number of consumers willing to pay more for organic, such as baby food. (See chart, p. 5.)

State Of The Industry

Six in 10 consumers (61%) say that they want to increase their family's use of organic food in the coming year, according to The Shopper Report from The Consumer Network. More than half (56%) say they want to increase their use of organic personal care items, a category that has been gaining more attention as consumers increasingly believe in the efficacy of personal care organics. A majority (55%) say they want to increase their use of everything organic.

Retail sales of organic products--including food, clothing, personal care, pet care, and other items--grew 17% between 2004 and 2005 to reach \$14.6 billion, according to the Organic Trade Association. There is little awareness of organic products other than food, but room for growth. Hartman Group president Laurie Demeritt explains, "When consumers hear the phrase, 'organic fiber' (meaning cotton, for example), they associate it with organic food products, asking, 'like in natural cereal?'"

Food accounts for 95% of the organics market, but organic food represents just 3% of all food sales. But organics' market penetration has been growing about 20% annually since 1997. Natural food stores generate nearly half the dollar sales of organic food (47%). Mass merchandisers account for about the same portion of sales (46%). The remaining 7% comes from farmer's markets and other non-retail stores.

(More information concerning consumers' food shopping choices is available in Profiles of the U.S. Food Shopper, published by EPM Communications in conjunction with The Consumer Network.) (FOOD/BEVERAGE, CONSUMER SPENDING & ATTITUDES)

SOURCES: "Organic 2006: Consumer Attitudes & Behavior, Five Years Later & Into The Future," The Hartman Group, Blaine Becker, 1621 114th Ave., SE, #105, Bellevue, WA 98004; phone: 425-452-0818 x124; e-mail: blaine@hartman-group.com; website: <http://www.hartman-group.com>. Price: \$17,500.

"The Shopper Report, November 2006," The Consumer Network, Mona Doyle, PO Box 42753, Philadelphia, PA 19101; phone: 215-235-2400; e-mail: shopperreport@cs.com. Price: \$195 for an annual subscription.

"2006 Manufacturer Survey," Organic Trade Association, Holly Givens, PO Box 547, Greenfield, MA 01302; phone: 413-774-7511 x18; e-mail: hgivens@ota.com; website: <http://www.ota.com>. Price: \$195 for members, \$495 for non-members.

ORGANIC BRANDS WITH WHICH CONSUMERS ARE MOST FAMILIAR

1) Silk 2) Ben & Jerry's Organic 3) Celestial Seasonings 4) Kashi 5) Kettle Chips 6) Morningstar Farms 7) Newman's Own Organics 8) Boca Foods 9) Trader Joe's Organic 10) Soy Dream

SOURCE: The Hartman Group

HOW OFTEN CONSUMERS USE ORGANIC

PRODUCTS, 2005 VS. 2000

	2005	2000
Daily	9%	8%
Weekly	14%	9%
Monthly	6%	5%
Occasionally	44%	34%
Never	27%	45%

Note: Table made from bar graph.

SOURCE: Hartman Group

PERCENTAGE OF U.S. CONSUMERS WHO HAVE BOUGHT

ORGANIC FOOD, BY CATEGORY, 2006

Fresh vegetables	65%
Fresh fruit	58%
Eggs	29%
Breads	28%
Milk	27%
Yogurt	22%
Cold cereal	21%
Meat, poultry	21%
(dell and fresh)	
Soy milk	19%
Baby food	7%

SOURCE: The Hartman Group

Note: Table made from bar graph.

CATEGORIES FOR WHICH U.S. CONSUMERS
WOULD PAY UP TO 30% MORE FOR ORGANIC
THAN CONVENTIONAL FOOD, 2006

Fresh vegetables	55%
Fresh fruit	59%
Eggs	46%
Breads	40%
Milk	49%
Yogurt	32%
Cold cereal	37%
Meat, poultry (deli and fresh)	54%
Soymilk	41%
Baby food	53%

SOURCE: The Hartman Group

Note: Table made from bar graph.

ORGANIC FOOD CATEGORY SALES AND GROWTH, 2005

	SALES (IN MILLIONS)	GROWTH 2004-2005
Fruit and vegetables	\$5,369	10.9%
Dairy	\$2,140	23.6%
Beverages (not including dairy)	\$1,940	13.2%
Packaged/prepared foods	\$1,758	19.4%

Bread and grains	\$1,360	19.2%
Snack foods	\$667	18.3%
Sauces and condiments	\$341	24.2%
Meat, fish, and poultry	\$256	55.4%
Total	\$13,831	16.2%

SOURCE: Organic Trade Association

ORGANIC PRODUCT CATEGORIES, EXCLUDING FOOD, BY SHARE OF SALES, 2005

	SALES	GROWTH
	(IN MILLIONS)	2004-2005
Organic personal care	\$282	28%
Organic supplements	\$238	29%
Organic fiber (linens and clothing)	\$160	44%
Organic pet food	\$30	46%
Organic household products	\$19	29%
Organic flowers	\$16	50%
Total	\$744	33%

SOURCE: Organic Trade Association

---- INDEX REFERENCES ----

COMPANY: WAL MART STORES INC; SOURCES; WAL MART; EPM; COSTCO WHOLESALE CORP

NEWS SUBJECT: (Health & Family (1HE30); Nutrition (1NU67))

INDUSTRY: (Poultry (1PO41); Meat Processing (1ME83); Agricultural Biotechnology (1AG65); Organic Farming (1OR41); Pharmaceuticals & Biotechnology (1PH13); Food & Beverage Production (1FO79); Specialty Foods (1SP29); Organic Foods (1OR43); Biopharmaceuticals (1BI13); Growth Factors & Cytokines (1GR66); Baby Food (1BA84); Canned, Jarred & Boxed Foods (1CA08); Nutraceuticals & Health Foods (1NU55); Agriculture (1AG63); Agriculture, Food & Beverage (1AG53); Molecular & Cellular Biology (1MO84))

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September 25, 2008

O Organics(TM) Debuts Grocery Retail Industry's Most Comprehensive Line of USDA
Certified Organic Supplements

Business Editors/Retail Writers

LOS ANGELES--(BUSINESS WIRE)--September 25, 2008--O Organics, one of the country's largest organic brands by retail sales, announced today the launch of O Organics Supplements, the mainstream grocery retail industry's most comprehensive line of USDA certified organic supplements. Featuring popular supplements including Vitamin C, Calcium and St. John's Wort, the 12 SKU line brings additional depth to O Organics' extensive product portfolio of affordable, high quality organic offerings. Available in Safeway supermarkets beginning today, O Organics Supplements will be rolling out across additional retailers nationwide during 2009.

The Supplements line represents the latest step in the evolution of the O Organics brand, growing from an initial launch of 30 products in 2005 to a multi-category lifestyle solution of over 300 USDA certified organic products with offerings in every aisle of the supermarket. Supported by a multi-million dollar consumer marketing campaign to drive traffic to its retailers, O Organics offers supermarket chains and food service organizations a complete and proven solution to quickly and easily implement a comprehensive organic strategy across their organizations.

"As one of the retail world's fastest growing product segments, the organic sector is rapidly outgrowing its niche status and becoming a mainstream staple with strong, across-the-board demand from the many shoppers who are looking for healthier, more environmentally friendly options," said Sheetal Khanna, Director of Brand Strategy for Global Brands at Lucerne Foods Inc. "We're continually developing new products to best serve this fast-changing market and the O Organics Supplements line delivers exactly the type of simple, effective and affordable solutions these consumers desire."

The 12 organic supplements initially available from the O Organics Supplements line are Vitamin C, Calcium, Iron, Cranberry, Echinacea, Echinacea & Golden Seal, Garlic, Ginseng, St. John's Wort, Ginkgo Biloba, Saw Palmetto and Green Tea. Made from the highest-quality organic ingredients, O Organics is able to leverage the national resources of the recently formed Better Living Brands™ Alliance to offer the new supplements at affordable prices while minimizing the impact on the environment.

About O Organics

O Organics is one of the nation's largest organic brands by retail sales and offers consumers and retailers a complete, multi-category lifestyle solution with over 300 products in 30+ categories. Launched in October 2005, O Organics offers a complete range of the highest quality organic foods at prices that are in reach of everyday shoppers. Available in mainstream grocers, O Organic simplifies the shopping experience by allowing consumers to take care of all their organic and conventional food needs in a single location. Additionally, the brand has been recognized as one of the key players transforming the organic sector from niche to mainstream by making great-tasting organic foods affordable and widely available to consumers nationwide.

About Better Living Brands™ Alliance

Better Living Brands Alliance is a group of world-class food and beverage manufacturing, marketing and distribution companies formed to meet consumer demand and fuel consistent growth in consumption of organic and health and wellness foods and beverages. The Better Living Brands Alliance mission is to help consumers live better lives everyday by offering brands that delight.

Neighbor Agency
Katy Saeger, 310-597-2337
katy@neighboragency.com
or
Peter Epstein, 323-251-3567
peter@neighboragency.com

State Keywords: California

Industry Keywords: Health; Fitness & Nutrition; Environment; Retail; Food/Beverage; Supermarket

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---- INDEX REFERENCES ----

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NEWS SUBJECT: (Food & Beverage Laws (1FO27); Nutrition (1NU67); Sales & Marketing (1MA51); Economics & Trade (1EC26); Target Markets (1TA03); Health & Family (1HE30); Business Management (1BU42))

INDUSTRY: (Food & Beverage Production (1FO79); Agriculture, Food & Beverage (1AG53); Retail (1RE82); Agriculture, Food & Beverage Regulatory (1AG56); Specialty Foods (1SP29); Retail Regulatory (1RE54); Food & Beverage Distribution & Services (1FO39); Organic Foods (1OR43); Food & Beverage Regulatory (1FO94); Supermarkets (1SU04); Nutraceuticals & Health Foods (1NU55))

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September 8, 2008

New Report Reveals Details from Manufacturers, Retailers and Analysts on the Organic Market

Business Editors

DUBLIN, Ireland--(BUSINESS WIRE)--September 8, 2008--Research and Markets (http://www.researchandmarkets.com/research/913312/report_on_organic) has announced the addition of the "Report on Organic Markets 2008" report to their offering.

Prices rise as growing consumer demand, increased competition from biofuels worsen supply squeeze for organic farmers and manufacturers

Today's U.S. organic industry is straddling two extremes. On one side, the industry is continuing to experience an enormous growth rate that, as industry veteran and Aurora Organic Dairy President Mark Retzloff put it, is "floating all boats." Yet, on the other side, this widespread growth threatens to deluge the supply-strapped organic industry.

Hampered by the limited availability of raw organic materials, some companies are already finding their growth rates curbed by their ability to keep pace with burgeoning demand. Said Annie's Inc. CEO John Foraker: "We could have grown our organic business and our organic-positioned products much faster at any time over the last five years if there had been a much broader availability of supply."

Manufacturers, retailers and industry analysts all agree that the most significant damper on the bright future of U.S. organics is the worsening supply squeeze confronting the industry. While more nuanced challenges linked to consumers' perceptions about health, taste and sustainability; government regulations and support of organic farming; new technology such as cloning and nanotechnology; and even recession will continue to shape the industry's evolution, the supply issue is the pivotal factor facing U.S. organic companies right now.

Executive Summary:

This report take a deep look into the Natural and Organic Personal Care (N&OPC) market as it moves into the next stage of its business lifecycle.

The follow topics are discussed:

New products
Supply Shortages
Organic sales and what's currently hot

Key Topics Covered:

ACKNOWLEDGMENT
EXECUTIVE SUMMARY
LUNDBERG FAMILY FARMS.
IF YOU CAN'T BEAT 'EM, JOIN 'EM: ORGANIC GROWERS ENTER BIOFUELS WITH MUSTARD SEED
ELA FARMS MAXIMIZES THE FRUITS OF ITS LABOR
MULTINATIONALS PUSH DEEPER INTO ORGANICS WITH NEW PRODUCTS
SUPPLY SHORTAGES PINCH DISTRIBUTORS, TOO
ORGANIC MEAT DRIVES BEEFED-UP SALES FOR NATURAL, MASS STORES
NEXT PROTEIN HOOK? ORGANIC FISH
ORGANIC YOGURT, DAIRY SALES SPIKE IN CONVENTIONAL STORES
ALBERT'S ORGANICS' SALES SLOW AS ORGANIC PRODUCE MARKET MATURES
HEALTH CONCERNS DRIVE GROWTH SPURT FOR ORGANIC BABY FOOD
CONSUMER DEMAND, INNOVATIVE FLAVORS MAKE CHOCOLATE AN ORGANIC SWEET SPOT
ORGANIC WINE SALES GROW DESPITE LABELING CONFUSION, REPUTATION
SALES OF ORGANIC, NATURAL PET FOOD SKYROCKET AFTER 2007 RECALL
ORGANIC SUPPLEMENT SALES SOAR, BOOST OVERALL SAGGING SECTOR
ORGANIC FIBER GOES HIGH END; SALES JUMP MORE THAN 50%
ORGANICS, ACQUISITIONS FUEL STRONG GROWTH FOR HAIN CELESTIAL
ONCE AGAIN NUT BUTTER FINDS CREATIVE WAYS TO GROW SALES POTENTIAL
NEWMAN'S OWN TRANSFORMS ORGANICS INTO GIVING MACHINE

For more information visit
http://www.researchandmarkets.com/research/913312/report_on_organic

Research and Markets
Laura Wood, Senior Manager
press@researchandmarkets.com
Fax (USA): 646-607-1907
Fax (International): +353-1-481-1716

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Source: Research and Markets Ltd.

---- INDEX REFERENCES ----

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Health & Family (1HE30); Business Management (1BU42))

INDUSTRY: (Food & Beverage Production (1FO79); Agriculture, Food & Beverage (1AG53); Retail (1RE82); Alternative Energy Sources (1AL05); Specialty Foods (1SP29); Organic Foods (1OR43); Organic Farming (1OR41); Natural Resources (1NA60); Agriculture (1AG63); Nutraceuticals & Health Foods (1NU55))

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Trend has impact on PL brands.

NEW YORK -- The market for organic and natural food is growing, and some mainstream grocery retailers have responded by developing private label lines designed to meet that consumer need while offering better value.

Safeway Inc. has been particularly aggressive, introducing its O Organics line as a store brand in 2005 with 30 products, and quickly expanding its SKU count and its distribution. The line now includes more than 300 items, and is sold through other outlets besides Safeway's own supermarkets. The products currently are being sold through international retailers and via food service operations in the United States.

The brand recently added a 12-SKU line of nutritional supplements, including vitamin C, calcium and Saint-John's-wort. Now available in Safeway stores, the products are slated to roll out to additional retailers in 2009.

"As one of the retail world's fastest-growing segments, the organic sector is rapidly outgrowing its niche status and becoming a mainstream staple with strong, across-the-board demand from the many shoppers who are looking for healthier, more environment-friendly options," says Sheetal Khanna, director of brand strategy for global brands at Lucerne Foods Inc., which makes private label products for Safeway. "We're continually developing new products to best serve this fast-changing market, and the O Organics Supplements line delivers the type of simple, effective and affordable solutions these consumers desire."

---- INDEX REFERENCES ----

COMPANY: SAFEWAY INC; GLENCOURT INC

NEWS SUBJECT: (Sales & Marketing (1MA51); Business Management (1BU42))

INDUSTRY: (Food & Beverage Distribution & Services (1FO39); Supermarkets (1SU04);
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PRODUCT: Supermarket - retail

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product spotlights

Anonymous

IMMUNITY TAKE CARE: New Chapter proudly offers Immunity Take Care, a dose-to-dose reliable herbal therapeutic that enhances the immune system and enters the bloodstream in less than 30 minutes. A DARTvision supercritical elderberry extract with targeted bioactives, Immunity Take Care is available as a blueberry flavored lozenge in 7-, 14-, and 30-count sizes.

VECTOMEGA: A whole-food omega-3 DHA and EPA complex bound to phospholipids and peptides that occur naturally in salmon. It is extracted without heat, solvents, or chemicals, unlike all other fish oil products. Vectomega is clinically effective up to 50 times that of typical fish oil and is formulated into a dry tablet.

REACTA-C: A patent-pending vitamin C formulation that provides immune support and antioxidant protection. It also protects against free radical damage and supports healthy skin, heart, vision, joints, and bones. A controlled bioavailability study on human subjects at Weber State University demonstrated that Reacta-C has a more efficient uptake into the bloodstream than standard vitamin C, and remains in the bloodstream longer.

ENZYMATIC THERAPY TRUE ORGANICS: The first line of USDA certified-organic supplements. The USDA seal on the package means 95 percent or more of each product has been organically produced according to the strictest standards-no pesticides or harmful chemicals. Just true health benefits for your family. Trust what's True.

REVIVA LABS: Spider Vein & Rosacea Day Cream, a specific formulation of rutin and bioflavonoid (vitamin P) diminishes rosacea's redness on the face by strengthening capillaries while protecting against future damage. Also with SPF 15, which helps protect skin from the sun's harmful ultraviolet rays.

WOBENZYM N: The authentic Wobenzym N formula is now available. Systemic enzyme sup-

port uses enzymes to assist your body's immune, regulatory, and communication systems. A healthy and strong immune system is a prerequisite for what we all want: good health.

----- INDEX REFERENCES -----

COMPANY: WEBER STATE UNIVERSITY; UNION SDA

NEWS SUBJECT: (Health & Family (1HE30); Vitamins & Supplements (1VI80); Nutrition (1NU67); Economics & Trade (1EC26))

INDUSTRY: (Healthcare Practice Specialties (1HE49); Food & Beverage Production (1FO79); Allergy & Immunology (1AL96); Internal Medicine (1IN54); Healthcare (1HE06); Immunology (1IM66); Nutraceuticals & Health Foods (1NU55); Personal Care & Beauty Aids (1PE87))

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Private Label Buyer

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Easy to swallow: no choking here--despite the troubled economy, demand for vitamins and supplements remains strong.

With the pursuit of health and wellness topping the agenda of many today's consumers, it should come as no surprise that sales of vitamins and supplements are up overall.

Data from Chicago-based Information Resources Inc. (IRI) show the total U.S. vitamins category (including liquid vitamins/minerals, mineral supplements, multivitamins and one- and two-letter vitamins) up 8.5 percent in dollar sales and 6.9 percent in unit sales during the 52 weeks ending July 13, 2008 (food, drug and mass, excluding Wal-Mart). Even more impressive are the 45.7 percent and 52.6 percent respective dollar and unit sales gains for the total liquid minerals/vitamins category during the same timeframe.

And conditions look just as rosy on the supplements side, with industry observers pointing to no signs of a slowdown anytime soon--despite the troubled economy. In fact, in its September 2008 "Nutritional Supplements in the U.S., Third Edition," Packaged Facts, a Rockville, Md.-based division of Market Research Group LLC, forecasts a 39 percent rise in sales in the U.S. nutritional supplements market between 2007 and 2012, with sales predicted to reach \$8.5 billion.

"Helping to protect the category as consumers tighten their discretionary spending belts are the strong preventive health-care angle of supplements and the market's sizeable component of better-off demographics, including aging baby boomers," Packaged Facts says.

The report adds that numerous other positive factors are at play, including industry's efforts to promote supplements as a costeffective means to avert the need for costlier prescription drugs and medical treatments, greater credibility resulting from new federal requirements related to good manufacturing processes and adverse event reporting, a steady stream of new products, and more.

MATTER OF CONDITION

One of the most significant recent trends in the vitamin and supplement industry is growing interest in--and availability of--condition-specific formulations. Such formulations tackle everything from heart health and joint health to cholesterol reduction and diabetes management.

"As the economy continues to spiral downward, consumers seek basic products to prevent disease and avoid costly medical expenses," stresses Erin Silva, technical marketing manager for Irvine, Calif.-based VitaCeutical Labs and a registered dietitian.

Silva adds that consumers appear to be moving toward what she calls "core" nutritional supplements--psyllium husk, letter vitamins (vitamin D, in particular), calcium and magnesium, joint health products and essential fatty acids--which have "solid science and consumer recognition behind them."

Shane Conti, regional sales manager for Reliance Vitamin Co. Inc., Somerset, N.J., believes consumers are looking for natural alternatives to synthetic drugs--at least as a first line of defense. Supplements long have played a major role in Europe's preventive health care programs, he adds. And since FDA passed the Dietary Supplement Health and Education Act of 1994--allowing companies to describe health-specific benefits for various categories--condition-specific supplements have been building a fan base here in the states. Tim Greene, director of sales for branded and private label at Sparta, Wis.-based Century Foods International, agrees, noting particularly high consumer interest in immune-support type products similar to the Emergen-C national brand. The vitamin C/mineral combination comes in a powdered form that becomes effervescent when added to water. Both powdered and effervescent formats also are on trend, Greene says.

And probiotics have become extremely popular, not only for their gut health benefits, but also for their ability to replenish the "good bacteria" lost during an antibiotic regime.

"Probiotics are continuing to grow, but there's so much more room to grow, in our opinion," Conti says. "We partnered with a probiotic company, and that's been our biggest growth over the last six to 12 months. Fish oil, too, over the last five years has just continued to increase in sales," he adds. For his part, Brendan Gaughran, director of sales for Sunrise, Fla.-based Nature's Products Inc., notes a move toward organic ingredients--and against GMO and hormone-infused products--in the supplement arena.

"This seems to be the fastest-growing part of our business," he says. "Not only are we gaining new accounts concentrating solely on organic supplements, but our existing [customers] are reformulating products to gain the USDA organic designation."

On the vitamin side, Silva says liquid vitamins and minerals are still a fairly new market entry and, therefore, growing.

"I think the gains seen for unit sales result from more new liquid products coming to market, not necessarily organic growth," she adds.

Gary Pigott, senior vice president of sales and marketing for Mason Vitamins, Miami Lakes, Fla., says the national brands have reformulated their top SKUs here more frequently and are offering more aggressive FSIs.

"Various deliveries--gummies, drinks, etc., all impact the demand, but eventually studies will confirm product stability is best in solid form," he contends.

HEALTHY DOSE OF OPPORTUNITY

Although the economy doesn't seem to be adversely impacting the vitamins and supplement's category, it could actually be a boon to the category's private label side--if retailers play their cards right. "With the increased prices in everything, private label is continuing to grow--in general, not just in this category," Conti notes. "The quality has gone up, and grocery and mass market accounts are promoting their private label as the premier brand, which is smart. People aren't as brand loyal anymore."

Conti says retailers would be wise to bring in proprietary products under their own private label, not simply a control brand, to gain "free advertising" for the store. He also recommends that they offer more condition-specific supplement formulations that set them apart from their competitors.

"Vitamin C is vitamin C, but if you have a really high-end heart health product, we find people are very loyal in the dietary supplement category," he says. "Once they try it, they want to stick with it, especially if it's working."

That said, other private label opportunities pretty much mirror those of the national brands, according to Greene. A new launch from Century Foods--slated for debut at the PLMA Private Label Trade Show this November--gives retailers the opportunity to appeal to current consumer excitement around powdered formulations--as well as protein.

The product puts a new spin on the Ensure national brand drink concept, providing retailers with a nutritious supplement offering in a powdered form that costs less to ship. Available in pouches and in a resealable canister, the product simply is mixed into milk.

"We're trying to take some of that freight component out," Greene notes. "It will be ready for market by the time PLMA hits."

Silva also points to the essential fatty acid category and supplements to promote joint health as major opportunities for private label programs because they mesh well with the needs of the aging U.S. population.

Pigott adds vitamin D and heart health, sleep/relaxation and digestive formulations to the condition-specific private label growth areas.

"[An] increase in medication intake creates digestive imbalances and inhibits gastric juice production," he adds. "Side effects from medications and OTCs are becoming consumer concerns, so alternative care is moving full speed with positive media."

Probiotics, too, represent a huge opportunity on the private label side, Conti says--especially for retailers willing to develop what he calls a pharmacy "nutrient depletion program," whereby the in-store pharmacy recommends a probiotic to consumers who are prescribed an antibiotic. Such programs can be implemented in a number of ways, he adds, with some retailers placing probiotic displays right at the pharmacy counter and others relying on stickers (on-bag) or other educational tools.

Finally, Gaughran sees a private label market for organic ingredients and recycled material.

"They will never get the USDA label because of the inability to hit those percentages of organic material required," he says, "but to be able to make any claim would be helpful."

POLISH THE PROGRAM

Retailers have much more to consider, of course, than the types of vitamins and supplements they want to offer under their private label programs. The decision process also involves vendor selection, education, merchandising and promotion strategies, and more. Pigott advises retailers not to "put all their eggs in one vendor," but instead to consider multiple vendors to supply products that complement the specific program.

"Most retailers have reactive vendors handling store brand programs," he says. "They do not have the pulse of the next trending segment--for example, colon cleansers, etc."

"There is no need for five forms of three-a-day glucosamine chondroitin," he adds. "They are just occupying shelf space."

Once the vendors and products have been decided on, education plays a huge role in winning shopper dollars.

In Silva's experience, the most successful retailers take the time to thoroughly train store staff about specific products her company supplies--and about nutrition and wellness in general.

"Education is a powerful tool that yields more sales and employee and customer retention," she stresses.

VitaCeutical long has been on the forefront in producing science-backed quality products that are formulated by scientists, including a registered dietitian, Silva adds. Registered dietitians (such as Silva herself) are becoming more prominent players in both the natural and mass market retail arenas, and are part of a team

that can provide expert training to help educate retail staff.

"We also offer extensive technical literature and information for our retailers to advertise or promote," Silva says, "and also shelf tags."

A well-educated staff also would be better equipped to implement the nutrient depletion program Conti recommends to promote the sale of probiotics--or boost sales of other supplements. For example, pharmacies could promote a private label coenzyme Q10 (CoQ10) supplement to patients who are prescribed a statin cholesterol-reducing drug (which lowers CoQ10 levels)--using counter displays, shippers, on-pack stickers and/or information programs.

"We have pharm techs or assistants who are helping with such programs, and the numbers are unreal," Conti says. "I think it could be implemented on a much larger scale; it's a huge way to supplement income being lost in those areas. It's a huge opportunity because there are more people on antibiotics or statin drugs--or even birth control, which reduces the vitamin Bs in your body."

Beyond nutrient depletion programs, Greene advises retailers to apply traditional grocery merchandising tactics to the vitamin and supplement arena.

"There seems to be more and more receptivity to doing that in the more traditional channels than there ever has been before," he says, "and I think it's a great way to see incremental volume and sales."

VITAMIN AND MINERAL PERFORMANCE				%	
CHANGE		DOLLAR SALES	VS. YR.	DOLLAR CATE-	
GORY	(IN MILLIONS)	AGO	SHARE	VITAMINS TOTAL CATE-	
GORY			LIQUID VITAMINS	/MINERALS TOTAL PRI-	
\$2,621.90		8.5%	100%	TOTAL SUBCATEGORY	\$162.70
\$5.30		17.8%	3.3%	TOTAL SUBCATEGORY	\$162.70
45.7%	100%	MINERAL SUPPLEMENTS TOTAL PRIVATE LABEL			
\$398.90		6.6%	28.5%	TOTAL SUBCATEGORY	
\$1,399.30		9.3%	100%	MULTIVITAMINS TOTAL PRIVATE LABEL	\$155.80
-2.5%	21.7%	TOTAL SUBCATEGORY	\$719.60	2.3%	100% ONE- AND
TWO-LETTER	VITAMINS TOTAL PRIVATE LABEL	\$111.00		-6.5%	32.6% TOTAL
SUBCATEGORY	\$340.30	6.3%	100%		UNIT
SALES	% CHANGE	AVG. PRICE	CATEGORY	(IN MILLIONS)	VS. YR.
AGO	PER UNIT VITAMINS	TOTAL CATEGORY	315.2	6.9%	\$8.32
LIQUID VITAMINS	/MINERALS TOTAL PRIVATE LABEL	0.8		24.4%	
\$6.59	TOTAL SUBCATEGORY	22.9	52.6%	\$7.11	MINERAL SUPPLEMENTS
TOTAL PRIVATE LABEL	52.8	5.4%		\$7.56	TOTAL SUBCATEGORY
154	7.5%	\$9.09	MULTIVITAMINS TOTAL PRIVATE LABEL		
23.1	-1.7%	\$6.75	TOTAL SUBCATEGORY	80.6	-
0.4%	\$8.93	ONE- AND TWO-LETTER	VITAMINS TOTAL PRIVATE LABEL		
23.2	-6.8%	\$4.78	TOTAL SUBCATEGORY	57.7	
3.5%	\$5.90	Source: Information Resources Inc., a Chicago-based market re-			
search firm. Total U.S. FDMx (supermarkets, drug stores and mass market retailers, excluding Wal-Mart, club stores and c-stores) sales for the 52 weeks ending July 13, 2008.					

---- INDEX REFERENCES ----

COMPANY: WAL MART STORES INC; RELIANCE VITAMIN CO INC; VITAMIN; CFI OF WISCONSIN INC; WAL MART; COSTCO WHOLESALE CORP; IRI; INFORMATION RESOURCES INC

NEWS SUBJECT: (Diet Aids (1DI01); Sales & Marketing (1MA51); Vitamins & Supplements (1VI80); Health & Wellness (1HE60); Economic Indicators (1EC19); Economic Forecasts (1EC64); Nutrition (1NU67); Market Data (1MA11); Economics & Trade (1EC26); Economic Statistics (1EC52); Health & Family (1HE30); Consumer Spending (1CO65); Forecasts (1FO11); Business Management (1BU42); Obesity & Weight Control (1OB69))

INDUSTRY: (Theoretical Analysis (1TH79); Food & Beverage Production (1FO79); Drugs (1DR89); Infectious Diseases (1IN99); Personal Care & Beauty Aids (1PE87); Health-care Cost-Benefits (1HE10); Consumer Products & Services (1CO62); Nutraceuticals & Health Foods (1NU55); Pharmaceuticals & Biotechnology (1PH13); Infection Control & Epidemiology (1IN02); Healthcare (1HE06); Antibiotics (1AN81); Pharmaceuticals Marketing & Sales (1PH83))

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Language: EN

OTHER INDEXING: (CENTURY FOODS; CENTURY FOODS INTL; DIETARY SUPPLEMENT HEALTH; FDA; HEALTHY; INFORMATION RESOURCES INC; IRI; MARKET RESEARCH GROUP LLC; MASON VITAMINS; MILLIONS; NATURE; PLMA; PRICE; PRODUCTS INC; RELIANCE VITAMIN CO INC; TOTAL U S FDMX; USDA; VITAMIN; WAL MART) (Brendan Gaughran; Conti; DOLLAR; DOLLAR SALES; Easy; Erin Silva; Facts; Fish; Gary Pigott; Gaughran; Greene; Packaged; Packaged Facts; Pigott; Probiotics; SALES; Shane Conti; Silva; Tim Greene; VitaCeutical; VitaCeutical Labs; VITAMINS TOTAL PRIVATE LABEL)

COMPANY TERMS: INFORMATION RESOURCES INC; WAL MART STORES INC

PRODUCT: Vitamin and mineral preparations; Nutritional supplements; General merchandise stores NEC; Commercial economic, sociological, and educational research

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Section: Expanded Reporting

Pioneering Supplements Manufacturer Enzymatic Therapy Joins Better Living Brands Alliance
Better Living Brands Alliance

Better Living Brands Alliance, a consortium of world-class manufacturing, marketing and distribution companies delivering the best in organic and health and wellness products to consumers, announced that Enzymatic Therapy, Inc. (ETI), a leading developer and marketer of health supplements, has joined the Alliance as its newest member. One of North America's largest manufacturers and distributors of dietary supplements and natural medicines, ETI is unique in the industry as one of the few supplements makers to operate and manufacture its products in an FDA registered drug facility that fulfills the FDA's Good Manufacturing Practice (GMP) Regulations. The company is also one of the only supplement makers to be certified as an organic processor (see also Better Living Brands Alliance).

A pioneer of science-based supplement development with a rigorous commitment to pharmaceutical-grade standards, ETI's manufacturing expertise complements Better Living Brands' strategy of delivering a full range of better-for-you organic and health and wellness products to mainstream audiences through its alliance brands O Organics(TM) and Eating Right(TM). In addition to its manufacturing controls, ETI has been responsible for a number of industry firsts including the introduction of glucosamine sulfate to the supplements market and the adoption of advanced testing methods such as Atomic Absorption Spectroscopy (AA), and other chromatographic techniques to ensure the purity of the raw materials used to produce its products.

"Enzymatic has a distinguished track record of innovation in the natural health and supplements arena and as a new Alliance member enhances our ability to satisfy the fast-growing consumer demand for organic and wellness products," said James D. White, leader of the Better Living Brands Alliance and president of Lucerne Foods, a Better Living Brands alliance company. "Both O Organics and Eating Right are among the largest and fastest growing brands in their categories and the addition of Enzymatic to our Alliance allows us to offer an even more comprehensive solution to retailers looking to deliver the organic and health and wellness lifestyle solution their shoppers are seeking."

As an Alliance member, ETI enables Better Living Brands to extend its multi-

category lifestyle offerings into the supplements market, delivering high quality and affordable products to consumers nationwide. The first step was the launch last month of the O Organics Supplements line, the mainstream grocery industry's most comprehensive line of USDA certified organic supplements. Produced in ETI's certified organic facility, the raw materials used to make O Organics supplements are sourced from only the most high quality producers and carefully manufactured to retain their nutritional value. In order to best preserve these health benefits, ETI developed two patent-pending processes to convert the delicate organic materials in the Supplements line from their raw state to tablet form.

Randy J. Rose, President and CEO of Enzymatic Therapy, Inc. noted, "We are delighted to join the Better Living Brand Alliance. The high integrity of each of the Alliance members, and the collective vision focused on elevating the access to high quality and health enhancing products, squares perfectly with our company's mission to provide 'what BETTER feels like!' to consumers everywhere."

About Enzymatic Therapy, Inc.

Enzymatic Therapy, Inc., (ETI) based in Green Bay, Wisconsin, is North America's leading manufacturer and distributor of over 200 dietary supplements and natural medicines. Committed to safety and quality, ETI is one of the few manufacturers in the industry to be both an FDA registered drug facility and a certified organic processor. The company's products and ingredients are collectively the subject of over 2,500 independent, peer-reviewed-published clinical trials and studies. For more information, visit www.enzymatictherapy.com.

---- INDEX REFERENCES ----

COMPANY: ENZYMATIC THERAPY INC; ECOBANK TRANSNATIONAL INC; FORD DEALERS ALLIANCE; ALLIANCE; ALPHA ALPHA HOLDINGS SA; EVOLUTIONARY TECHNOLOGIES INTERNATIONAL INC; ETI; EDUCATIONAL TECHNOLOGY INC; EVANS TECHNOLOGY INC; GMP (GENERAL MACHINE PRODUCTS); ELECTRONIC TRANSMISSION CORP

NEWS SUBJECT: (Market Share (1MA91); Nutrition (1NU67); Sales & Marketing (1MA51); Health & Family (1HE30); Business Management (1BU42))

INDUSTRY: (Food & Beverage Production (1FO79); Business Services (1BU80); Distribution (1DI73); Nutraceuticals & Health Foods (1NU55); Wholesale Trade & Distribution (1WH58))

REGION: (Wisconsin (1WI54); North America (1NO39); USA (1US73); Americas (1AM92))

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OTHER INDEXING: (AA; ALLIANCE; ATOMIC ABSORPTION SPECTROSCOPY; ENZY-MATIC THERAPY INC; ETI; FDA; GMP; GOOD MANUFACTURING PRACTICE; LIVING BRAND ALLIANCE; LIVING BRANDS; LIVING BRANDS ALLIANCE; LUCERNE FOODS; ORGANICS; ORGAN-ICS SUPPLEMENTS; PIONEERING SUPPLEMENTS MANUFACTURER ENZY-MATIC THERAPY JOINS; SUPPLEMENTS) (Eating; James D. White; Randy J. Rose; Wisconsin)

KEYWORDS: Enzymology; FDA; Pharmaceuticals; Spectroscopy; Surgery; Therapy; Treatment; U.S. Food and Drug Administration; Wellness; Better Living Brands Alliance

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November 25, 2008

Q1 2009 United Natural Foods Earnings Conference Call - Final

OPERATOR: Good morning, ladies and gentlemen. Thank you for standing by and welcome to the United Natural Foods first quarter 2009 conference call. During today's presentation all parties will be in a listen-only mode. Following the presentation the conference will be open for questions. (Operator Instructions). This conference is being recorded today Tuesday, November 25, 2008.

At this time I would like to turn the conference over to Scott Eckstein with Financial Relations Board. Please go ahead, sir.

SCOTT ECKSTEIN, FINANCIAL RELATIONS BOARD, UNITED NATURAL FOODS: Thank you, operator, and good morning, everyone. By now you should have all received a copy of this morning's press release. If anyone still needs a copy, please contact Joe Calabrese in our New York office at 212-827-3772 and we will send you a copy immediately following this morning's conference call.

With us this morning from management is Steve Spinner, President and Chief Executive Officer; Mark Shamber, Chief Financial Officer; and Michael Funk, Chairman of the Board. We will begin this morning with opening comments from management and then we will open the line for questions.

As a reminder, this call is also being webcast today and can be accessed over the Internet at www.unfi.com. Before we begin, as usual, we would like to remind everyone about the cautionary language regarding forward-looking statements contained in the press release. That same language applies to comments made on this morning's conference call.

With that, I would like to turn the call over to Steve Spinner. Steve, please go ahead.

STEVE SPINNER, PRESIDENT & CEO, UNITED NATURAL FOODS: Thank you. Thank you, Scott. Good morning and thank you for joining us. Today UNFI announced operating results of its first quarter of 2009. Total sales grew 17.4% to \$864.2 million. Net of our specialty business, which is not included in our 2008 results, sales grew 10.1% to \$811.1 million. Our sales growth was driven primarily by our sales to independent retailers and conventional supermarket channels which grew by 11.5% and 56.2%, respectively.

Net of specialty conventional supermarkets grew at 7.6%. As a percentage of our business in the quarter, super naturals were 31.9%, supermarkets 19.8%, independents 42.9%, and food service 2.8%. EPS in the quarter was \$0.31 per share. Adjusting for Specialty, which was not in our numbers in prior year's results, EPS grew by \$0.02 per share and 7.7%. Dilution from Specialty in the current year was negative \$0.03 per share and nonrecurring expenses in the quarter were \$2.58 million.

Our results demonstrate that our initiatives to integrate our Specialty business is on track. In addition, based on the efforts of our associates working on this project, our service levels and customer retention are exceeding our internal objectives. UNFI Specialty Distribution will become the fastest-growing segment of our business following its integration into our national footprint of distribution centers by adding new customers in this space and more fully penetrating existing customers.

Gross margin in the quarter was 19.4% versus 18.4% in the prior year. The 100 basis point improvement was reflective of higher Specialty gross margins and fuel surcharges offsetting increased fuel costs, as well as our continued focus on passing through cost of goods inflation. Gross margin net of specialty was 15.6% versus 15.1% in the prior year.

Inflation during the quarter was 7.48%, primarily driven by increases in bulk grains, pasta, and dairy and perishable. On the product side, sales of bulk grains, cereals, baking supplies, and shelf stable products had double-digit growth while general merchandise including personal care, paper and plastic goods, household cleaners, pet food, and bottled water had declines. All indicative of a shift in consumer behavior that retail towards less expensive, more value-oriented products.

Operating expenses in the quarter were 16.4% versus 15.1% in the prior year. Increases in expenses during the quarter were driven by 10 basis points of fuel increases and nonrecurring expenses of 29 basis points in the quarter versus 31 basis points in the prior year.

CapEx during the quarter was approximately \$11 million. We are now operating from our Moreno Valley, California, facility. Our York, Pennsylvania, facility is nearing completion and will be online in January. In addition, we announced earlier that our corporate headquarters would be moving to a renovated facility in Providence, Rhode Island. We expect to take occupancy during early summer 2009.

We have also previously announced our intention to build a distribution center in Texas. This is expected to begin in calendar year 2009. Once Texas and a Connecticut facility expansion are completed we will have a fully built-out national structure providing us with the ability to compete on a national scale with the most cost-efficient platform in the industry. Additionally, we expect CapEx to moderate substantially following completion of these construction projects.

During the last two months I have traveled the US visiting UNFI customers, suppliers, and associates. We are a passionate group. Strategically during the next year UNFI will be focused on continuing to be the leader in the organic naturals supplement space while integrating Specialty and working diligently to acquire new con-

ventional organic supplement and Specialty customers.

In addition, we will be reviewing how UNFI utilizes its national scale to take advantage of efficiencies and the implementation of some common metrics that ensure the highest level of service while more effectively managing return on capital. We will also focus on building market share in our existing customer base by utilizing our industry-leading divisions, Select Nutrition and Albert's Organics.

UNFI also will further enhance its commitment to alternative energy, sustainability, and the environment. I look forward to scheduling an investor meeting and tour at our new York, Pennsylvania, facility during late spring 2009.

Looking ahead we are cautiously optimistic. Top-line revenue, while strong in the first quarter, has softened during the first weeks of November. While fuel costs and interest expense have moderated, we remain concerned about continued top-line revenue growth across all of our channels of distribution. We will continue to be vigilant in controlling our expenses and monitoring the economic environment and its implications on our business. Based on current trends we remain comfortable with our earnings estimates through the second quarter of our fiscal year.

Now I would like to turn the call over to our CFO, Mark Shamber.

MARK SHAMBER, CFO, UNITED NATURAL FOODS: Thanks, Steve, and good morning and welcome to everyone listening in on the call and the webcast. As Steve mentioned, net sales for the first quarter were \$864.2 million which represented an increase of \$127.8 million over last year's first quarter net sales of \$736.4 million resulting in sales growth for the quarter of 17.4%. Excluding the impact of the acquisition of UNFI Specialty Distribution Services, net sales grew by \$74.7 million, or 10.1%, to \$811.1 million.

For the first quarter of fiscal 2009 the Company reported net income of \$13.2 million, or \$0.31 per diluted share, a decrease of approximately 2% over the prior year. Net income for the first quarter of fiscal 2008 was \$13.6 million, or \$0.32 per diluted share. Excluding approximately \$0.03 of dilution associated with UNFI Specialty, net income would have been \$14.7 million, or \$0.34 per diluted share, an increase of approximately 8% over the prior year.

Gross margin for the quarter was 19.4%, which represents a 99 basis point increase from the first quarter of fiscal 2008, which had a gross margin of 18.4%, and a 12 basis point decline from the previous quarter. The year-over-year gross margin improvement is due to a combination of improved gross margins at our Specialty Division, higher fuel surcharge revenues, and increased focus on efficiencies such as forward buying by our purchasing teams.

It's important to note that the recent declines in fuel prices will result in lower fuel surcharge revenue going forward, which will negatively impact gross margin. As a reminder, the offsets for our fuel surcharge revenue are outbound fuel costs that are reflected within operating expenses on our income statement.

Operating expenses for the first quarter were 16.5% of sales compared to 15.1% for the same period last year, a 138 basis point increase. During the quarter we in-

curred \$2.5 million, or approximately 29 basis points in nonrecurring expenses and startup costs associated with our new facilities in Moreno Valley, California, and York, Pennsylvania. We expect to incur nonrecurring expenses at a similar level to the first quarter in Q2 as we prepare to move to our York, Pennsylvania, facility from our New Oxford, Pennsylvania, facility in mid-January 2009.

The incremental cost of fuel for the quarter had a negative impact of 10 basis points in operating expenses in comparison to the first quarter of fiscal 2008, as fuel represented 110 basis points of distribution net sales in the quarter. Sequentially, fuel declined by 29 basis points over the fourth quarter of fiscal 2008. Fuel costs in the first quarter declined by approximately 16% from our fourth fiscal quarter to a national average price of \$3.86 a gallon using the Department of Energy's weekly prices, which represent an increase of approximately 30% over the prior year average for the first quarter of \$2.97 a gallon.

Share-based compensation during the quarter was approximately \$1.7 million, or 20 basis points, compared to \$1 million, or 14 basis points, in the prior year. Operating income for the quarter was 2.9% on a GAAP basis, a 39 basis point decline over the prior year's fourth quarter operating income of 3.3%. Adjusting for the costs associated with the Moreno Valley and York facilities, operating income would have been 3.2% for the first quarter of fiscal 2009.

Our effective tax rate for the quarter ended October -- I'm sorry, November 1, 2008, was 39.6%. The increase in the tax rate for fiscal 2009 is due to the prior year yielding a benefit related to tax credits associated with our solar panel installation projects at both our Rocklin, California, and Dayville, Connecticut, distribution facilities.

Our inventory was at 56 days for the first quarter, above our target range of 47 to 50 days and an increase of five days in comparison to the prior year. Our higher inventory levels at the end of the quarter were due to the inventory build that is currently in process for the mid-January opening of our York facility, as well as our continued efforts to work down inventory levels in our Moreno Valley facility following its opening in September.

In addition, this year we have a higher inventory build out our Specialty Division, which was not part of the Company in the first quarter of fiscal 2008, as the holidays in the second quarter represent Specialty's peak periods.

We expect to work our inventory levels down towards the high end of our target range by the end of the second fiscal quarter. DSO for the first quarter was at 20 days, favorable to our target range of 22 to 25 days and a one-day improvement over the prior year. Capital expenditures were \$11.4 million, or 1.32% of net sales, for the three months just ended which is slightly below our target spending.

At this time we continue to expect our CapEx to be in line with our previously announced guidance of \$55 million to \$62 million as we look to relocate from our existing Pennsylvania facility to a new facility in January 2009 and we continue to evaluate potential facility sites in the Texas market.

At \$3.4 million, interest expense reflected an 18% increase on a year-over-year

basis due to higher debt levels associated with the prior year acquisition of UNFI Specialty, partially offset by lower interest rates during the quarter.

The Company's outstanding commitments under our amended and restated credit facility as of November 1 were approximately \$321.7 million with available liquidity of \$85.8 million including cash and cash equivalents. Our leverage as of the end of the first quarter was approximately 3.1 times based on a trailing 12 months, while our return on capital was approximately 10% and our return on equity was 10.3%.

At this time, I would like to turn the call over to our Chair of the Board, Michael Funk.

MICHAEL FUNK, CHAIRMAN, UNITED NATURAL FOODS: Thank you, Mark. I just want to make a couple of final comments. The Board is very pleased with the results of this quarter, especially considering the challenges of this economic environment. In addition, we are also very pleased with the progress of our leadership transition, which began in mid-September and has gone very smoothly.

Now we would like to open up for any questions that you may have for us. Operator?

OPERATOR: (Operator Instructions). John Heinbockel, Goldman Sachs.

JOHN HEINBOCKEL, ANALYST, GOLDMAN SACHS: Steve, a couple of things. You talked about the softness in November. How broad-based is that if you look at your distribution channels, you look at geography, you look at product categories? Fairly broad-based or is it more concentrated?

STEVE SPINNER: No, I think generally speaking we are seeing the softness across all the channels. Obviously we have some product categories that are increasing. I mentioned that in the commentary a little bit; some categories that are decreasing. But generally speaking, there was an overall softening in November across supplements, produce, and organic & natural.

JOHN HEINBOCKEL: Is it significant enough where you need to do something different tactically or not that -- it's not that material?

STEVE SPINNER: You know it's premature I think, John, for us to make that kind of a judgment. We have seen a lot of volatility in the sales, swings up-and-down week-to-week. We really want to take a look and see what happens over the holiday season.

Thanksgiving is a week later this year. We want to see what happens between Thanksgiving and Christmas before we were really in a position to give a real good feel for where we see sales going throughout the rest of the year.

So in answer to your question, right now we are pretty comfortable with the projects we have going on. We are not in a position to modify those as of yet.

JOHN HEINBOCKEL: Sort of as a follow-up to that, how do you think moderating inflation is going to play through the P&L next year? When do you think that is going

to happen? I assume you will think it will be a little bit of a benefit, but where is it going to be a benefit on the P&L and when do you think that takes place?

STEVE SPINNER: Well, number one we have seen elevated inflation now for a while. Our hope is that we are seeing the last of the supply to manufacture catch up in this quarter with the hope that inflation will start to trail off in the third quarter. It seems unlikely, I mean, with everything that is going on that we would have these kind of unprecedented levels of inflation continue beyond that.

JOHN HEINBOCKEL: Do you think manufacturer trade spend goes up and promotions go up and that is how you capture it?

STEVE SPINNER: I'm sorry, say that again, John?

JOHN HEINBOCKEL: Do you think manufacturer trade spending or promotional activity, as opposed to list price reductions, that is how it will play out and that is how you will see it?

STEVE SPINNER: Yes.

JOHN HEINBOCKEL: All right. Then, finally, you mentioned forward buying. How big an issue is that? Because I know one of the things for the traditional guys they have said because of just-in-time inventory and changes in manufacturing behavior, you are just not seeing as much forward buying opportunity as before. Was that significant or pretty modest?

STEVE SPINNER: No, we haven't seen that. We are taking a look at the entire supply-chain model as we speak, as it relates not only to forward buy but the way we go to market with our suppliers across the country, what kind of value proposition we provide them. All those things are taking place and they are in the very beginning phases. But specifically answering your question regarding forward buys, we haven't seen a lot of change there yet.

JOHN HEINBOCKEL: All right, thanks.

OPERATOR: Greg Badishkanian, [BD Company].

GREG BADISHKANIAN, ANALYST, BD COMPANY: Great. Thanks. Just a few questions, just on the slowness that you saw the last month or so. What does your 2009 guidance assume for organic sales growth as well as just for fuel price surcharges and those types of items?

STEVE SPINNER: Well, I mean, I would say that the organic sales growth -- we had this last quarter or -- our first quarter was the only quarter where we were going to still have the benefit of the Specialty year-over-year. So I think if you backed that out it would give you an organic growth in the range of I think it's 8.5% to 10.5%, 9% to 11%, something in that range. So that is what we had from an organic standpoint. No additional customers, etc., built-in from that perspective.

Then with respect to the fuel surcharge, I think we have talked about it before is

that in a rising environment we gain additional revenue which helps us on the gross margin side with -- as the fuel surcharge increases. But it only covers a portion of the cost and so it's maybe a 70% to 80% recovery on the rising fuel prices as we don't pass that on completely to our customers. So in a declining environment we have the reverse benefit where there may be a 20% to 30% tailwind for each dollar drop in fuel prices.

I mean, ultimately, on fuel the hope is that it's neutral; in a rising or a falling market that the expense and the charge offset one another.

GREG BADISHKANIAN: Right. Good. Looking at when you look at sort of your branded food business you look at the Millbrook business, I know it's a tough environment for, in terms off from a liquidity perspective. But is there -- do you think there might be some acquisition opportunities over the next 12 months?

Are you having companies come to you that might be good brands to fit into your businesses? Is that something you are looking at? And are the take-out multiples that are in the industry have they come down similar to what the public market valuations have come down as well?

MARK SHAMBER: Yes, I mean as it relates to brands, we continue to make small brands acquisitions. As a matter of fact, we just completed one; we will probably do another one or two. They tend to be smaller very accretive deals that are a great addition to our Blue Marble Brands program.

As it relates to the overall acquisition market, we haven't seen a lot of activity so I really can't comment on whether the multiples have come down. I can tell you from our perspective that it would be nice to take a little bit of a breather to really make sure that Specialty gets integrated before we take another jump into an acquisition of significance. However, if the opportunity was presented to us we would take a look at it.

GREG BADISHKANIAN: Right, good. Maybe just a little bit on some of the opportunities --Millbrook in terms of gaining new supermarket business because now you have a full platform of products, a whole portfolio of products. Just some color on that in terms of what the opportunities are.

MARK SHAMBER: Yes, clearly, that is one of the most significant opportunities we have as a company, not only in Specialty but in customers that buy specialty, natural, and organic more in the conventional space or the mass market space. And that is where we are putting a lot of effort towards to significantly grow our share in those categories of customers and I feel pretty confident that it's going to happen. I don't want to comment as to when, but we are putting a lot of effort into it.

GREG BADISHKANIAN: Great. Thank you very much.

OPERATOR: Edward Aaron, RBC Capital Markets.

ED AARON, ANALYST, RBC CAPITAL MARKETS: Great, thanks, good morning. A couple of

questions. So if fuel stays where it is right now it seems possible for you to maybe come up short on your sales guidance for the year but still hit earnings. And in that scenario what would you think is kind of a minimum level of sales that you would need to still meet your earnings guidance?

STEVE SPINNER: That is a great question and that is one that we have obviously spent a lot of time talking about. With the sales softening, based upon what we see today we still think our numbers are attainable. We have got a couple of things moving in our direction -- fuel interest, expense control, being able to increase our market share in some of the customers I just talked about. So I think you are right, should the sales soften to a much greater degree, well, I guess that will be a conversation we will have at the next quarterly call.

ED AARON: If I were to assume that organic or internal sales growth over the next three quarters is in kind of the mid to high single-digit range, do you think in that scenario your earnings guidance would be achievable based on what you know today?

MARK SHAMBER: Yes, I think in that scenario we still feel that we could achieve it. As you mentioned there is a number, and Steve responded, there are a number of different levers that we could pull. And so in that sort of scenario we would still feel comfortable with the guidance.

ED AARON: Thanks. Then on Millbrook, so it looks like adjusting for the extra weight that you had last quarter it looks like sequentially the sales might have been a little bit lower. But I am just trying to understand how much of that would be seasonality versus any incremental weakness in that business. Then similarly how should we think about seasonality of that business in the current quarter?

STEVE SPINNER: I will give you kind of two comments on that. Number one, we did see that the Specialty business softened a little bit sooner than the business in the other channels. Two, the biggest sales softness in Specialty when you look at year-over-year was resulting from a group of supermarkets that we sold last year that closed. So it wasn't a business loss, it was just that those supermarkets closed. That represented the largest portion of the decline year-over-year.

But, clearly, the greatest opportunity for us is to obviously take market share in the Specialty channel.

ED AARON: Right. Okay, and then last question just on the fuel surcharges. So you mentioned that it hurts the gross margin as the surcharges come out, but it seems like there is -- from a timing perspective there is -- you kind of get a benefit because there is a lag period between when the fuel prices come down and when the surcharges come down. So in that first one or two quarters initially will it hurt the gross margin over the next one or two quarters or is it more two or three quarters down the road?

MARK SHAMBER: It certainly benefited us this quarter as prices started to decline, but we are working with our -- in order to try and work with our customers to be more timely, both on the increasing prices as well as when prices decline, we are looking at changing the frequency with which the fuel surcharge is adjusted.

And as a result of that I would say that in the second and the third quarter and going forward that it will have, certainly in this price environment with oil at \$52 a barrel, I think that you will see much more of an impact on the gross margin this quarter than you might have had we not made that change.

STEVE SPINNER: We are looking at adjusting the fuel surcharge more on lines of like a four- or five-week basis than sort of a trailing three-months basis which we have been using before.

ED AARON: Do you have a sense of whether your competitors are doing the same thing?

STEVE SPINNER: I do not know from that standpoint I couldn't answer that for you. But we think it's the right thing to do, particularly with the rate at which we have seen prices decline recently.

ED AARON: Very good. Thanks, guys.

OPERATOR: Andrew Wolf, BB&T Capital Markets.

ANDREW WOLF, ANALYST, BB&T CAPITAL MARKETS: Good morning. A couple of follow-ups. First on Ed's questions and in relation I think Mark to your prepared comments. You still expect to gain back some of the, I think you said 20% to 25% if I remember, of the -- here in the deflationary period for fuel that you essentially ate on the way up, right?

MARK SHAMBER: Correct.

ANDREW WOLF: And just help us do the math, I have been looking at trying to figure out how many gallons you guys use a year. Is it about 9 million to 10 million gallons of diesel fuel per year? Is that a good ballpark guesstimate?

STEVE SPINNER: I would say that it's in the range, Andy. I mean it certainly is changing all the time, particularly as we relocate facilities. We make -- we continue to make efforts to reduce our consumption. I would say it has probably hovered in that range consistently for the last two or three years.

ANDREW WOLF: Thank you. And on the sales, how much does the late Thanksgiving factor into potentially things not being quite as -- the slippage not being what you think? I mean, do you have any sense? Last week must have been really down because the year-ago was probably the biggest shipping week of the year. So is it really, I mean, do you really have valid information to work off or do you need to see this week?

MARK SHAMBER: See that is the reason why we really don't want to comment on the sales number because you are exactly right. We really want to wait until we see this week as well as the next couple of weeks up until Christmas before we can really feel like we have enough information to get to an intelligent basis for how we look at sales moving forward.

ANDREW WOLF: Then I guess a lot of the food at home retailing space is doing better; people are preparing more at home. Thanksgiving shouldn't be any different. Do you have any sense how this week might look for the retailers or on your shipping side?

STEVE SPINNER: Not at this point.

ANDREW WOLF: Okay, and Steve, I wanted -- both in the press release and in your remarks you know you guys are sounding increasingly bullish about getting new customers as an integrated company with Specialty. Is that more of informed, if you will, from things you are seeing out in the field and hearing from your sales pitches? Or is it more just internally, like the integration is finally where it should be and you feel you are prepared to go to market with a persuasive sales pitch?

So is it more evidence that people are listening to what you are saying or is it more you just feel like you are ready to go to market?

STEVE SPINNER: I think it's both. I mean I think people -- you know, the reason why we bought the Specialty is because our customers told us that they wanted us to sell it to them. We needed the year to get that business turned around, start the integration, make sure our service level was good before we really wanted to go in front of them to tell them we were ready.

We are now going in front of them to tell them we are ready. So, again, we have got that process and that project resourced up and we are out there making the calls. I am out there making the calls and it's very important for us to land some new business in that space.

ANDREW WOLF: And just a quick follow-up. I mean, I think you have alluded to this but is there a structural advantage for UNFI that is part of either pricing or service levels? What are you saying that distinguishes UNFI from some of the competitors that a retailer is going to really get interested in?

STEVE SPINNER: I think the answer is that number one we have the most robust distribution network, so when you look at where our DCs are we can do it more efficiently from a cost perspective than most, if not all. Secondly, I don't think there is anybody that competes with us on an SKU to SKU on the natural organic space. So for the retailer that really has a commitment to being in the natural and organic business, we carry 20,000-plus line items. So that is a tremendous point of differentiation.

But I would tell you that the biggest reason is that if you look at our distribution network, the way we can go to market throughout the United States and cover all of our customers' facilities without running thousands of miles, we are the one that can do it.

ANDREW WOLF: So does that translate into a better dead net cost delivery or just a better service levels or both?

STEVE SPINNER: It's all of the above.

ANDREW WOLF: Okay, thanks.

OPERATOR: Scott Van Winkle, Canaccord Adams.

SCOTT VAN WINKLE, ANALYST, CANNACORD ADAMS: Sorry, can you hear me guys?

STEVE SPINNER: Yes, Scott.

SCOTT VAN WINKLE: I guess for you, Mark, when you think about inflation does that include fuel surcharges?

MARK SHAMBER: No.

SCOTT VAN WINKLE: So you would add that on top of inflation? That is really kind of an inflation measure, wouldn't it be?

MARK SHAMBER: It would be, but I mean depending on where the prices increase and the timing of how the quarter had been on a trailing basis, it doesn't always work itself out to be a fair reflection. If there is a week that changes -- if there is a week that moves us from one bracket to the next by a penny and then it jumps right back down, it sort of becomes a false measure for that quarter.

So I mean there are some aspects off it, if you were looking at the fuel overall, but from the surcharge and the way it's calculated it doesn't have as much validity by virtue of how we put it in place.

SCOTT VAN WINKLE: Okay. On the private-label side, can you see into your customers to identify if there is any change in mix towards private label. Obviously we hear it from your largest customer, but I am wondering from the supermarket side if you see that. We hear certainly a lot of talk about it on the conventional side.

STEVE SPINNER: No, I don't think so. We are not handling that for them so I don't know that we would have that same visibility other than if we were to see any changes in our growth with them.

SCOTT VAN WINKLE: Okay, great. Thank you very much.

OPERATOR: Scott Mushkin, Jefferies & Co.

BAKLEY SMITH, ANALYST, JEFFERIES & CO.: Hi, guys. This is Bakley Smith filling in for Scott today. I just wanted to talk about real quickly your cash levels. How do you feel about -- I understand that you have had to build out some inventory levels with the expansion or new facilities etc. Talk to us a little bit about the \$7.5 million as of the end of 1Q as it compares historically and how you feel about that.

MARK SHAMBER: Honestly, the cash at any point in time that we have on hand is really a reflection when we have LIBOR strips expiring that we can pay down the debt. So you know if you look at the fact that at year-end we were at \$25.3 million, we would have had less cash on hand if there had been a LIBOR strip expiring that last day versus the current scenario.

So we tend to look more at our availability and liquidity from that standpoint versus the straight cash, as we are a net debtor. From that particular standpoint, this is -- the first quarter is generally our high water mark for the year, so you see that from a standpoint of the increased inventory levels in a general sense. Then, obviously, with Moreno Valley opening and York preparing to open we have got additional inventory on hand.

So if I look at it from that perspective, we will continue to work our inventory levels down. The back half of the year is really where we generate a lot of the free cash flow that we have, whether we put it to CapEx or yield free cash flow. So from where we stand right now I am very comfortable with the levels that we are at.

BAKLEY SMITH: Okay. I guess we have kind of hit on the diesel -- I did have a question about diesel, but it sounds like the benefits from lower diesel costs are more in the future than you would have seen in the recent quarter. So is that the message I am getting?

MARK SHAMBER: Yes, if you look at where the prices were we were still up year-over-year in diesel prices.

BAKLEY SMITH: Okay. And just I know that no one changed their contracts around this time of year, but do you have any previews or insight into how contract negotiations are going as we get into the first calendar quarter of '09?

STEVE SPINNER: Nothing we really would comment on.

BAKLEY SMITH: Okay. Well, thanks very much.

OPERATOR: Bob Cummins, Shields & Company.

BOB CUMMINS, ANALYST, SHIELDS & COMPANY: Thanks very much and good morning, everybody. I wanted to get a little more detail, a little more flavor for your Specialty business. To what extent does their distribution extend across the country or do they just market in certain regions?

What went wrong following the acquisition that resulted in the disappointing earnings some how and what are you doing to get that business straightened out? Specific steps that you have been taking that are obviously having some impact now. Finally, maybe you could just give us a little more insight into how that business may be integrated over time into your mainstream operations?

STEVE SPINNER: Let me start with that and then I will have Mark step in and give you a little bit more on the history. As I said a little while ago, Bob, for us to be a player in the conventional retail space, mass market space, those retailers

really demanded that they buy natural and organic and specialty from one supplier. Up until the Specialty acquisition, UNFI obviously was the leader in the natural and organic space but didn't have any specialty business. So strategically long-term we needed to be in the specialty business and this acquisition represented a great opportunity for the Company to get into it.

I will jump forward a little bit to where we are now and then I think Mark can give you a little bit more color around the dilution in the first year. Where we are today is we have that business stabilized, our service level is very high. We feel pretty optimistic that we are doing a great job with the customer base that we have and we are talking to a lot of customers on the natural and organic side about adding Specialty to our mix, as well as taking on new customers that are not currently with UNFI.

From an integration perspective, we will have our first fully-integrated UNFI Natural, Organic, and Specialty building in York, Pennsylvania, and we expect that integration to be completed in April of 2009. We currently have a facility in Florida where we are carrying the specialty product with our natural and organic. However, those two are on different systems right now. Once we get finished with the York, Pennsylvania, IT integration we will then move into Sarasota, Florida, and make sure that they are on one system as well.

The idea and the project will bring us towards integrating all of our Specialty DCs into our existing UNFI Natural and Specialty Distribution Centers within about 18 months. Once we do that we will be in a great position to really handle distribution of all those products in a very, very cost effective way.

Right now Specialty is primarily in the eastern half of the US. However, we just finished a building in Moreno Valley, California, which is Southern California. We have some room at some of our other facilities in the West, so the intent would be to fairly aggressively move Specialty into the West with the acquisition of a new customer in that market. I will turn it over to Mark and he can give you a little bit more color around it.

MARK SHAMBER: Sure. Bob, I think we have got over it on some of the previous calls, but the short version is that the transaction dragged on longer than we would have liked. And so the business that was cash starved when the transaction was closed, it was a bit worse than we had anticipated at that point. We felt after three or four months in that we needed to make some changes with the management team and go in a different direction from an integration standpoint.

And so what that basically did is put us about four to six months behind our original integration plan, which led to the dilution extending out beyond the end of fiscal '08 and into the second and third quarter of fiscal '09 which is roughly where we anticipate we would be back at breakeven with Specialty for this year. So I think that the business they just did not have a lot of free working capital to invest in inventory and their service level suffered as a result. That obviously impacted the customers and led to some of the customer losses when we took over the business.

BOB CUMMINS: Okay, that is very helpful. Thank you.

OPERATOR: Meredith Adler, Barclays Capital.

MEREDITH ADLER, ANALYST, BARCLAYS CAPITAL: Thank you. I would like to actually go back to a question that was asked earlier by John Heinbockel, just talking about some of the impact of inflation. I think there was commentary about vendors providing more promotional allowances perhaps to offset the fact that the prices haven't come down as quickly as commodity costs have. But I wasn't sure I understood to what extent are you getting promotional allowances?

It's certainly for some of the big branded products, not Natural, Organic, or Specialty, they are not going to have their costs come down or their prices come down for a while. So you seem optimistic that that will happen pretty soon. So could you just talk a little bit more about that?

STEVE SPINNER: Well, I think what maybe we were trying to get across, Meredith, is that we have seen that -- we expect that the inflation levels will start to mitigate going into the third quarter. The way the question was posed I think that you are very unlikely that you are going to see that the manufacturers lower their prices. So if demand softens at that point or continues to be soft, what we are more likely to see is additional promotional offerings in order to drive sales from the manufacturers' standpoint.

And so that is when we would expect to see similar levels or increased levels, perhaps, on a forward buying opportunity. But that is sort of the direction that we were going in trying to answer that question.

MEREDITH ADLER: Okay, that makes more sense. Just I guess a follow up with that, you say that most of the opportunities in forward buy. Do they also actually provide you funds, co-op advertising, or promotions or anything like that that you would share with your customers?

STEVE SPINNER: Yes, I mean there are a variety of different marketing initiatives and advertising programs that are in place. It varies by manufacturers to which a program they feel works best for them.

MEREDITH ADLER: Great. Thank you very much.

OPERATOR: (Operator Instructions). Andrew Wolf, BB&T Capital Markets.

ANDREW WOLF: Thank you. Looking at this quarter's operating expenses and looking at prior quarters and taking out the extra week, it looks like it's the first quarter in a forever where your, actually your operating expenses sequentially, especially going from the fourth to the first quarter were flat to down. That strikes me as a very good thing.

Is that, Steve, what you are talking about with some expense disciplines or is that more to do with some costs that were just heavy in Q4 or heavy last year that aren't in '09?

STEVE SPINNER: You know, Andy, I don't know that there was so much from an expense control standpoint. But we are at a scenario now where the Sarasota facility has been open for over a year, once we got into the middle of the first quarter. The Portland facility at this point is coming up on, depending on which month of the quarter anywhere from seven to nine months.

So I think it's a scenario where we have started to alleviate some of these facilities where we were overcapacity and operating inefficiently and yielding the benefits of some of the build out that we had. I think those are some of the benefits that we have had.

The other piece, as we talked about last quarter, is that where we were with the Specialty division is that we felt we had the gross margin at the level that it needed to be at but there was still expenses to get out from the system there. And so the improvement that we have seen from a dilution tends to be more on the operating expense side related to Specialty than improvement in gross margin.

MARK SHAMBER: We did go through a fairly significant expense reduction in Specialty. I am not sure if that is in the comparable periods that Andy is looking at, but --.

ANDREW WOLF: Okay. So it sounds like it's a combination of structurally the Company is just much more efficient as it builds out and some of it's Specialty being less dilutive. To that are you still -- I didn't hear this and if you did say it, I apologize -- but are you still at a \$0.06 budget for the year for Specialty dilution and pretty much to let the run rate to breakeven by Q4?

MARK SHAMBER: Yes, and I think that as Steve mentioned in the press release, I think we are very happy with the progress that we saw this quarter. We think we are still on track for that.

ANDREW WOLF: The last housekeeping item is on the distribution centers, I think you had talked about \$0.10 or \$0.11, some number like that, impacting this year. It looks like it's \$0.035 so far. Could you give us a sense if that is still the number? It sounds like Texas, you may or may not -- it has a little effect, but when is the big load for York? Is it in the second quarter?

MARK SHAMBER: It's in the second quarter, so if we were to go back to year-end, I had given at that time an estimate of \$0.03, \$0.04, \$0.01, \$0.02 as to how I thought it would play out over the four quarters. There was a little more of a load in the first quarter and I think the second quarter will be relatively consistent. So if you say it was close to \$0.035 this quarter, I think it would be similar for the second quarter.; instead of being \$0.04 maybe a little bit less than that in the second quarter. But yes at this point I would say we are still on track for roughly \$0.10 for the year.

ANDREW WOLF: That would mean Texas you start to spend some money that impacts Q4?

MARK SHAMBER: Yes, at this point I would say that is still on track. We have talked that Texas could slide into fiscal 2010. But at this point I don't think we would be changing that so we would still have it in 2009.

ANDREW WOLF: Thanks.

OPERATOR: At this time there are no further questions. I would like to turn it back to management for any closing remarks.

STEVE SPINNER: Thank you. I want to once again thank you for joining us this morning. Despite the challenges we all face in these difficult times, UNFI will execute its long-term core strategies for growth. Thank you for your continued interest in UNFI and have a great day.

OPERATOR: Thank you, sir. Ladies and gentlemen, if you would like to listen to a replay of today's conference please dial 1-800-405-2236 or 303-590-3000 using the access code of 11122176 followed by the pound key. HCT would like to thank you for your participation on today's conference. You may now disconnect.

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October 9, 2008

Learn About the Nutritional Supplements in the U.S., Third Edition

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Reportlinker.com announces that a new market research report related to the Vitamins - Supplements industry is available in its catalogue.

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Economic downturn of 2008 notwithstanding, the U.S. market for nutritional supplements is poised for healthy growth, with sales forecast to climb 39% from 2007 to 2012 to reach \$8.5 billion, following a major rebound in 2006-2007.

Helping to protect the category as consumers tighten their discretionary spending belts are the strong preventive health care angle of supplements and the market's sizeable component of better-off demographics including aging Baby Boomers. Nutritional Supplements in the U.S. reports on numerous other positive factors also at play, including industry efforts to promote supplements as more essential than ever in weak economic times since they can help to avert the need for much costlier prescription drugs and medical treatments, bolstered product credibility as a result of the newly implemented federal GMP (Good Manufacturing Practices) and AER (adverse event report) requirements, increased industry self-regulation, and a steady stream of innovative new products targeting an ever broader range of increasingly specific conditions-especially the many age-related issues of aging Boomers and seniors.

This Packaged Facts report examines the U.S. market for nutritional supplements sold to consumers through the entire retail spectrum, including vitamins, minerals, herbals, homeopathics and combination products. The report provides extensive retail sales breakouts, past and future, along with a thorough examination of market drivers, the competitive situation, marketer and brand shares, marketing trends, and consumer trends, including health, wellness and dietary patterns and interest in nutraceutical foods and beverages.

Special features of Nutritional Supplements in the U.S. include a detailed examination of sales and market share trends in the natural supermarket channel, and of condition-specific products in myriad mass-market segments including joint, calcium, children's, eye, energy, heart, men's, women's, brain, digestive and cosmetic. The report also covers topics including organic and "green" appeals, product customization and global trends.

Using Information Resources, Inc.'s InfoScan Review data, the report quantifies sales and marketer/brand shares across four mass-market categories (General Supplements, Multivitamins, 1 & 2 Letter Vitamins, and Liquid Vitamins), while using SPINSscan reporting to quantify sales and brand shares through natural supermarkets for two classifications (Vitamins & Supplements and Herbals & Homeopathics). Simmons Market Research Bureau and BIGresearch consumer survey data form the basis of an in-depth examination of product and brand penetration levels, while also exploring consumer attitudes toward nutritional supplements vis-a-vis related trends such as preventive health care, healthy eating and the economy. The report also quantifies new product introductions based on Datamonitor's Productscan Online tracking service and extensive Internet canvassing, and profiles selected marketers of nutritional supplements including Alacer Corp. (Emergen-C), Bayer (One-A-Day), GNC, NBTY (Nature's Bounty) and Nature's Way.

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Psychographic; Psychographic Statements; Purchasing Organic Nutritional Supple-

ments; Relying; Supermarket; Supermarkets; Supplements; Supplements Categories;
Supplements Category; Supplements Competing; Supplements Filling; Supplements Gum-
mies; Supplements Industry; Supplements Losing Steam; Supplements Online; Supple-
ments Product; Supplements Surpass; Trending; Trends; Trends Homing; Trends Super-
markets; Trends Supplements; Users Agreeing; Users Proactive; Vitamins; Vitamins
Liquid; Vitamins Supplements) (LONDON, UNITED KINGDOM) (LONDON, UNITED KINGDOM)

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(Medical and Healthcare:Health and Nutrition); (Pharmaceuticals and Bio-
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7/27/08 Med. Letter on CDC & FDA 78
2008 WLNR 13386266

Medical Letter on the CDC & FDA
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July 27, 2008

Section: Expanded Reporting

USC School of Dentistry researchers uncover benefits of aspirin for treating
osteoporosis
University of Southern California

Researchers at the University of Southern California, School of Dentistry have uncovered the health benefits of aspirin in the fight against osteoporosis. Forty-four million Americans, 68 percent of whom are women, suffer from the debilitating effects of osteoporosis according to the National Institute of Health. One out of every two women and one in four men over 50 will have an osteoporosis-related fracture in their lifetime (see also University of Southern California).

This latest study identifies aspirin's medicinal role on two fronts. In mice, the drug appears to prevent both improper bone resorption and the death of bone-forming stem cells. The findings will be published in PLoS ONE <http://www.plosone.org/doi/pone.0002615> on Wednesday, July 9.

An aspirin regimen appears to help mice recover from osteoporosis in two useful ways, striking a balance between bone formation and resorption, according to Associate Professor Songtao Shi and Research Associate Takayoshi Yamaza of the USC School of Dentistry's Center for Craniofacial Molecular Biology (CCMB).

The silent disease affects both men and women. In women, bone loss is greatest during the first few years after menopause. Osteoporosis occurs when bone resorption (loss of bone) occurs too quickly or when formation (replacement) occurs too slowly.

According to Shi, the removal of the ovaries and the resulting decrease in estrogen induces osteoporosis in mice, much like the onset of the disease in post-menopausal women. It is commonly thought that T-lymphocytes, a type of immune system cell, play a pivotal part in this process by over-activating osteoclasts, the bone cells that reabsorb bone material from the skeleton. Most current osteoporosis therapies aim to curb overactive osteoclasts.

However, there seems to be another side to the T-lymphocytes', or T-cells', role in osteoporosis, Yamaza says. While the immune cells typically attack disease cells and other foreign entities, the T-cells can mistakenly attack healthy stem cells.

"After infusing the mice with T-cells, the T-cells impaired the function of bone marrow mesenchymal stem cells as well as caused osteoclast numbers to increase," he says.

The bone marrow mesenchymal stem cells, or BMMSC, differentiate to become many different cells including osteoblasts, the cells responsible for bone formation. If this process is impaired by T-cells, bone formation cannot keep up with bone resorption caused by osteoclasts, and bone mineral density decreases - the hallmark of osteoporosis that leads to skeletal structural deterioration and fractures.

An aspirin regimen has been linked in earlier epidemiological studies to better bone mineral density, but the mechanisms of its interactions in regards to bone health had not yet been studied extensively, Shi said.

"We've shown how aspirin both inhibits bone resorption and promotes osteoblast formation," Shi says.

Another exciting aspect of the aspirin treatment is that the dose administered to the mice in order to increase their bone mineral density is the same as that of a typical human aspirin regimen when adjusted for body weight differences, he adds. While the species difference is still a factor, the results are promising.

"When we gave a large amount of aspirin to the mouse by injection, it did not work," Shi says, "but when we gave a low dose in the mice's water for a long period of time, similar to a human dosage, the bone mineral density increased."

Shi and Yamaza hope that their work will translate into new clinical strategies for osteoporosis.

"We have opened a door," Shi says. "We hope other scientists can confirm what we've found and move the treatment forward."

The use of aspirin offers hope to patients and doctors searching for a potential alternative to bisphosphonates currently being used as a means of prevention and treatment for osteoporosis. This latest study opens up the possibility that aspirin some day will not only be prescribed to ward off heart disease but also osteoporosis.

---- INDEX REFERENCES ----

COMPANY: UNIVERSITY AND STATE EMPLOYEE CREDIT UNION OF SAN DIEGO

NEWS SUBJECT: (Health & Family (1HE30); Aging & Elderly (1AG22))

INDUSTRY: (Healthcare Practice Specialties (1HE49); Dentistry (1DE32); Internal Medicine (1IN54); Physical Science (1PH15); Pharmaceuticals & Biotechnology (1PH13); Pain Management (1PA72); Analgesics (1AN10); Stem Cells (1ST27); Science (1SC89); Science & Engineering (1SC33); Healthcare (1HE06); Orthopedics & Rheumatology (1OR79); Bone Disease (1BO07))

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Language: EN

OTHER INDEXING: (BMMSC; CCMB; CRANIOFACIAL MOLECULAR BIOLOGY; NATIONAL INSTITUTE OF HEALTH; SCHOOL OF DENTISTRY; UNIVERSITY (THE); UNIVERSITY; USC; USC SCHOOL) (Forty; Shi; Songtao Shi; Takayoshi Yamaza; Yamaza)

KEYWORDS: Aspirin; Bone Resorption; Dentistry; Drugs; Endocrinology; Estrogen; Hormones; Menopause; Osteoporosis; Pharmaceuticals; Regulatory Actions; Stem Cell Research; Therapy; Treatment; University of Southern California; All News; Consumer News; Complementary and Alternative Medicine

Word Count: 800

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2008 WLNR 12934296

Hindustan Times
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July 10, 2008

Aspirin may help fight against osteoporosis

Report from Asian News International brought to you by HT Syndication.

Washington, July 10 -- An aspirin a day may keep osteoporosis at bay, at least that's what a new research suggests.

Researchers at the University of Southern California, School of Dentistry have uncovered the health benefits of aspirin in the fight against osteoporosis, which affects men and women alike.

The study identifies aspirin's medicinal role on two fronts.

In mice, the drug appears to prevent both improper bone resorption and the death of bone-forming stem cells.

According to Associate Professor Songtao Shi and Research Associate Takayoshi Yamaza of the USC School of Dentistry's Center for Craniofacial Molecular Biology (CCMB), an aspirin regimen appears to help mice recover from osteoporosis in two useful ways, striking a balance between bone formation and resorption.

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While the species difference is still a factor, the results are promising.

The study will be published in PLoS ONE.

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---- INDEX REFERENCES ----

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NEWS SUBJECT: (Health & Family (1HE30); Aging & Elderly (1AG22))

INDUSTRY: (Healthcare Practice Specialties (1HE49); Internal Medicine (1IN54); Physical Science (1PH15); Pharmaceuticals & Biotechnology (1PH13); Pain Management (1PA72); Analgesics (1AN10); Stem Cells (1ST27); Science (1SC89); Science & Engineering (1SC33); Healthcare (1HE06); Orthopedics & Rheumatology (1OR79); Bone Disease (1BO07))

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OTHER INDEXING: (ASIAN NEWS INTL; BMMSC; CALIFORNIA; CCMB; CRANIOFACIAL MOLECULAR BIOLOGY; HT; HTS; SCHOOL OF DENTISTRY; UNIVERSITY OF SOUTHERN; USC SCHOOL OF DEN-

TISTRY) (Report; Shi; Songtao Shi; Takayoshi Yamaza; Yamaza)

Word Count: 597

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2008 WLNR 7300471

Kansas City Star (MO)
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April 19, 2008

Section: E

HEALTH BRIEFS: Fasprin, helps prevent blood clots

Fasprin helps prevent blood clots

Fasprin, a new form of low-dose aspirin that quickly dissolves on the tongue and is absorbed by blood vessels lining the mouth, is being promoted for its heart-health benefits. Studies show aspirin makes blood cells less sticky and helps prevent blood clots that can cause heart attacks and strokes.

What is it? Fasprin is an 81 milligram aspirin that dissolves in your mouth, not in your stomach, so that it enters the blood stream in three to five minutes instead of the usual 20 to 30 minutes.

What are the advantages? Fasprin is easy to take, requires no water, is quickly absorbed and does not irritate the stomach lining.

Children, teenagers and pregnant women should not take aspirin products. Check with your doctor before taking any medication.

Suggested retail price is \$5.99 for a 30-tablet package.

Heal faster with hypnosis

News flash: 15 minutes of hypnosis can reduce post-surgery pain.

Mesmerizing news for breast cancer patients: Just 15 minutes of hypnotherapy can reduce the amount of anesthesia needed during surgery and the pain, nausea and fatigue afterward. Doctors at New York's Mount Sinai School of Medicine gave 200 women preoperative hypnosis or psychological consultation and also found the hypnosis patients were out of surgery 11 minutes earlier on average.

Find a licensed hypnotherapist at asch.net.

Double your fat loss

Team up for a fast, fun way to get fit and slim down.

Hitting the grass instead of pounding the pavement could help you lose twice the weight, reports a University of Copenhagen study.

Male couch potatoes who played soccer 3 times a week for 1 hour lost nearly 8 pounds of fat in 12 weeks, while those who jogged as often lost just 4. They also rated their workouts as easier -- when you're focused on the ball, you don't notice how hard you're running.

Find a league near you at active.com.

The number of calories burned playing soccer for 1 hour: 476.

---- INDEX REFERENCES ----

COMPANY: MOUNT SINAI SCHOOL OF MEDICINE

NEWS SUBJECT: (Health & Family (1HE30); Health & Wellness (1HE60))

INDUSTRY: (Healthcare Practice Specialties (1HE49); Women's Health (1WO30); Healthcare (1HE06); Pain Management (1PA72); Analgesics (1AN10))

Language: EN

OTHER INDEXING: (FASPRIN; MOUNT SINAI SCHOOL OF MEDICINE) (Check; Children; Double; Find; Heal; Hitting; Male; Mesmerizing) (us; usa; na; us.mo; us.mo.kcity)

KEYWORDS: (CT/lfl); (NT/Lifestyles); (SU/living)

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March 9, 2005

Aspirin Foundation of America Welcomes Finding that Aspirin Reduces Risk of Stroke
Among Women

WASHINGTON March 9 WASHINGTON, March 9 /PRNewswire/ -- The Aspirin Foundation of America (AFA) today welcomed results of the federally-funded Women's Health Study, which found that aspirin significantly reduced the risk of stroke in women. Stroke is the third leading cause of death among women in the US, according to the American Heart Association.

Specifically, the study reported a 24 percent reduction in the risk of an ischemic stroke. Ischemic strokes account for over 80 percent of all strokes.

Aspirin Foundation of America

The Women's Health Study of nearly 40,000 women over a period of 10 years is the largest study to date to examine the health effects of aspirin among women. The results were released March 7, 2005, by the New England Journal of Medicine.

Regarding the study's findings on heart health for women under 65, the AFA said it is important to note that the study involved apparently healthy women. Those considered to be at a higher risk of a heart attack -- which include women 65 years of age and older -- were found to have benefited from taking aspirin. This finding is consistent with previous recommendations by the FDA, the American Heart Association and the government-sponsored US Preventive Services Task Force that aspirin therapy should be considered for both men and women who are at an increased risk of suffering a heart attack.

The findings are particularly important for women because women suffer more strokes than heart attacks in comparison to men. As a result, low-dose aspirin therapy was said by lead researcher Julie Buring, ScD, of Brigham and Women's Hospital, to have "important public health implications."

"This is an important study that confirmed previous findings of aspirin's health benefits in preventing strokes and heart attacks among those who are at risk," said Thomas E. Bryant, MD, president of the AFA. "These findings will improve health care for women and will help save women's lives by assisting primary care physicians in prescribing an effective treatment plan."

As with all medications, the AFA recommends that all patients considering aspirin therapy consult with their physician.

CONTACT: Caroline Perrin, +1-800-432-3247, for the Aspirin Foundation of America

---- INDEX REFERENCES ----

NEWS SUBJECT: (Health & Wellness (1HE60); Health & Family (1HE30))

INDUSTRY: (Healthcare (1HE06); Analgesics (1AN10); Pharmaceuticals & Biotechnology (1PH13); Internal Medicine (1IN54); Cardiovascular Drugs (1CA60); Cardiology (1CA75); Healthcare Practice Specialties (1HE49))

REGION: (USA (1US73); Americas (1AM92); North America (1NO39))

Language: EN

OTHER INDEXING: (AFA; AMERICAN HEART ASSOCIATION; ASPIRIN FOUNDATION; ASPIRIN FOUNDATION OF AMERICA; CAROLINE PERRIN; FDA) (Among Women; Aspirin Reduces Risk; Julie Buring; Thomas E. Bryant; Women) (District of Columbia)

KEYWORDS: (SVY); (WOM)

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2005 WLNR 5060426

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April 9, 2005

Section: Expanded Reporting

Findings indicate that aspirin reduces risk of stroke among women
Stroke

The Aspirin Foundation of America (AFA) welcomed results of the federally funded Women's Health Study, which found that aspirin significantly reduced the risk of stroke in women.

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at risk," said Thomas E. Bryant, MD, president of the AFA. "These findings will improve healthcare for women and will help save women's lives by assisting primary care physicians in prescribing an effective treatment plan."

As with all medications, the AFA recommends that all patients considering aspirin therapy consult with their physician.

This article was prepared by Obesity, Fitness & Wellness Week editors from staff and other reports. Copyright 2005, Obesity, Fitness & Wellness Week via NewsRx.com.

---- INDEX REFERENCES ----

NEWS SUBJECT: (Health & Wellness (1HE60); Health & Family (1HE30))

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REGION: (USA (1US73); Americas (1AM92); North America (1NO39))

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OTHER INDEXING: (AFA; AMERICAN HEART ASSOCIATION; ASPIRIN FOUNDATION; FDA; FITNESS; NEWSRX COM; OBESITY; US PREVENTIVE SERVICES) (Julie Buring; Thomas E. Bryant; Women)

KEYWORDS: Aspirin Foundation of America; Cardiology; Health; Heart Attack; Stroke; Therapy; Women; Women's Health; All News; Consumer News; Obesity/Fitness/Wellness

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Volume 4; Issue 47

Study: Aspirin Reduces Stroke Risk in Older Women

Middle-age women can significantly reduce their risk of stroke by regularly taking low doses of aspirin, according to a new study that healthcare experts say will have major public health implications

Middle-age women can significantly reduce their risk of stroke by regularly taking low doses of aspirin, according to a new study that healthcare experts say will have major public health implications.

The expansive Women's Health Study (WHS), which monitored 40,000 female health professionals 45 and older, found that taking regular, 100-mg doses of Bayer Aspirin reduced the risk of a first stroke in apparently healthy women by 17 percent. The aspirin regimen was even more effective against ischemic stroke, reducing the risk of that condition by 24 percent. Ischemic strokes account for approximately 80 percent of all strokes.

"The Women's Health Study is the first large trial to demonstrate a significant benefit of aspirin in the primary prevention of stroke, reinforcing what we know of its efficacy from secondary prevention trials," said Brigham and Women's Hospital's Julie Buring, principal investigator of WHS. "Although not widely recognized, women tend to suffer more strokes than heart attacks as compared to men, and thus these prevention data for low-dose aspirin have important public health implications."

Aspirin's benefits were most prominent in older women, according to the 10-year randomized, double blind, placebo-controlled trial. Women age 65 and older who received aspirin during the trial were 30 percent less likely to have a stroke, and 26 percent less likely to have a major cardiovascular event, such as a heart attack.

While aspirin was effective in preventing stroke across all age groups participating in the study, the drug only reduced the risk of cardiovascular events in women 65 and older. The sponsors said in the total trial population, which comprised a large number of younger women (ages 45-55), low-dose aspirin did not demonstrate a significant benefit in preventing heart attacks or cardiovascular death. -- MN

----- INDEX REFERENCES -----

NEWS SUBJECT: (Health & Family (1HE30))

INDUSTRY: (Pain Management (1PA72); Analgesics (1AN10))

Language: EN

OTHER INDEXING: (ASPIRIN REDUCES STROKE RISK; BAYER ASPIRIN; HEALTH STUDY; HEATH
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Word Count: 372

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June 19, 2004

Section: Expanded Reporting

An aspirin a day may keep breast cancer away
Preventive Medicine

Women who regularly take aspirin seem to be at lower risk of the most common type of breast cancer than those who do not take aspirin, report researchers from Columbia University's Mailman School of Public Health and College of Physicians & Surgeons, Weill Cornell Medical College, and NewYork-Presbyterian Hospital.

Specifically, aspirin may cut the risk of hormone receptor-positive breast cancer, which makes up about 60%-70% of all breast cancer cases.

The study, conducted in nearly 3,000 women in Long Island, New York - from the Long Island Breast Cancer Study Project, headed by Marilie Gammon, PhD, professor of epidemiology at the University of North Carolina and Lineberger Cancer Center - was published May 26, 2004, in the Journal of the American Medical Association.

Mary Beth Terry, PhD, of Columbia University Mailman School of Public Health is the lead author, with Alfred I. Neugut, MD, PhD, of Columbia University College of Physicians & Surgeons and Mailman School of Public Health, and Andrew Dannenberg, MD, of Weill Cornell Medical College as co-investigators.

"The study suggests that the use of aspirin on a regular basis can reduce the risk of developing breast cancer," said Alfred I. Neugut, professor of Medicine and Epidemiology at Columbia University, and co-director of the Cancer Prevention Program at NewYork-Presbyterian Hospital. "This is among the best empirical studies that has looked at this issue. What's more, it's the first to suggest that aspirin may be more effective at preventing certain types of breast cancer than others."

"The study results add further to our knowledge base regarding the potential anticancer properties of nonsteroidal anti-inflammatory drugs [NSAIDs]," said Terry, assistant professor of Epidemiology at Columbia University Mailman School of Public Health. "The benefits of aspirin use are still primarily for heart disease prevention and arthritis, but aspirin does have side effects. In women who are using it for appropriate purposes, there may be additional benefits in terms of breast cancer prevention."

The team analyzed data collected in 1996 and 1997 from 1,442 breast cancer patients and 1,420 healthy women. The women were asked about their use of aspirin, ibuprofen, and acetaminophen (the active ingredient in Tylenol). Aspirin and ibuprofen are NSAIDs. Acetaminophen is a pain reliever, but it is not an NSAID.

Overall, 21% of breast cancer patients and 24% of healthy women said they used aspirin at least once a week for the past 6 months or longer. When the researchers compared women with breast cancer to women who were cancer-free, they found that those who took aspirin regularly had a 26% lower risk of hormone receptor-positive breast cancer compared with women who did not take aspirin.

The association was strongest in women who took seven or more aspirin tablets per week; and was greater in menopausal women than in their premenopausal counterparts. Aspirin users had the same risk of hormone receptor-negative breast cancer as women who did not take the NSAID. And acetaminophen use was not associated with a reduced risk of breast cancer; not enough women took ibuprofen to determine if there was a benefit, according to the report. Overall, 12% of women with breast cancer and 14% of those without breast cancer took ibuprofen on a regular basis.

About 60%-70% of all breast tumors contain hormone receptors and will grow when exposed to either estrogen, progesterone, or both. Hormone receptor-positive breast cancer is easier to treat, because cutting off the effects of estrogen - usually with the drug tamoxifen - can shrink the tumors.

It's too early, though, to recommend that women start taking aspirin to prevent breast cancer. The study is retrospective, a design in which the researchers asked women to remember the details of their past aspirin use, which can be prone to error. And the researchers did not ask the women what dose of aspirin they took.

Many studies have suggested that NSAIDs may have anticancer properties. "There is considerable evidence that NSAIDs protect against colorectal cancer and cancers of the upper gastrointestinal tract. And there are several studies that have demonstrated that NSAIDs also reduce the risk of breast cancer, the focus of our research," the authors said.

Aspirin and other NSAIDs suppress an enzyme known as cyclooxygenase (COX), which plays a key role in the production of molecules known as prostaglandins. Studies in animals have shown that one type of prostaglandin, PGE2, induces an estrogen-synthesizing enzyme called aromatase.

"We postulated that if that mechanism were the same in humans, then aspirin, an inhibitor of PGE2 production, should protect better against hormone receptor-positive than hormone receptor-negative breast cancer, and that is what we found," said Dannenberg, the Henry R. Erle, MD-Roberts Family Professor of Medicine at Weill Cornell Medical College, and co-director of NewYork-Presbyterian Hospital's Cancer Prevention Program. "From my standpoint, the ability to translate a pre-clinical finding to the clinic is very, very exciting and a point of distinction. To our knowledge, this is the first study where an understanding of a specific COX-dependent mechanism has led to the identification of a subset of patients who benefit from aspirin or NSAID use."

While tamoxifen is known to help prevent hormone receptor-positive breast cancer from recurring, aromatase inhibitors appear promising as well.

Aspirin, ibuprofen, and other NSAIDs, such as diclofenac and naproxen, inhibit two different COX enzymes: COX-1 and COX-2. Newer drugs, such as celecoxib and rofecoxib, inhibit just the COX-2 enzyme.

"Inhibitors of COX-2 such as celecoxib are widely used by postmenopausal women to treat arthritis," said Neugut. "The results of this study suggest that these agents might protect against breast cancer."

Study collaborators include Fang Fang Zhang and Heba Tawfik of Columbia University Mailman School of Public Health; Kotha Subbaramaiah of Weill Cornell Medical College; Marilie Gammon of University of North Carolina, Chapel Hill; and Susan Teitelbaum and Julie Britton of Mt. Sinai School of Medicine in New York City.

The study was funded in part by grants from the National Cancer Institute and the National Institute of Environmental Health, both units of the U.S. National Institutes of Health.

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---- INDEX REFERENCES ----

COMPANY: NATIONAL CANCER INSTITUTE

NEWS SUBJECT: (Health & Family (1HE30))

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REGION: (North Carolina (1NO26); USA (1US73); Americas (1AM92); North America (1NO39); New York (1NE72))

Language: EN

OTHER INDEXING: (AMERICAN MEDICAL ASSOCIATION; CANCER PREVENTION PROGRAM; COLLEGE OF PHYSICIANS SURGEONS WEILL CORNELL MEDICAL COLLEGE; COLUMBIA UNIVERSITY; COLUMBIA UNIVERSITY COLLEGE; COLUMBIA UNIVERSITY MAILMAN SCHOOL; COX; FITNESS; KOTHA SUBBARAMAIAH; MAILMAN SCHOOL; MAILMAN SCHOOL OF PUBLIC HEALTH; NATIONAL CANCER INSTITUTE; NATIONAL INSTITUTE OF ENVIRONMENTAL HEALTH; NEWYORK PRESBYTERIAN HOSPITAL; NSAID; NSAIDS; OBESITY; PHYSICIANS SURGEONS; PUBLIC HEALTH; SINAI SCHOOL OF MEDICINE; US NATIONAL INSTITUTES; UNIVERSITY; WEILL CORNELL MEDICAL COLLEGE) (Alfred I. Neugut; Andrew Dannenberg; Cancer Study Project; Dannenberg; Epidemiology; Fang Fang Zhang; Heba Tawfik; Henry R. Erle; Journal; Julie Britton; Marilie Gammon; Mary Beth Terry; Medicine; Neugut; NSAIDS; Preventive Medicine; Susan Teitelbaum;

Terry)

KEYWORDS: Columbia Univ. Mailman School of Public Health; Women's Health; Preventive Medicine; Complementary and Alternative Medicine; All News; Professional News; Obesity/Fitness/Wellness

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2004 WLNR 6252676

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March 2, 2004

Section: NEWS

Aspirin may help women at high heart-health risk

The Aspirin Foundation of America commends the American Heart Association (AHA) for its new heart-health guidelines for women. We believe these guidelines will bring significant benefits to women's health by advancing the understanding that heart disease is the No. 1 killer among women ("Women's heart guidelines released," Life, Feb. 5). USA TODAY's story, however, fails to point out that while it's true that the AHA does not recommend daily aspirin use for women at low risk of a heart attack, it does, in fact, recommend aspirin for those at high risk. And for women at moderate risk, the AHA says aspirin may be considered as long as blood pressure is controlled and the benefits of aspirin outweigh any potential risks.

According to the AHA guidelines:

- * Women with less than a 10% chance of having a heart attack in the next 10 years are considered low-risk.
- * Those with a 10% to 20% chance are considered at moderate risk.
- * Women with a risk of 20% or higher are high-risk.

Women who wish to calculate their risk may access the National Institutes of Health's National Heart, Lung and Blood Institute's risk calculator at <http://www.nhlbi.nih.gov>. Those who are at high or intermediate risk are encouraged to discuss aspirin's heart-health benefits with their doctor.

Thomas E. Bryant, M.D.

President

Aspirin Foundation of America

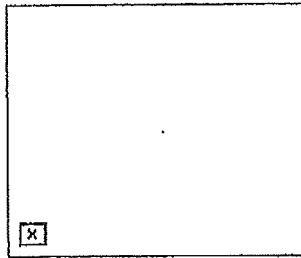
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Healthy Hearts



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Welcome to the Organic Aspirin™ website where you can find everything you need for a healthy heart. From our website you can buy Organic Aspirin™ products directly. We are a company founded by research scientists and educators, so you can also find educational resources, heart fitness information, and much more.

Aspirin Medication and the Heart

Studies have shown that aspirin consumption benefits the heart. Salicylates like aspirin have been used in various forms since antiquity. Actually, the first aspirin sources were all botanical. Naturally occurring salicylates from plant extracts were the first raw materials used for aspirin. Today, all aspirin is synthesized industrially from phenol (a byproduct of coal or benzene). In fact, aspirin was first manufactured from extracts of the spiraea ulmaria plant, a major constituent of Organic Aspirin™ capsules. The FDA has approved aspirin use for people who have had a previous stroke or who have had a warning signs such as a transient ischemic attack (mini-stroke). The cardiovascular effects of

aspirin extend to those who have had a previous heart attack, experience angina (chest pain), have had recurrent blockage, or have had heart bypass surgery or other procedures to clear blocked arteries (such as balloon angioplasty or carotid endarterectomy). However, because of the risks of long-term use, aspirin is not approved by the FDA for decreasing the risk of heart attack in healthy individuals.

Sensible Choices and Healthy Hearts

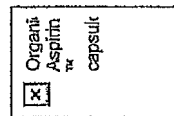
To maintain optimal cardiovascular health supplement with Organic Aspirin™ capsules. Organic Aspirin™ capsules provide all the heart protection without the side effects of synthetic aspirin. We are dedicated to providing the only botanical alternative to industrially synthesized aspirin tablets. Organic Aspirin™ products contain exclusively naturally occurring phytochemicals and salicylates which later convert into salicylic acid in our bodies and allow for gentler digestion than regular aspirin while at the same time providing a wider range of benefits. All healthy hearts thrive on sensible exercise and nutrition. Independent of your lifestyle choices, our goal is to provide you with the best protection your heart will ever have.

Added Benefits of Organic Aspirin™ products:

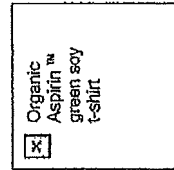
Our products contain salicin from both botanical forerunners of aspirin. Spirea Ulmaria and White Willow were originally -for over a century- used as "herbal" flu-remedies. The mild anti-clotting effect of natural salicylates, provides cardioprotective benefits, and their anti-inflammatory action promotes joint flexibility. Our plant sources are rich in tannins (chemicals found in tea, wine and pomegranates). Phytochemicals from the plants provide extra health benefits and protect the stomach.

Look for our Organic Aspirin™ products at your local natural foods and health store.

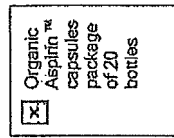
Featured Products



Organic Aspirin™ capsules
\$34.00



Organic Aspirin™ green soy t-shirt
\$32.00



Organic Aspirin™ capsules package of 20 bottles
\$585.00

- [Organic Aspirin™ capsules](#)
- [History of Aspirin](#)



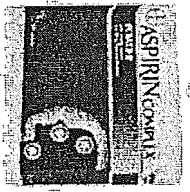
Surprisingly versatile



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Global product line up



Aspirin is
the most researched pain reliever
in the world

For all the
different situations
Aspirin products
are available in your
country. Visit
your local site:



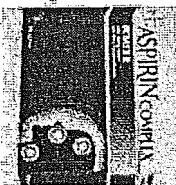


Surprisingly versatile



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Global product line up

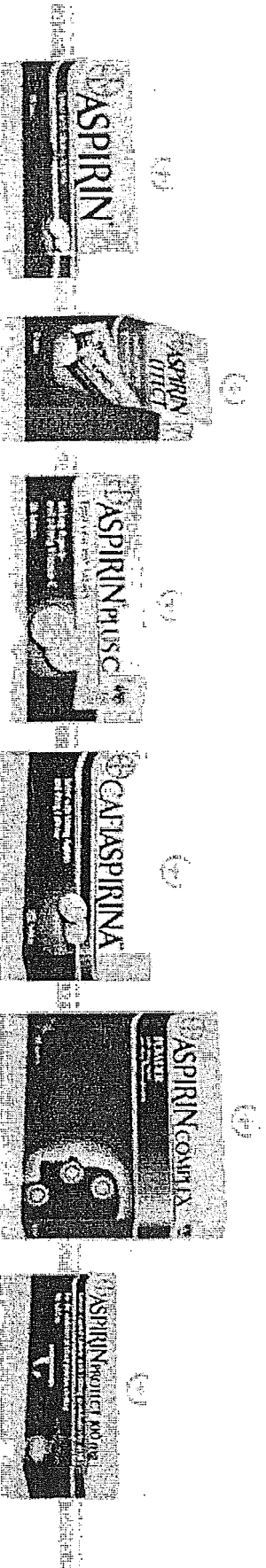


Aspirin is
the most researched pain reliever
in the world

For more information on our products, visit our website or contact your local site.



Global product line up



Aspirin is one of the **most effective**
anti-inflammatory, fever fighting
drugs in **the World**

For more information
about products
available in your
country visit
your local site.

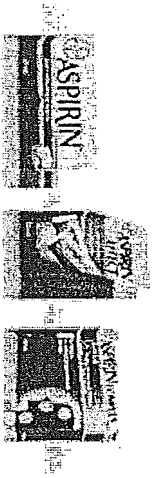


Life Stories

Read some stories that illustrate how people enjoy life to the fullest with a little help from Aspirin®.

<http://www.aspirin.com/scripts/pages/en/products/index.php>

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Aspirin History

In 1897, Felix Hoffmann, a German chemist employed by Bayer and Company, was searching for a treatment for his father's arthritic pain and began to research acetylsalicylic acid, which worked well for arthritis pain. He produced the first stable form of the compound, later introduced as Aspirin®.

next 

Dr. F. Hoffmann



Life stories

Here are some stories that illustrate how people enjoy life to the fullest with a little help from Aspirin®.

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Aspirin for the Heart

Aspirin has many uses and has been known as the miracle drug that works wonders.



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"...Aspirin can reduce the risk of death if taken as directed by a doctor as soon as a heart attack is suspected..."

The Wonders of Aspirin
You already know that aspirin helps relieve pain, learn about the future of aspirin or how it can save your life.

75 and 325 mg - responding to research suggesting that lower doses can reduce potential side effects but still maintain efficacy.

Aspirin is not appropriate for everyone, so be sure to talk to your doctor before you begin an aspirin regimen.

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Aspirin for Pain

For more than 100 years, aspirin has served as one of the most effective anti-inflammatory, fever-fighting, pain-relieving drugs on the market.



Aspirin for Pain
Headaches

Bayer Aspirin is as effective as
Prescription Tylenol® with Codeine #3

Why is aspirin so effective in such a multitude of uses?

It revolves around the medical wonders of a simple chemical compound, acetylsalicylic acid. As the active ingredient in aspirin, acetylsalicylic acid works by inhibiting several different chemical processes within the body, including the natural physiological processes causing pain and inflammation.

Aspirin relieves pain

By inhibiting production of chemicals called prostaglandins, aspirin works to diminish the body's response to a chain of chemical processes that eventually leads to pain. This mechanism of action works on a cellular level and wasn't discovered until 1971, more than 70 years after aspirin had been on the market.

Aspirin can relieve inflammation

Not only is aspirin highly effective for pain relief, but, when used under a doctor's care, it can also provide an additional benefit - the ability to reduce inflammation and swelling associated with injury, or even arthritis. Evidence indicates prostaglandins are also active in inflamed tissue. Since aspirin blocks prostaglandin production, tissue inflammation is reduced and swelling is relieved.

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"..aspirin helps to reduce inflammation and swelling associated with injury, or arthritis..."

The Wonders of Aspirin
 You already knew that aspirin helps relieve pain. Learn about the future of aspirin or how it can save your life.

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The Wonders of Aspirin

Learn about the history of aspirin, the role of aspirin today, and the future of the "wonder drug".



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"...Aspirin helps prevent the aggregation of platelets or blood clotting..."

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NEW!

EXPECT PAIN RELIEF

FAST

- Ready to Go to Work Faster! than Tablets or Caplets
- One Pouch = One Dose

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Expect and Wonders by Bayer, a division of

Use not intended.



Do you know your risk?
TAKE OUR QUI
to determine your risk for heart
EXPECT WONDERS.™

SAVE \$150
on any Bayer Quick Release Crystals

SAVE up to \$300

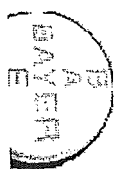


Aspirin for Pain

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Aspirin and Heart Disease



Aspirin in the Future

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After all this time, no other OTC analgesic has been proven to be more effective than aspirin in relieving tough pain and, taken under a doctor's direction, reducing inflammation.

Bayer Aspirin can help fight heart disease. Bayer Aspirin can help prevent a heart attack or recurrent stroke. Aspirin is not appropriate for everyone, so be sure to talk to your doctor before you begin or modify an aspirin regimen. Taken during a heart attack, aspirin can help save your life by reducing damage to your heart.

Science continues to discover that aspirin may potentially hold answers to ailments like certain cancers and Alzheimer's. Aspirin is one of the most studied drugs in the world.

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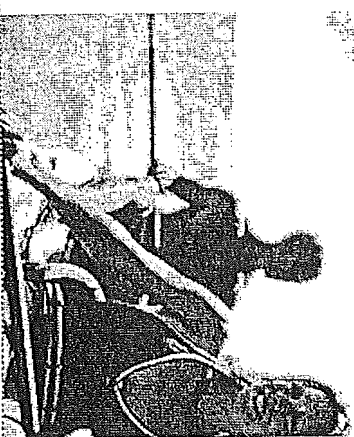
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Bayer Aspirin Products

No other over-the-counter pain reliever has been around as long or has been researched as extensively as aspirin, nor has any been proven to be more effective.



Aspirin Regimen

- Full Dose (325mg) Genuine Bayer Aspirin
- Full Dose (325mg) Safety Coated Bayer Aspirin
- Low Dose (81mg) Safety Coated Bayer Aspirin
- Bayer Women's Low Dose Aspirin
- Low Dose (81mg) Bayer Chewable Aspirin - Orange
- Low Dose (81mg) Bayer Chewable Aspirin - Cherry
- Pain Relief
- Genuine Bayer Aspirin
- Extra Strength Bayer Back & Body Pain Aspirin
- Extra Strength Bayer Aspirin
- Extra Strength Bayer Plus



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Back & Body Pain



Extra Strength Bayer



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"...For over 100 years, consumers have relied on Bayer® Aspirin as a time tested...pain reliever..."

The Wonders of Aspirin
 You already know that aspirin helps relieve pain. Learn about the future of aspirin or how it can save your life.



Extra Strength Plus

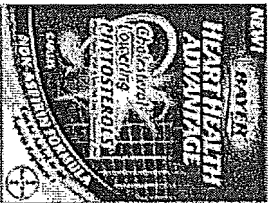


Bayer PM



Bayer Quick Release Crystals

HEART HEALTH (NON-ASPIRIN)



Heart Health Advantage

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EXHIBIT

C

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE BEFORE THE
TRADEMARK TRIAL AND APPEAL BOARD

In re:
Opposition No. 91185473

Filed: September 8, 2008

Trademark Application Serial No. 77208071

Mark: ORGANIC ASPIRIN

BAYER AKTIENGESELLSCHAFT,

Opposer,

-against

STAMATIOS MOURATIDIS

Applicant.

**APPLICANT'S RESPONSES TO OPPOSER'S
FIRST REQUESTS FOR ADMISSIONS**

In regards to the proposed mark ORGANIC ASPIRIN, Stamatios Mouratidis ("Applicant") hereby presents responses as follows to Bayer Aktiengesellschaft's ("Opposer") First Requests for Admissions.

3. Applicant uses the Opposed Mark in connection with dietary supplements for human consumption.

Response: The statements made in paragraph 3 of the Opposer's First Requests for Admissions are admitted.

4. Applicant uses the Opposed Mark in connection with dietary supplements advertised as “cardioprotective capsules.”

Response: The statements made in paragraph 4 of the Opposer's First Requests for Admissions are admitted.

7. Applicant sells Applicant’s Goods on a website.

Response: The statements made in paragraph 7 of the Opposer's First Requests for Admissions are admitted.

8. Applicant sells Applicant’s Goods on the website at

www.organicaspirin.com.

Response: The statements made in paragraph 8 of the Opposer's First Requests for Admissions are admitted.

9. Applicant owns the domain name www.organicaspirin.com.

Response: The statements made in paragraph 9 of the Opposer's First Requests for Admissions are admitted.

10. Applicant controls the website at www.organicaspirin.com.

Response: The statements made in paragraph 10 of the Opposer's First Requests for Admissions are admitted.

14. The Opposed Mark suggests the associated goods have to do with nature.

Response: The statements made in paragraph 14 of the Opposer's First Requests for Admissions are admitted.

15. The Opposed Mark suggests the associated goods have to do with health.

Response: The statements made in paragraph 15 of the Opposer's First Requests for Admissions are admitted.

29. Applicant markets Applicant's Goods to individuals interested in keeping their hearts healthy.

Response: The statements made in paragraph 29 of the Opposer's First Requests for Admissions are admitted.

30. Applicant markets Applicant's Goods to individuals interested in promoting their cardiovascular health.

Response: The statements made in paragraph 30 of the Opposer's First Requests for Admissions are admitted.

31. The term "aspirin" is generic in the United States.

Response: The statements made in paragraph 31 of the Opposer's First Requests for Admissions are admitted.

32. The term "aspirin" is generic for acetylsalicylic acid in the United States.

Response: The statements made in paragraph 32 of the Opposer's First Requests for Admissions are admitted.

33. Another name for aspirin in the United States is acetylsalicylic acid.

Response: The statements made in paragraph 33 of the Opposer's First Requests for Admissions are admitted.

34. Aspirin means acetylsalicylic acid in the United States.

Response: The statements made in paragraph 34 of the Opposer's First Requests for Admissions are admitted.

39. Acetylsalicylic acid has health benefits.

Response: The statements made in paragraph 39 of the Opposer's First Requests for Admissions are admitted.

41. Studies have shown that aspirin (acetylsalicylic acid) consumption benefits the heart.

Response: The statements made in paragraph 41 of the Opposer's First Requests for Admissions are admitted.

43. Applicant's Goods do not contain acetylsalicylic acid.

Response: The statements made in paragraph 43 of the Opposer's First Requests for Admissions are admitted.

44. Applicant's Goods do not contain aspirin.

Response: The statements made in paragraph 44 of the Opposer's First Requests for Admissions are admitted.

53. Applicant's Goods do contain White Willow.

Response: The statements made in paragraph 53 of the Opposer's First Requests for Admissions are admitted.

54. Applicant's Goods do contain Meadowsweet

Response: The statements made in paragraph 54 of the Opposer's First Requests for Admissions are admitted.

55. Applicant's Goods do contain Hawthorne Berry.

Response: The statements made in paragraph 55 of the Opposer's First Requests for Admissions are admitted.

56. Applicant's Goods do contain Calcium Carbonate.

Response: The statements made in paragraph 56 of the Opposer's First Requests for Admissions are admitted.

57. The Food and Drug Administration does not regulate White Willow.

Response: The statements made in paragraph 57 of the Opposer's First Requests for Admissions are admitted.

58. The Food and Drug Administration does not regulate dietary supplements containing White Willow.

Response: The statements made in paragraph 58 of the Opposer's First Requests for Admissions are admitted.

59. The Food and Drug Administration does not regulate Meadowsweet.

Response: The statements made in paragraph 59 of the Opposer's First Requests for Admissions are admitted.

60. The Food and Drug Administration does not regulate dietary supplements containing Meadowsweet.

Response:
The statements made in paragraph 60 of the Opposer's First Requests for Admissions are admitted.

61. The Food and Drug Administration does not regulate Hawthorne Berry.

Response: The statements made in paragraph 61 of the Opposer's First Requests for Admissions are admitted.

62. The Food and Drug Administration does not regulate dietary supplements containing Hawthorne Berry.

Response: The statements made in paragraph 62 of the Opposer's First Requests for Admissions are admitted.

63. The Food and Drug Administration does not regulate Calcium Carbonate.

Response: The statements made in paragraph 63 of the Opposer's First Requests for Admissions are admitted.

64. The Food and Drug Administration does not regulate dietary supplements containing Calcium Carbonate.

Response: The statements made in paragraph 64 of the Opposer's First Requests for Admissions are admitted.

65. The Food and Drug Administration does regulate acetylsalicylic acid.

Response: The statements made in paragraph 65 of the Opposer's First Requests for Admissions are admitted.

66. The Food and Drug Administration does regulate dietary supplements containing acetylsalicylic acid.

Response: The statements made in paragraph 66 of the Opposer's First Requests for Admissions are admitted.

67. The Food and Drug Administration does regulate aspirin.

Response: The statements made in paragraph 67 of the Opposer's First Requests for Admissions are admitted.

68. The Food and Drug Administration does regulate dietary supplements containing aspirin.

Response: The statements made in paragraph 68 of the Opposer's First Requests for Admissions are admitted.

69. The Food and Drug Administration did not approve Applicant's Goods.
Response: The statements made in paragraph 69 of the Opposer's First Requests for Admissions are admitted.

70. The Food and Drug Administration did not test Applicant's Goods.
Response: The statements made in paragraph 70 of the Opposer's First Requests for Admissions are admitted.

71. The Food and Drug Administration did not evaluate Applicant's Goods.
Response: The statements made in paragraph 71 of the Opposer's First Requests for Admissions are admitted.

72. The Food and Drug Administration did not evaluate the statements about Applicant's Goods found on www.organicaspirin.com/orascalain.html.
Response: The statements made in paragraph 72 of the Opposer's First Requests for Admissions are admitted.

73. The Food and Drug Administration did not evaluate any statements about Applicant's Goods found on www.organicaspirin.com.
Response: The statements made in paragraph 73 of the Opposer's First Requests for Admissions are admitted.

74. The Food and Drug Administration does not regulate Applicant's Goods.
Response: The statements made in paragraph 74 of the Opposer's First Requests for Admissions are admitted.

75. The Food and Drug Administration has approved aspirin use for people who have had a previous stroke or who have had warning signs such as a transient ischemic attack (mini-stroke). (See attached web page).

Response: The statements made in paragraph 75 of the Opposer's First Requests for Admissions are admitted.

76. The safety of Applicant's Goods for pregnant or nursing women is not established. (See attached web page).

Response: The statements made in paragraph 76 of the Opposer's First Requests for Admissions are admitted.

77. The safety of Applicant's Goods for people with severe liver disease is not established. (See attached web page).

Response: The statements made in paragraph 77 of the Opposer's First Requests for Admissions are admitted.

78. The safety of Applicant's Goods for people with severe kidney disease is not established. (See attached web page).

Response: The statements made in paragraph 78 of the Opposer's First Requests for Admissions are admitted.

Dated: May 26, 2009

The signatory hereof certifies under oath that the foregoing statements are true, complete, and accurate to the best of my knowledge.

Respectfully submitted,

SM

Stamatios Mouratidis, Ph.D.

CERTIFICATE OF SERVICE

I hereby certify that on this 26th day of May, 2009, true and correct copies of **APPLICANT'S RESPONSES TO OPPOSER'S FIRST REQUESTS FOR ADMISSIONS** In Re: Opposition No. 91185473, Trademark Application Serial No. 77208071 was delivered by email, on the following parties:

BAYER AKTIENGESELLSCHAFT
Jennifer Fraser
Christina M. Hillson
Connolly Bove Lodge & Hutz LLP
P.O. Box 2207
Wilmington, DE 19801
(302) 658-9141
Attorneys for Opposer

Stamatios Mouratidis, Ph.D.

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE BEFORE THE
TRADEMARK TRIAL AND APPEAL BOARD

In re:

Opposition No. 91185473

Filed: September 8, 2008

Trademark Application Serial No. 77208071

Mark: ORGANIC ASPIRIN

BAYER AKTIENGESELLSCHAFT,

Opposer,

-against

STAMATIOS MOURATIDIS

Applicant.

**APPLICANT'S SUPPLEMENTAL RESPONSES TO OPPOSER'S
FIRST REQUESTS FOR ADMISSIONS**

In regards to the proposed mark ORGANIC ASPIRIN, Stamatios Mouratidis ("Applicant") hereby supplements his responses as follows to Bayer Aktiengesellschaft's ("Opposer") First Requests for Admissions.

80. Applicant has received inquiries regarding ingredients of Applicant's Goods.

Response: The statements made in paragraph 80 of the Opposer's First Requests for Admissions are admitted

Dated: May 6,, 2009

The signatory hereof certifies under oath that the foregoing statements are true, complete, and accurate to the best of my knowledge.

Respectfully submitted,

SM

Stamatios Mouratidis, Ph.D.

CERTIFICATE OF SERVICE

I hereby certify that on this 6th day of May, 2009, true and correct copies of **APPLICANT'S SUPPLEMENTAL RESPONSES TO OPPOSER'S FIRST REQUESTS FOR ADMISSIONS** In Re: Opposition No. 91185473, Trademark Application Serial No. 77208071 was delivered by email, on the following parties:

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Jennifer Fraser
Christina M. Hillson
Connolly Bove Lodge & Hutz LLP
P.O. Box 2207
Wilmington, DE 19801
(302) 658-9141
Attorneys for Opposer

Stamatios Mouratidis, Ph.D.

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE BEFORE THE
TRADEMARK TRIAL AND APPEAL BOARD

In re:
Opposition No. 91185473

Filed: September 8, 2008

Trademark Application Serial No. 77208071

Mark: ORGANIC ASPIRIN

BAYER AKTIENGESELLSCHAFT,

Opposer,

-against

STAMATIOS MOURATIDIS

Applicant.

**APPLICANT'S RESPONSES TO OPPOSER'S
SECOND REQUESTS FOR ADMISSIONS**

In regards to the proposed mark ORGANIC ASPIRIN, Stamatios Mouratidis ("Applicant") hereby presents responses as follows to Bayer Aktiengesellschaft's ("Opposer") Second Requests for Admissions.

86. Access to the website www.organicaspirin.com is not restricted by password or other means.

Response: The statements made in paragraph 86 of the Opposer's Second Requests for Admissions are admitted

87. Access to the website www.organicaspirin.com is not restricted to chemists.

Response: The statements made in paragraph 87 of the Opposer's Second Requests for Admissions are admitted.

88. Access to the website www.organicaspirin.com is not restricted to medical care providers.

Response: The statements made in paragraph 88 of the Opposer's Second Requests for Admissions are admitted.

89. Access to the website www.organicaspirin.com is not restricted to health care providers.

Response: The statements made in paragraph 89 of the Opposer's Second Requests for Admissions are admitted.

90. Access to the website www.organicaspirin.com is not restricted to physicians.

Response: The statements made in paragraph 90 of the Opposer's Second Requests for Admissions are admitted.

91. Access to the website www.organicaspirin.com is not restricted to pharmacists.

Response: The statements made in paragraph 91 of the Opposer's Second Requests for Admissions are admitted.

93. The Food and Drug Administration has said aspirin has heart healthy affects.

Response: The statements made in paragraph 93 of the Opposer's Second Requests for Admissions are admitted.

94. Applicant markets Applicant's Goods to individuals with heart health concerns.

Response: The statements made in paragraph 94 of the Opposer's Second Requests for Admissions are admitted.

95. Applicant provided an assay on the composition of Applicant's Goods to Cindy Short and/or Abrams Royal Pharmacy, as requested in document #OA0005.

Response: The statements made in paragraph 95 of the Opposer's Second Requests for Admissions are denied.

98. Document #OA0002 (attached) shows advertisements relating to Applicant's Goods.

Response: The statements made in paragraph 98 of the Opposer's Second Requests for Admissions are admitted.

99. Document #OA0003 (attached) shows an advertisement relating to Applicant's Goods.

Response: The statements made in paragraph 99 of the Opposer's Second Requests for Admissions are admitted.

100. Document #OA0004 (attached) shows an Organic Aspirin bottle and label.

Response: The statements made in paragraph 100 of the Opposer's Second Requests for Admissions are admitted.

101. Document #OA0005 (attached) is an inquiry received from Applicant about Applicant's Goods.

Response: The statements made in paragraph 101 of the Opposer's Second Requests for Admissions are admitted.

102. Document #OA0005 (attached) is an inquiry received from Applicant about selling Applicant's Goods in a pharmacy.

Response: The statements made in paragraph 102 of the Opposer's Second Requests for Admissions are admitted.

103. Document #OA0006 (attached) is an inquiry received from Applicant about Applicant's Goods.

Response: The statements made in paragraph 103 of the Opposer's Second Requests for Admissions are admitted.

104. Document #OA0006 (attached) is an inquiry received from Applicant about selling Applicant's Goods in a retail health store.

Response: The statements made in paragraph 104 of the Opposer's Second Requests for Admissions are admitted.

Dated: May 6,, 2009

The signatory hereof certifies under oath that the foregoing statements are true, complete, and accurate to the best of my knowledge.

Respectfully submitted,

SM

Stamatios Mouratidis, Ph.D.

CERTIFICATE OF SERVICE

I hereby certify that on this 6th day of May, 2009, true and correct copies of **APPLICANT'S RESPONSES TO OPPOSER'S SECOND REQUESTS FOR ADMISSIONS** In Re: Opposition No. 91185473, Trademark Application Serial No. 77208071 was delivered by email, on the following parties:

BAYER AKTIENGESELLSCHAFT
Jennifer Fraser
Christina M. Hillson
Connolly Bove Lodge & Hutz LLP
P.O. Box 2207
Wilmington, DE 19801
(302) 658-9141
Attorneys for Opposer

Stamatios Mouratidis, Ph.D.

EXHIBIT
D

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE BEFORE THE
TRADEMARK TRIAL AND APPEAL BOARD

In re:

Opposition No. 91185473

Filed: September 8, 2008

Trademark Application Serial No. 77208071

Mark: ORGANIC ASPIRIN

BAYER AKTIENGESELLSCHAFT,

Opposer,

-against

STAMATIOS MOURATIDIS

Applicant.

**APPLICANT'S RESPONSES TO OPPOSER'S
FIRST SET OF INTERROGATORIES TO APPLICANT**

In regards to the proposed mark ORGANIC ASPIRIN, Stamatios Mouratidis ("Applicant") hereby provides responses as follows to Bayer Aktiengesellschaft's ("Opposer") First Set of Interrogatories.

GENERAL OBJECTIONS AND RESERVATION OF RIGHTS

1. Applicant objects to Opposer's interrogatories to the extent they seek information protected by the attorney-client privilege, the work product doctrine or any other applicable privilege or exemption. Any inadvertent production or disclosure of information falling within the scope of this objection shall not be a waiver of it.
2. Applicant objects to Opposer's definitions, to the extent that the definitions go beyond the scope of the Federal Rules of Civil Procedure, or seek to impose any obligations greater than those set forth in the Federal Rules of Civil Procedure.
3. Applicant objects to the scope of Opposer's interrogatories to the extent that the information sought is beyond that which is relevant or reasonably calculated to lead to the discovery of admissible evidence, including, without limitation, those interrogatories seeking "each", "every", and/or "all" information and/or documents relating to a subject area.

Interrogatory No. 11

Identify the medical conditions that can be helped by each of Applicant's Goods.

Response to Interrogatory No. 11

In addition to Applicant's General Objections, Applicant objects to this Interrogatory as vague and overbroad. Applicant objects to Opposer's interrogatory to the extent that the terms "medical conditions" and "helped" are vague and the interrogatory calls for irrelevant information. Applicant's Organic Aspirin TM capsules is sold to promote cardiovascular health and general well being in healthy individuals.

Dated: May 26, 2009

The signatory hereof certifies under oath that the foregoing responses to interrogatories are true, complete, and accurate to the best of my knowledge.

Respectfully submitted,

SM

Stamatios Mouratidis, Ph.D.

CERTIFICATE OF SERVICE

I hereby certify that on this 26th day of May, 2009, true and correct copies of **APPLICANT'S RESPONSES TO OPPOSER'S FIRST SET OF INTERROGATORIES TO APPLICANT** In Re: Opposition No. 91185473, Trademark Application Serial No. 77208071 was delivered by email, on the following parties:

BAYER AKTIENGESELLSCHAFT
Jennifer Fraser
Christina M. Hillson
Connolly Bove Lodge & Hutz LLP
P.O. Box 2207
Wilmington, DE 19801
(302) 658-9141
Attorneys for Opposer

Stamatios Mouratidis, Ph.D.

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE BEFORE THE
TRADEMARK TRIAL AND APPEAL BOARD

In re:
Opposition No. 91185473

Filed: September 8, 2008

Trademark Application Serial No. 77208071

Mark: ORGANIC ASPIRIN

BAYER AKTIENGESELLSCHAFT,

Opposer,

-against

STAMATIOS MOURATIDIS

Applicant.

**APPLICANT'S SUPPLEMENTAL RESPONSES TO OPPOSER'S
FIRST SET OF INTERROGATORIES TO APPLICANT**

In regards to the proposed mark ORGANIC ASPIRIN, Stamatios Mouratidis ("Applicant") hereby provides supplemental responses as follows to Bayer Aktiengesellschaft's ("Opposer") First Set of Interrogatories as per clarifications provided by Opposer.

GENERAL OBJECTIONS AND RESERVATION OF RIGHTS

1. Applicant objects to Opposer's interrogatories to the extent they seek information protected by the attorney-client privilege, the work product doctrine or any other applicable privilege or exemption. Any inadvertent production or disclosure of information falling within the scope of this objection shall not be a waiver of it.
2. Applicant objects to Opposer's definitions, to the extent that the definitions go beyond the scope of the Federal Rules of Civil Procedure, or seek to impose any obligations greater than those set forth in the Federal Rules of Civil Procedure.
3. Applicant objects to the scope of Opposer's interrogatories to the extent that the information sought is beyond that which is relevant or reasonably calculated to lead to the discovery of admissible evidence, including, without limitation, those

- interrogatories seeking "each", "every", and/or "all" information and/or documents relating to a subject area.
4. Applicant objects to these interrogatories to the extent they require Applicant to produce documents that are a matter of public record or publicly available, documents that Opposer may obtain as easily as Applicant, and/or documents generated by other entities.
 5. Applicant objects to Opposer's interrogatories to the extent that the interrogatories are overly broad, vague, indefinite and/or incomprehensible and not reasonably calculated to lead to the discovery of admissible evidence in this case.
 6. Applicant's responses are made without waiving or intending to waive any objections as to the relevancy, privilege, or admissibility at any hearing or at the trial in this or any other action or proceeding, on any ground. A partial response to any request that has been objected to, in whole or in part, is not intended to be a waiver of this or any other objection.
 7. In responding to Opposer's interrogatories, Applicant has made reasonable efforts to respond, to the extent that no objection has been made against such discovery requests, as Applicant understands and interprets each interrogatory. If Opposer subsequently asserts an interpretation of any interrogatory which differs from that of Applicant, Applicant reserves the right to supplement its responses and/or objections.
 8. Applicant reserves the right to amend or supplement its answers if additional information becomes known or additional documents come within its possession, custody or control.
 9. Each of the general objections included herein shall be deemed to be incorporated into each of the responses set forth below. Nothing stated or produced in response to these requests should be deemed a waiver of any of the general or specific objections included herein.

RESPONSES

Interrogatory No. 2

State with particularity each ingredient contained in each product identified in Interrogatory No. 1.

Response to Interrogatory No. 2

In addition to Applicant's General Objections, Applicant objects to this Interrogatory as vague and overbroad. Applicant objects to Opposer's interrogatory to the extent that the term "ingredient" is vague and the interrogatory calls for irrelevant information. Per Opposer's clarification of definitions and limiting the scope to exclude the t-shirts, the ingredients contained in ORGANIC ASPIRIN capsules are: 1) Meadowsweet 2) White Willow 3) Calcium Carbonate 4) Hawthorn Berry

Interrogatory No. 10

Identify the medical conditions that can be treated by each of Applicant's Goods.

Response to Interrogatory No. 10

In addition to Applicant's General Objections, Applicant objects to this Interrogatory as vague and overbroad. Applicant objects to Opposer's interrogatory to the extent that the terms "medical conditions" and "treated" are vague and the interrogatory calls for irrelevant information. Per Opposer's clarification of definitions and limiting the

scope to the relevant issues, without waving the foregoing objections, no medical conditions can be treated by any of Applicant's Goods.

Interrogatory No. 14

Describe with particularity how Applicant's Goods were developed.

Response to Interrogatory No. 14

In addition to Applicant's General Objections, Applicant objects to this Interrogatory as vague and overbroad. Applicant objects to Opposer's interrogatory to the extent that the terms "Applicant's Goods" are vague and overbroad and the interrogatory calls for irrelevant information. Per Opposer's clarification of definitions and limiting the scope to the relevant issues, without waving the foregoing objections, applicant's goods were developed through literature research for each ingredient from www.wikipedia.org and www.mountainroseherbs.com and the links provided therein.

Interrogatory No. 15

State with particularity what aspirin is.

Response to Interrogatory No. 15

The term "aspirin" is a generic term. In addition to Applicant's General Objections, Applicant objects to this request as vague and overbroad. Information on the term "aspirin" is publicly available from sources readily available to Opposer, such as dictionaries found in a public library, that Opposer may obtain as easily as Applicant. Per Opposer's clarification of definitions and limiting the scope to the relevant issues, without waving the foregoing objections, dictionary definitions of the term "aspirin" from sources readily available to consumers, such as dictionaries found in a public library follow.

Definitions from *The American Heritage® Dictionary for the English Language*, Fourth Edition,, Houghton Mifflin Company.

aspirin n., pl. aspirin or -rins 1. A white, crystalline compound, $\text{CH}_3\text{COOC}_6\text{H}_4\text{COOH}$, derived from salicylic acid and commonly used in tablet form to relieve pain and reduce fever and inflammation. It is also used as an antiplatelet agent. Also called acetylsalicylic acid. 2. A tablet of aspirin [Originally a trademark.]

Definitions from *Merriam-Webster's Collegiate® Dictionary*, Eleventh Edition, Merriam-Webster, Incorporated.

aspirin n, pl aspirin or aspirin [ISV, fr. acetyl + spiraeic acid (former name of salicylic acid), fr. NL Spiraea, genus of shrubs – more at SPIRAEA] (1899) 1: a white crystalline derivative $\text{C}_9\text{H}_8\text{O}_4$ of salicylic acid used for relief of pain and fever 2: a tablet of aspirin

Definitions from the Compact Oxford English Dictionary of askOxford.com

aspirin • noun (pl. same or aspirins) a medicine used in tablet form to relieve pain and reduce fever and inflammation.

— ORIGIN from the chemical name, *acetylated salicylic acid*.

Definitions from the *McGraw-Hill Dictionary of Scientific and Technical Terms*, sixth edition, McGraw-Hill.

Acetylsalicylic acid [ORG CHEM] $\text{CH}_3\text{COOC}_6\text{H}_4\text{COOH}$ A white, crystalline, weakly acidic substance, with melting point 137°C ; slightly soluble in water; used medicinally as an antipyretic. Also known by trade name aspirin.

Definitions from *Mosby's Dictionary of Medicine, Nursing & Health Professions*, seventh edition, Mosby Elsevier.

Aspirin (ASA) An analgesic, antipyretic, and anti-inflammatory. Also called **acetylsalicylic acid (ASA)**. Indications: It is prescribed to reduce fever and

relieve pain and inflammation. Contraindications: Bleeding disorders, peptic ulcer, pregnancy, concomitant use of anticoagulants, or known hypersensitivity to salicylates prohibits its use. Adverse effects: Among the most serious adverse reactions are ulcers, occult bleeding, clotting defects, renal toxicities, tinnitus, dyspepsia, and allergic reactions. Reye's syndrome has been associated with aspirin use in children.

Interrogatory No. 25

Identify all surveys or reports of consumer understanding, recognition or perception of the term "organic" that Applicant has ever conducted, prepared or had conducted or prepared, by stating for each such survey and report the following:

- (d) The name of the survey or report;
- (e) The person responsible for conducting and preparing such surveys or reports; and
- (f) The results obtained

Response to Interrogatory No. 25

In addition to Applicant's General Objections, Applicant objects to this Interrogatory as vague and overbroad. Per Opposer's clarification of definitions and limiting the scope to the relevant issues, without waving the foregoing objections, Applicant has never prepared or conducted any surveys or reports of consumer understanding, recognition or perception of the term "organic".

- (i) Not applicable
- (l) Not applicable
- (k) Not applicable

In response to the initial USPTO refusal Applicant included the following dictionary definitions of the term "organic" in his answer, from sources readily available to consumers, such as dictionaries found in a public library.

Definitions from *The American Heritage® Dictionary for the English Language*, Fourth Edition,, Houghton Mifflin Company.

organic adj. **1.** Of, relating to, or derived from living organisms: organic matter. **2.** Of, relating to, or affecting a bodily organ: an organic disease. **3a.** Of, marked by, or involving the use of fertilizers or pesticides that are strictly of animal or

vegetable origin: organic vegetables; an organic farm. **b.** Raised or conducted without the use of drugs, hormones or synthetic chemicals: organic chicken; organic cattle farming. **c.** Serving organic food: an organic restaurant. **d.** Simple, healthful, and close to nature: an organic lifestyle. **4a.** having properties associated with living organisms. **b.** Resembling a living organism in organization or development; interconnected: society as an organic whole. **5.** Constituting an integral part of a whole; fundamental. **6.** Law Denoting or relating to the fundamental of constitutional laws and precepts of a government or an organization. **7.** Chemistry Of or designating carbon compounds. \diamond n. **1.** A substance, especially a fertilizer or pesticide, of animal or vegetable origin. **2.** Chemistry An organic compound. —organically adv. —organicity n.

Definitions from *Merriam-Webster's Collegiate® Dictionary*, Eleventh Edition, Merriam-Webster, Incorporated.

¹**organic** adj (1517) **1** archaic: INSTRUMENTAL **2a:** of, relating to, or arising in a bodily organ **b** : affecting the structure of the organism **3 a** (1): of, relating to, or derived from living organisms <~evolution> (2) : of, relating to, yielding, or involving the use of food produced with the use of feed or fertilizer of plant or animal origin without employment of chemically formulated fertilizers, growth stimulants, antibiotics, or pesticides <~farming> <~produce> **b** (1) : of, relating to, or containing carbon compounds (2) : relating to, being, or dealt with by a branch of chemistry concerned with the carbon compounds of living beings and most other carbon compounds **4 a** : forming an integral element of a whole: FUNDAMENTAL <incidental music rather than ~part of the action – Francis Fergusson> **b** : having systematic coordination of parts : ORGANIZED <an ~whole> **c** : having the characteristics of an organism : developing in the manner of a living plant or animal <society is ~> **5:** of relating to or constituting the law by which a government or organization exists **organically** adv. —**organicity** n.

²**organic** n (1942) : an organic substance: as **a** : a fertilizer of plant or animal origin **b** : a pesticide whose active component is an organic compound or mixture of organic compounds **c** : a food produced by organic farming

Definitions from the Compact Oxford English Dictionary of askOxford.com

organic • adjective **1** relating to or derived from living matter. **2** not involving or produced with chemical fertilizers or other artificial chemicals. **3** Chemistry relating to or denoting compounds containing carbon and chiefly or ultimately of biological origin. **4** relating to or affecting a bodily organ or organs. **5** (of the elements of a whole) harmoniously related. **6** characterized by natural development.

— DERIVATIVES organically adverb.

Definitions from the *McGraw-Hill Dictionary of Scientific and Technical Terms*, sixth edition, McGraw-Hill.

Organic [ORG CHEM] Of chemical compounds, based on carbon chains or rings and also containing hydrogen with or without oxygen, nitrogen, or other elements.

Definitions from *Mosby's Dictionary of Medicine, Nursing & Health Professions*, seventh edition, Mosby Elsevier.

Organic 1. Any chemical compound containing carbon other than simple metal carbonate, hydrogen carbonate, or cyanides. Compare inorganic. 2. Pertaining to an organ.

Definitions from *Academic Press Dictionary of Science and Technology*, Academic Press.

Organic Chemistry. Of or relating to any covalently bonded compounds containing carbon atoms. *Biology.* Relating to or involving an organism or organisms. *Medicine.* Relating to or affecting an organ of the body. *Agronomy.* Of or relating to organic farming or organic foods.

the attorney-client privilege. Per Opposer's clarification of definitions and limiting the scope to the relevant issues, without waving the foregoing objections, the Applicant, Stamatios Mouratidis, Ph.D. (aka Stamatias Muratidis, Ph.D.) is solely responsible for all items of Interrogatory No. 34.

Dated: May 6,, 2009

The signatory hereof certifies under oath that the foregoing responses to interrogatories are true, complete, and accurate to the best of my knowledge.

Respectfully submitted,

SM

Stamatios Mouratidis, Ph.D.

CERTIFICATE OF SERVICE

I hereby certify that on this 6th day of May, 2009, true and correct copies of **APPLICANT'S SUPPLEMENTAL RESPONSES TO OPPOSER'S FIRST SET OF INTERROGATORIES TO APPLICANT** In Re: Opposition No. 91185473, Trademark Application Serial No. 77208071 was delivered by email, on the following parties:

BAYER AKTIENGESELLSCHAFT
Jennifer Fraser
Christina M. Hillson
Connolly Bove Lodge & Hutz LLP
P.O. Box 2207
Wilmington, DE 19801
(302) 658-9141
Attorneys for Opposer

Stamatios Mouratidis, Ph.D.

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE BEFORE THE
TRADEMARK TRIAL AND APPEAL BOARD

In re:
Opposition No. 91185473

Filed: September 8, 2008

Trademark Application Serial No. 77208071

Mark: ORGANIC ASPIRIN

BAYER AKTIENGESELLSCHAFT,

Opposer,

-against

STAMATIOS MOURATIDIS

Applicant.

**APPLICANT'S RESPONSES TO OPPOSER'S
SECOND SET OF INTERROGATORIES TO APPLICANT**

In regards to the proposed mark ORGANIC ASPIRIN, Stamatios Mouratidis ("Applicant") hereby provides responses as follows to Bayer Aktiengesellschaft's ("Opposer") Second Set of Interrogatories.

GENERAL OBJECTIONS AND RESERVATION OF RIGHTS

1. Applicant objects to Opposer's interrogatories to the extent they seek information protected by the attorney-client privilege, the work product doctrine or any other applicable privilege or exemption. Any inadvertent production or disclosure of information falling within the scope of this objection shall not be a waiver of it.
2. Applicant objects to Opposer's definitions, to the extent that the definitions go beyond the scope of the Federal Rules of Civil Procedure, or seek to impose any obligations greater than those set forth in the Federal Rules of Civil Procedure.
3. Applicant objects to the scope of Opposer's interrogatories to the extent that the information sought is beyond that which is relevant or reasonably calculated to lead to the discovery of admissible evidence, including, without limitation, those interrogatories seeking "each", "every", and/or "all" information and/or documents relating to a subject area.

Interrogatory No. 54:

Describe with particularity the manner in which products distributed or sold under the Opposed Mark have been offered for sale, distributed, or sold by or for Applicant in the United States, including, but not limited to, a description of the wholesale and retail distribution system used for such products; the identification of all entities involved in the distribution of products sold under the Opposed Mark; and the relationship between Applicant and such entities.

Response to Interrogatory No. 54

Without waving Applicant's objections, to the best of Applicant's present knowledge a wholesale offer has appeared on the website organicaspirin.com, but the only channel of trade is the online website organicaspirin.com without any wholesale and retail distributions.

Dated: May 6,, 2009

The signatory hereof certifies under oath that the foregoing responses to interrogatories are true, complete, and accurate to the best of my knowledge.

Respectfully submitted,

SM

Stamatios Mouratidis, Ph.D.

CERTIFICATE OF SERVICE

I hereby certify that on this 6th day of May, 2009, true and correct copies of **APPLICANT'S RESPONSES TO OPPOSER'S SECOND SET OF INTERROGATORIES TO APPLICANT** In Re: Opposition No. 91185473, Trademark Application Serial No. 77208071 was delivered by email, on the following parties:

BAYER AKTIENGESELLSCHAFT
Jennifer Fraser
Christina M. Hillson
Connolly Bove Lodge & Hutz LLP

P.O. Box 2207
Wilmington, DE 19801
(302) 658-9141
Attorneys for Opposer

Stamatios Mouratidis, Ph.D.

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE BEFORE THE
TRADEMARK TRIAL AND APPEAL BOARD

In re:

Opposition No. 91185473

Filed: September 8, 2008

Trademark Application Serial No. 77208071

Mark: ORGANIC ASPIRIN

BAYER AKTIENGESELLSCHAFT,

Opposer,

-against

STAMATIOS MOURATIDIS

Applicant.

**APPLICANT'S SUPPLEMENTAL RESPONSES TO OPPOSER'S
SECOND SET OF INTERROGATORIES TO APPLICANT**

In regards to the proposed mark ORGANIC ASPIRIN, Stamatios Mouratidis ("Applicant") hereby supplements responses as follows to Bayer Aktiengesellschaft's ("Opposer") Second Set of Interrogatories.

GENERAL OBJECTIONS AND RESERVATION OF RIGHTS

1. Applicant objects to Opposer's interrogatories to the extent they seek information protected by the attorney-client privilege, the work product doctrine or any other applicable privilege or exemption. Any inadvertent production or disclosure of information falling within the scope of this objection shall not be a waiver of it.
2. Applicant objects to Opposer's definitions, to the extent that the definitions go beyond the scope of the Federal Rules of Civil Procedure, or seek to impose any obligations greater than those set forth in the Federal Rules of Civil Procedure.
3. Applicant objects to the scope of Opposer's interrogatories to the extent that the information sought is beyond that which is relevant or reasonably calculated to lead to the discovery of admissible evidence, including, without limitation, those interrogatories seeking "each", "every", and/or "all" information and/or documents relating to a subject area.

4. Applicant objects to these interrogatories to the extent they require Applicant to produce documents that are a matter of public record or publicly available, documents that Opposer may obtain as easily as Applicant, and/or documents generated by other entities.
5. Applicant objects to Opposer's interrogatories to the extent that the interrogatories are overly broad, vague, indefinite and/or incomprehensible and not reasonably calculated to lead to the discovery of admissible evidence in this case.
6. Applicant's responses are made without waiving or intending to waive any objections as to the relevancy, privilege, or admissibility at any hearing or at the trial in this or any other action or proceeding, on any ground. A partial response to any request that has been objected to, in whole or in part, is not intended to be a waiver of this or any other objection.
7. In responding to Opposer's interrogatories, Applicant has made reasonable efforts to respond, to the extent that no objection has been made against such discovery requests, as Applicant understands and interprets each interrogatory. If Opposer subsequently asserts an interpretation of any interrogatory which differs from that of Applicant, Applicant reserves the right to supplement its responses and/or objections.
8. Applicant reserves the right to amend or supplement its answers if additional information becomes known or additional documents come within its possession, custody or control.
9. Each of the general objections included herein shall be deemed to be incorporated into each of the responses set forth below. Nothing stated or produced in response to these requests should be deemed a waiver of any of the general or specific objections included herein.

RESPONSES

Interrogatory No. 40:

Describe with particularity any instances in which a consumer has inquired about the ingredients in Applicant's Goods.

Response to Interrogatory No. 40

Without waving Applicant's objections, to the best of Applicant's present knowledge no consumers for Applicant's goods who have visited the website organicaspirin.com have inquired about the ingredients in Applicant's Goods. Upon mention of the mark and its use in web based company www.organicaspirin.com in conjunction with t-shirts and supplements Applicant has received informal inquiries regarding the ingredients of the t-shirts and supplements from students of Applicant's chemistry class.

Interrogatory No. 42:

Describe with particularity all communication between Cindy Short and/or Abrams Royal Pharmacy and Applicant.

Response to Interrogatory No. 42

Without waving Applicant's objections, to the best of Applicant's present knowledge only a telephone response to Cindy Short and/or Abrams Royal Pharmacy regarding the inquiry referenced in document #OA0005 was made. During our communication by a telephone conversation that lasted only a few minutes, it was established that we do not provide assays on the composition of our product, and Cindy Short and/or Abrams Royal Pharmacy did not show further interest in carrying our product.

Dated: May 26, 2009

The signatory hereof certifies under oath that the foregoing responses to interrogatories are true, complete, and accurate to the best of my knowledge.

Respectfully submitted,

SM

Stamatios Mouratidis, Ph.D.

CERTIFICATE OF SERVICE

I hereby certify that on this 26th day of May, 2009, true and correct copies of **APPLICANT'S SUPPLEMENTAL RESPONSES TO OPPOSER'S SECOND SET OF INTERROGATORIES TO APPLICANT** In Re: Opposition No. 91185473, Trademark Application Serial No. 77208071 was delivered by email, on the following parties:

BAYER AKTIENGESELLSCHAFT
Jennifer Fraser
Christina M. Hillson
Connolly Bove Lodge & Hutz LLP
P.O. Box 2207
Wilmington, DE 19801
(302) 658-9141
Attorneys for Opposer

Stamatios Mouratidis, Ph.D.

Dated: May 26,, 2009

The signatory hereof certifies under oath that the foregoing statements are true, complete, and accurate to the best of my knowledge.

Respectfully submitted,

SM

Stamatios Mouratidis, Ph.D.

CERTIFICATE OF SERVICE

I hereby certify that on this 26th day of May, 2009, true and correct copies of **APPLICANT'S SUPPLEMENTAL RESPONSES TO OPPOSER'S FIRST REQUESTS FOR PRODUCTION OF DOCUMENTS TO APPLICANT** In Re: Opposition No. 91185473, Trademark Application Serial No. 77208071 was delivered by email on the following parties:

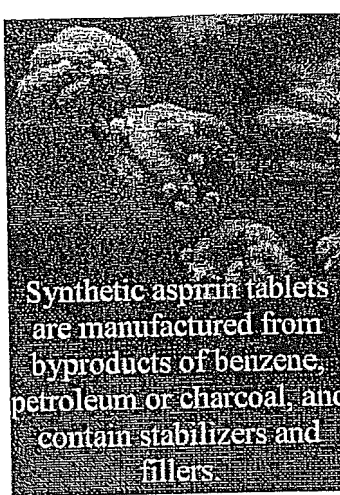
BAYER AKTIENGESELLSCHAFT
Jennifer Fraser
Christina M. Hillson
Connolly Bove Lodge & Hutz LLP
P.O. Box 2207
Wilmington, DE 19801
(302) 658-9141
Attorneys for Opposer

Stamatios Mouratidis, Ph.D.

EXHIBIT

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OA0002



Synthetic aspirin tablets are manufactured from byproducts of benzene, petroleum or charcoal, and contain stabilizers and fillers.

Organic Aspirin™ capsules contain naturally occurring salicylates and phytochemicals from premium Meadowsweet and White Willow plants certified USDA organic by Oregon Tilth and encapsulated in vegetable capsules.

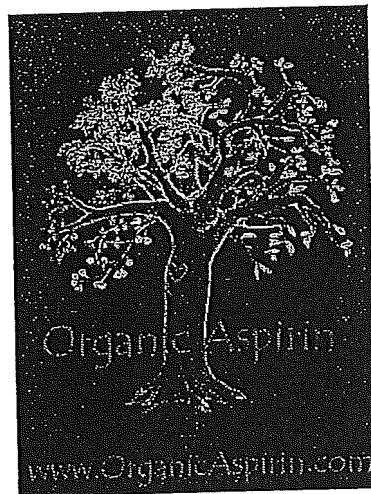


Organic Aspirin™ capsules provide anti-inflammatory benefits, promote general well being during the flu season and are complete with valuable cardio-protective phytochemicals. So supplement your diet with Organic Aspirin™ capsules and provide an extra shield of protection for your heart.

*These statements have not been evaluated by the FDA.

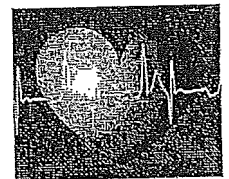
Organic Aspirin™
Organic Aspirin™ capsules contain salicin from both botanical forerunners of aspirin and should not be used by those who are allergic to aspirin, have a gastrointestinal disorder, tinnitus, are pregnant, and/or breast-feeding. Keep out of reach of children.

Details at
www.organicaspirin.com.
© 2006, 2007, 2008 OAC



Added Benefits
In addition to powder from Meadowsweet and White Willow plants, Organic Aspirin™ capsules contain naturally occurring salicin, calcium and phytochemicals, including heparin-like compounds and tannins. These are known to decrease congestion and mucus that is often associated with a cold, produce a mild inhibiting effect on blood clotting, and ease pain associated with inflammatory conditions like rheumatism.

For a healthy heart supplement with



Organic Aspirin™
capsules

OA0004

Meadowsweet * White Willow
Calcium Carbonate * Hawthorn Berry
Standardized Powder



Organic Aspirin TM
90 Capsules / Dietary Supplement

DIRECTIONS FOR USE: As a dietary supplement take one capsule up to four times daily as needed.

Precautions: Organic AspirinTM capsules contain salicin from both botanical forerunners of aspirin and should not be used by those who are allergic to aspirin, have a gastrointestinal disorder, tinnitus, are pregnant, and/or breast-feeding. Keep out of reach of children.

Supplement Facts

Serving Size 1 Capsule. Servings Per Container 90.

Amount Per Serving	% Daily Value*
White Willow Bark Powder	*
Meadowsweet Powder	*
Hawthorn Berry Powder	*
Calcium Carbonate	<20%

*Daily Value not established. Proprietary formula.

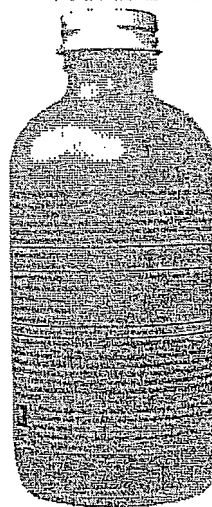
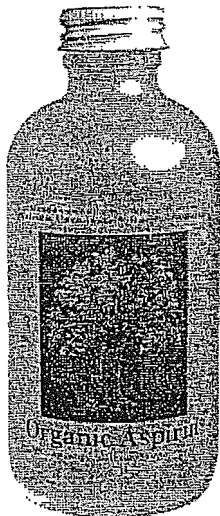
Other ingredients: Encapsulated in pure vegetarian capsules.

Organic AspirinTM capsules contain nature's foremost shield of protection for your heart. Each capsule contains tannins and salicylates from premium sources. Salicylates offer cardiovascular benefits and lower the body's levels of prostaglandins, hormone like compounds that cause aches, pain, and inflammation. Complete with valuable cardioprotective phytochemicals.



OAC

These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.
S. Mouraliadis, 12 Strawberry Rd., Bloomington, IL 61704.
LOT A0707 Exp. 07/08



OA0005

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Wholesale to pharmacy?

Sunday, July 8, 2007 1:57 AM

From:

This sender is DomainKeys verified

"Cindy Short" <crs444@sbcglobal.net>

Add sender to Contacts

To:

info@organicaspirin.com

Hello there.

My name is Cindy Short and I am a pharmacist at Abrams Royal Pharmacy in Dallas, TX. We are a unique pharmacy in that we promote nutrition and prevention, in order to avoid the harsh pharmaceuticals.

We could be interested in carrying your organic aspirin product, if you do sell wholesale to businesses and will provide assays on the composition of your product, as we try to carry the highest quality products we can find.

Your product sounds like a nice combination for our cardiovascular patient's needs.

Thank you,
Cindy Short

<http://www.abramsroyalpharmacy.com>

OA0006

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Yahoo! WebHosting Email

Wednesday, July 2, 2008 12:04 PM

From:

"webhosting-userform@organicaspirin.com" <webhosting-userform@organicaspirin.com>

[Add sender to Contacts](#)

To:

admin@organicaspirin.com

name = Erica Kelley

email = M.Secret16@yahoo.com

phone = 215...

comments = I was interested in purchasing Organic Aspirin for resale at my Philadelphia, PA based retail health store. Please feel free to contact me using the sources listed above.

Thanks,

Erica Kelley

REMOTE_HOST: 96.227.47.182

EXHIBIT

F

PDR®
12
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1991

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ISBN 0-87489-718-1

Product Identification

PDR For Nonprescription

TING
For Athlete's Foot & Jock Itch

GLENBROOK
Division of Sterling Drug Inc.

Caplets available in bottles of 50, 100 and 200

Glenbrook

Available in bottles of 50 and 100 caplets

THERAPY BAYER
Delayed Release Enteric Aspirin
Sodium Free • Caffeine Free

Glenbrook

Available in packages of 12, 30 and 60 caplets

Midol
MAXIMUM STRENGTH

Glenbrook

Available in packages of 12, 30 and 60 caplets

PANADOL
MAXIMUM STRENGTH PANADOL
Coated Caplets and Tablets
Acetaminophen

Glenbrook

Available in 4 oz. plastic bottles

PHILLIPS
MILK OF MAGNESIA

FLEXAID

Elastic and Neoprene Supports
Braces and Hosiery

Glenbrook

Available in packs of 6, 12 tablets and bottles of 24, 50, 100, 200, 300 and 365

BAYER PLUS
GENUINE BAYER[®] ASPIRIN
Toleraid[®] Micro-Thin Coating
Sodium Free • Caffeine Free

Glenbrook

Available in bottles of 25, 50 and 100

BAYER PLUS
Stomach Guard
Effective Pain Relief Plus
Stomach Protection. Coated
For Easy Swallowing

Glenbrook

Available in packages of 12, 16 and 32 caplets

Midol
MAXIMUM STRENGTH

Glenbrook

Available in packages of 12, 16 and 32 caplets

PANADOL
CHILDREN'S PANADOL[®]
Chewable Tablets, Caplets, Liquid and Drops
Acetaminophen

Glenbrook

Available in 4 oz. plastic bottles

PHILLIPS
MILK OF MAGNESIA

W LABORATORIES

Available in bottles of 30 and 60

BAYER
MAXIMUM STRENGTH ASPIRIN
Toleraid[®] Micro-Thin Coating
Sodium Free • Caffeine Free

Glenbrook

Available in bottle of 36 tablets

BAYER
CHILDREN'S CHEWABLE ASPIRIN

Glenbrook

Available in packages of 16 and 32 coated tablets

Midol 200

Glenbrook

Available in 6 and 24 capsules

PANADOL
LAXCAPS[®]
Laxative Plus Softener
Combined Action Formula

Glenbrook

Available in bottles of 30, 72 and 125 caplets

BAYER
8-HOUR BAYER[®]
TIMED-RELEASE ASPIRIN
Sodium Free • Caffeine Free

Glenbrook

Available in 4 oz. plastic bottles

PHILLIPS
MILK OF MAGNESIA

W LABORATORIES

Available in bottles of 30, 72 and 125 caplets

BAYER
8-HOUR BAYER[®]
TIMED-RELEASE ASPIRIN
Sodium Free • Caffeine Free

Glenbrook

Available in regular and flavored 12 oz. and 26 oz. plastic bottles

HALEY'S M.O.

Glenbrook

Available in bottles of 6, 16 and 32 caplets

Midol PMS
MAXIMUM STRENGTH

Glenbrook

Available in regular and mini flavor 4 oz., 12 oz., 26 oz. plastic bottles

PHILLIPS
MILK OF MAGNESIA

Glenbrook

Available in 4 oz. plastic bottles


PHILLIPS
MILK OF MAGNESIA

Glenbrook

Available in 4 oz. plastic bottles

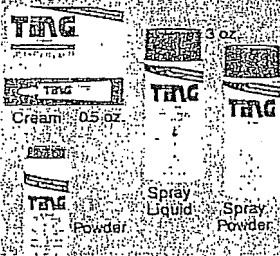
PHILLIPS
MILK OF MAGNESIA

Fisons
Spray Powder



CRUOX
Antifungal Spray Powder & Cream
Relieves Itching, Chaling, Rash

Fisons




TING
For Athlete's Foot & Jock Itch

GLENBROOK
Division of Sterling Drug Inc.



Caplets available in bottles of 50, 100 and 200

Glenbrook



Available in bottles of 50 and 100 caplets

THERAPY BAYER
Delayed Release Enteric Aspirin
Sodium Free - Caffeine Free

Fisons



DESENEX
Spray Powder, Powder, Cream, & Ointment
Relieves Symptoms of Athlete's Foot

FLEXAID



Elastic and Neoprene Supports, Braces and Hosiery

GLENBROOK



Available in packs of 12 tablets and bottles of 24, 50, 100, 200, 300 and 365

GENUINE BAYER ASPIRIN
Toleraid® Micro-Thin Coating
Sodium Free - Caffeine Free

Glenbrook



Available in bottles of 24, 50 and 100

BAYER PLUS
Stomach Guard®
Effective Pain Relief Plus Stomach Protection - Coated For Easy Swallowing

Fisons



DESENEX
FOOT & SNEAKER DEODORANT
Soothes, Cools, Comforts & Absorbs Moisture

G & W LABORATORIES



Jars of 12 & 25 Jars of 12, 25, 50 & 100

GLYCERIN SUPPOSITORIES
Laxative

Glenbrook



Available in bottles of 30 and 60

MAXIMUM BAYER ASPIRIN
Toleraid® Micro-Thin Coating
Sodium Free - Caffeine Free


Glenbrook



Available in bottle of 36 tablets

BAYER CHILDREN'S
CHEWABLE ASPIRIN

Fisons



ISOCLOR
TIMESULE® CAPSULES
Nasal Decongestant/Amphetamine

GLYCERIN SUPPOSITORIES
Laxative

Adult Boxes of 10, 25, 50
Pediatric Boxes of 10, 25


Glenbrook



Available in bottles of 30, 72 and 125 caplets

8-HOUR BAYER
TIMED-RELEASE ASPIRIN
Sodium Free - Caffeine Free

Glenbrook



Available in regular and flavored 12 oz. and 26 oz. plastic bottles

HALEY'S M.O.

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MAXIMUM STRENGTH
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Available in 24 caplets

SmithKline Beecham Consumer Brands



Teltrin[®]
12 HR. ALLERGY RELIEF CAPSULES

Packages of 12, 24 and 48 capsules; 12 mg.

TELDRIN[®]
TIMED-RELEASE CAPSULES
 (chlorpheniramine maleate)

STERLING



STAR-OTIC[®] EAR SOLUTION
 Antibacterial • Antifungal

Alcohol Free

Sterling Health

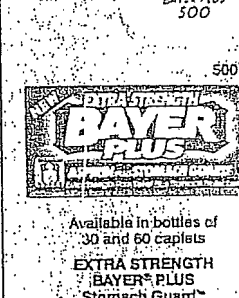


MAXIMUM BAYER[®] ASPIRIN
 Toleraid[®] Micro-Thin Coating
 Sodium Free • Caffeine Free

500 mg.

Available in boxes of 30, 60 and 100 tablets

Sterling Health



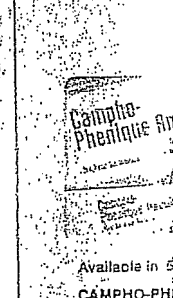
BAYER[®] PLUS

500 mg.

Available in bottles of 30 and 60 caplets

EXTRA STRENGTH BAYER[®] PLUS
 Stomach Guard[™]
 Extra Strength Pain Relief
 Plus Stomach Protection.

Sterling Health



CAMPHO-PH[®]
First Aid Triple Action Pain Reliever

Available in 50 tablets

Beecham Consumer Brands

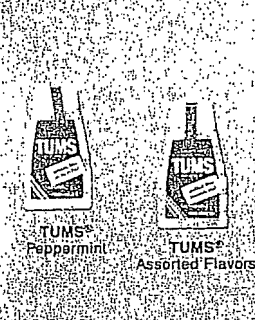


Somnifex[®]

Regular Formula in Tablets and Single-dose Caplets


EX[®] Sleep Aids

SmithKline Beecham Consumer Brands



TUMS[®]
 Peppermint • Assorted Flavors

Stellar



STAR-OPTIC[®] EYE WASH

4 fl. oz. (118 ml) with sterile eye cup

Sterling Health



6-HOUR BAYER[®] TIMED-RELEASE ASPIRIN
 Sodium Free • Caffeine Free

Available in bottles of 72 and 125 caplets

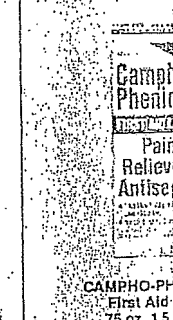
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BAYER[®] CHILDREN'S CHEWABLE ASPIRIN

Available in bottle of 36 tablets

Sterling Health



CAMPHO-PH[®]
First Aid Triple Action Pain Reliever

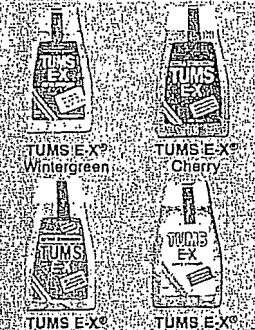
76 oz. 1.5

Beecham Consumer Brands




SURETS[®]
Maximum Strength Throat Lozenges

SmithKline Beecham Consumer Brands



TUMS[®] EX[®]
 Wintergreen • Assorted Flavors

STERLING HEALTH



GENUINE BAYER[®] ASPIRIN
 Toleraid[®] Micro-Thin Coating
 Sodium Free • Caffeine Free

Caplets available in bottles of 50, 100 and 200


Sterling Health



THERAPY BAYER[®]
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 Sodium Free • Caffeine Free

Available in bottles of 50 and 100 caplets

Sterling Health



BRONKAID[®] MIST

Available in 15 cc Inhaler Units and 15 cc and 22.5 cc Refills

Available in packages of 24 and 60 tablets

BRONKAID[®] MIST and Tablets
 Asthma Remedy

Sterling Health



DAIRY EASE[®]
 (lactose reducer)

Not available in approximately 10 states

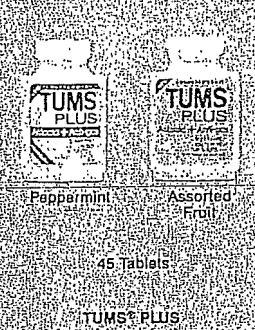
Beecham Consumer Brands



SURETS[®] Maximum

Available in 6 oz. Bottles

SmithKline Beecham Consumer Brands




TUMS[®] PLUS
 Antacid and Anti-gas

Peppermint • Assorted Fruit

45 Tablets

STERLING HEALTH



GENUINE BAYER[®] ASPIRIN
 Toleraid[®] Micro-Thin Coating
 Sodium Free • Caffeine Free

Available in packs of 12 tablets and bottles of 24, 50, 100, 200, 300 and 385

Sterling Health



BAYER[®] PLUS Stomach Guard[™]
 Effective Pain Relief Plus Stomach Protection. Coated for Easy Swallowing

Available in bottles of 24, 50 and 100


Sterling Health



CAMPHO-PHENIQUE[®] Gold Sore Gel

Available in 23 oz and .5 oz


Sterling Health



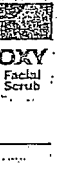
DAIRY EASE[®] CHEWABLE
 (lactase)

Available 12, 30


SmithKline Beecham Consumer Brands



Medicated Cleanser
4 fl. oz.



Lathering Facial Scrub
2.65 oz.



Medicated Soap
3.25 oz.

OXY CLEAN®

SmithKline Beecham Consumer Brands

24 caplet package



SINE-OFF®
MAXIMUM STRENGTH
NO DROWSINESS FORMULA CAPLETS

SmithKline Beecham Consumer Brands

Packages of 12, 24 and 48 capsules




Teldrin®
12 HR. ALLERGY RELIEF CAPSULES
Timed-Release Capsules
(Chlorpheniramine maleate)

STELLAR

ALCOHOL FREE

ANTIBIOTIC AND ANTI-FUNGAL



Star-Otic® EAR SOLUTION
Antibacterial • Antifungal

SmithKline Beecham Consumer Brands



OXY NIGHT WATCH®
Maximum Strength



OXY NIGHT WATCH®
Sensitive Skin

SmithKline Beecham Consumer Brands

Regular Formula in Tablets and Single-Dose Caplets




Sominex®
Regular Formula




Sominex®
Night Time Sleep Aids

SmithKline Beecham Consumer Brands




TUMS®
Peppermint




TUMS®
Assorted Flavors

Stellar



STAR-OPTIC® EYE WASH
4 fl. oz. (118 ml) with sterile eye cup

SmithKline Beecham Consumer Brands



SINE-OFF®
REGULAR STRENGTH
ASPIRIN FORMULA

Packages of 24, 48, and 100 tablets

SmithKline Beecham Consumer Brands

Maximum Strength



SUCRETS®
MAXIMUM STRENGTH

Regular



SUCRETS®
Regular

Children's Formula




SUCRETS®
Children's Formula

Sore Throat Lozenges




SUCRETS®
Sore Throat Lozenges


SmithKline Beecham Consumer Brands




TUMS EX®
Wintergreen



TUMS EX®
Cherry



TUMS EX®
Peppermint



TUMS EX®
Assorted Flavors

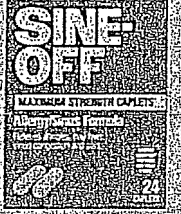
STERLING HEALTH



GENUINE BAYER® ASPIRIN
Caplets available in bottles of 50, 100 and 200

SmithKline Beecham Consumer Brands

24 caplet package



SINE-OFF®
MAXIMUM STRENGTH ALLERGY/
SINUS FORMULA CAPLETS


SmithKline Beecham Consumer Brands

Cherry



SUCRETS®
Cherry

Mint




SUCRETS®
Mint


Available in 3 oz. and 6 oz. Bottles

SUCRETS®
Maximum

SmithKline Beecham Consumer Brands



TUMS PLUS®
Peppermint



TUMS PLUS®
Assorted Fruit

45 Tablets

TUMS PLUS®
Antacid and Anti-gas

GENUINE BAYER



GENUINE BAYER® ASPIRIN
Toleraid® Micro-Thin Coating
Sodium Free • Caffeine Free

Available in packs of 12 tablets and bottles of 24, 50, 100, 200, 300 and 365.

PDR For Nonprescription Drugs

429

Sterling Health



Available in bottles of 30 and 60



500 mg

Available in boxes of 30, 60 and 100 tablets

MAXIMUM BAYER® ASPIRIN
Tolared® Micro-Thin Coating
Sodium Free • Caffeine Free

Sterling Health




500 mg

Available in bottles of 30 and 60 caplets

EXTRA STRENGTH BAYER® PLUS
Stomach Guard®
Extra Strength Pain Relief
PLUS Stomach Protection


Sterling Health



Available in 5 oz tubes

CAMPHO-PHENIQUE®
First Aid Triple Antibiotic plus
Pain Reliever Ointment


Sterling Health



40 caplets

DAIRY EASE®
CAPLETS
(lactase enzyme)

Sterling Health



Available in bottles of 72 and 125 caplets

8-HOUR BAYER®
TIMED-RELEASE ASPIRIN
Sodium Free • Caffeine Free


Sterling Health



Available in bottle of 36 tablets

BAYER® CHILDREN'S
CHEWABLE ASPIRIN

Sterling Health



7.5 oz, 15 oz, 4 oz

CAMPHO-PHENIQUE®
First Aid Liquid
7.5 oz, 15 oz, 4 oz

Sterling Health



32 quart supply

DAIRY EASE® DROPS
(lactase enzyme)

Sterling Health



Available in bottles of 50 and 100 caplets

THERAPY BAYER®
Delayed Release Enteric Aspirin
Sodium Free • Caffeine Free

Sterling Health



Available in 15 cc Inhaler Units and 15 cc and 22.5 cc Refills

Available in packages of 24 and 60 tablets



BRONKAID®
Mist and Tablets
Asthma Remedy


Sterling Health



Not available nationally until approximately July 1992

DAIRY EASE® REAL MILK
(lactose reduced milk)

Sterling Health



Available in bottles of 100

FERGON® (IRON)
Tablets

Sterling Health



Available in bottles of 24, 50 and 100

BAYER® PLUS
Stomach Guard®
Effective Pain Relief Plus
Stomach Protection. Coated
For Easy Swallowing


Sterling Health



23 oz and .5 oz

CAMPHO-PHENIQUE®
Cold Sore Gel
23 oz and .5 oz

Sterling Health



Available: 12, 36, 60, 100 count

DAIRY EASE®
CHEWABLE TABLETS
(lactase enzyme)

Sterling Health



Available in regular and flavored, 12 oz and 26 oz plastic bottles

HALEY'S M-O®

PDR[®]
14
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1993

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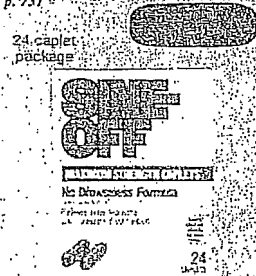
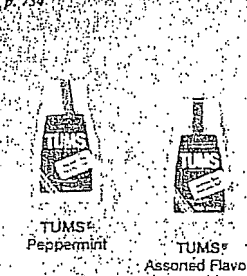
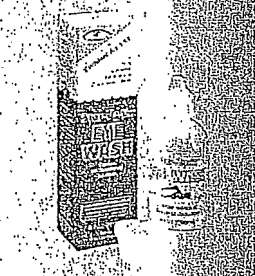



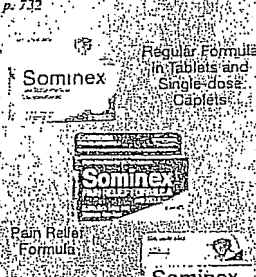
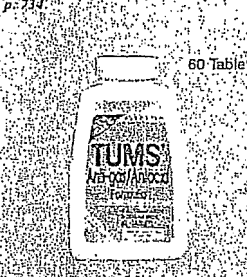
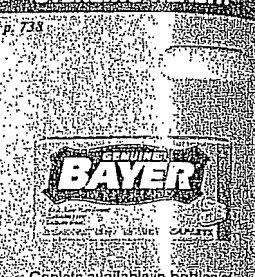

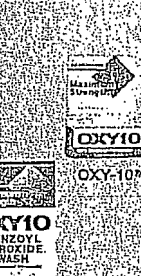

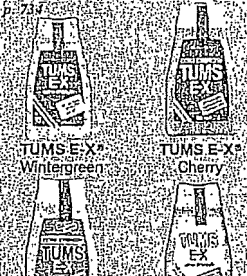

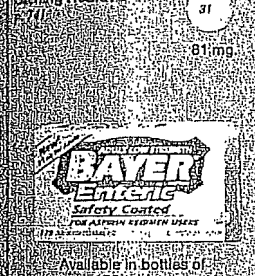


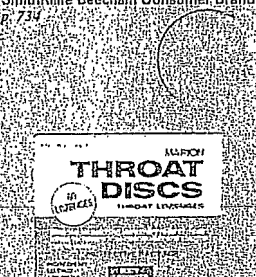




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PDR For Nonprescription Drugs

PDR

<p>SmithKline Beecham Consumer Brands p. 731</p>  <p>100 tablets</p> <p>FORBIFIED Iron and Minerals and Calcium</p>	<p>SmithKline Beecham Consumer Brands p. 731</p>  <p>24 caplet package</p> <p>SIRE-OFF NO DROWSINESS FORMULA</p> <p>24 caplets</p> <p>SIRE-OFF MAXIMUM STRENGTH NO DROWSINESS FORMULA CAPLETS</p>	<p>SmithKline Beecham Consumer Brands p. 734</p>  <p>TUMS[®] Peppermint</p> <p>TUMS[®] Assorted Flavors</p>	<p>Stellar p. 737</p>  <p>1.1 oz. (118 ml) with sterile eye cup</p> <p>STAR-OTIC EYE WASH</p>	<p>STERLING HEALTH</p>  <p>650 mg</p> <p>Available in bottles of 72 and 125 caplets</p> <p>6-HOUR BAYER[®] Extended-Release Aspirin Sodium-Free • Caffeine-Free</p>	<p>Sterling Health p. 744</p>  <p>Available in bottles of 30 and 60</p> <p>EXTRA STRENGTH BAYER[®] PLUS Aspirin Plus Gentle Buffers Extra Strength Plus Stomach</p>
<p>SmithKline Beecham Consumer Brands p. 732</p>  <p>100 tablets</p> <p>AL-PLUS and Multimineral Supplement</p>	<p>SmithKline Beecham Consumer Brands p. 732</p>  <p>Regular Formula in Tablets and Single-Dose Caplets</p> <p>Pain Relief Formula</p> <p>SOMNEX Night-Time Sleep Aids</p>	<p>SmithKline Beecham Consumer Brands p. 734</p>  <p>60 Tablets</p> <p>TUMS[®] Anti-gas/Antacid Formula Assorted Flavors</p>	<p>STERLING HEALTH p. 738</p>  <p>Caplets available in bottles of 50, 100 and 200</p>	<p>Sterling Health p. 741</p>  <p>325 mg</p> <p>Available in bottles of 50 and 100 caplets</p> <p>Regular Strength BAYER[®] ENTERIC Delayed-Release Enteric Aspirin Sodium-Free • Caffeine-Free</p>	<p>Sterling Health p. 738</p>  <p>Available in 6 of 36 tablets</p> <p>BAYER[®] CHILDREN'S CHEWABLE ASPIRIN</p>
<p>SmithKline Beecham Consumer Brands p. 731</p>  <p>100 capsules</p> <p>OXY-10 ENZOYL PEROXIDE WASH</p>	<p>SmithKline Beecham Consumer Brands p. 731</p>  <p>Packages of 12, 24 and 48 capsules</p> <p>12 mg</p> <p>Teldrin 17 HR. ALLERGY RELIEF CAPSULES</p> <p>TELDRIN TIMED-RELEASE CAPSULES (chlorpheniramine maleate)</p>	<p>SmithKline Beecham Consumer Brands p. 734</p>  <p>TUMS EX[®] Wintergreen</p> <p>TUMS EX[®] Cherry</p> <p>TUMS EX[®] Peppermint</p> <p>TUMS EX[®] Assorted Flavors</p>	<p>STERLING HEALTH p. 745</p>  <p>325 mg</p> <p>Available in packs of 12 tablets and bottles of 24, 50, 100, 200, 300 and 365</p> <p>Genuine BAYER[®] ASPIRIN Toleraid[®] Micro-Thin Coating Sodium-Free • Caffeine-Free</p>	<p>Sterling Health p. 741</p>  <p>81 mg</p> <p>Available in bottles of 120 tablets</p> <p>ADULT LOW STRENGTH BAYER[®] ENTERIC Delayed Release Enteric Aspirin</p>	<p>Sterling Health p. 745</p>  <p>Available in 24, 50 and 100</p> <p>BAYER[®] SELECT Aspirin-Free • Maximum</p>
<p>SmithKline Beecham Consumer Brands p. 734</p>  <p>100 tablets</p> <p>GULAR STRENGTH FORMULA</p>	<p>SmithKline Beecham Consumer Brands p. 734</p>  <p>Box of 60 lozenges</p> <p>THROAT DISCS[®] Throat Lozenges</p>	<p>STERLING HEALTH p. 737</p>  <p>Helps to restore normal pH to outer ear canal</p> <p>Star-Otic</p> <p>STAR-OTIC EAR SOLUTION Antibacterial • Antifungal</p>	<p>Sterling Health p. 740</p>  <p>1500 mg</p> <p>Available in bottles of 30 and 60</p> <p>Available in boxes of 30, 60 and 100 tablets</p> <p>Maximum BAYER[®] ASPIRIN Toleraid[®] Micro-Thin Coating Sodium-Free • Caffeine-Free</p>	<p>Sterling Health p. 741</p>  <p>325 mg</p> <p>Available in bottles of 24, 50 and 100 tablets</p> <p>BAYER PLUS Aspirin Plus Gentle Buffers Effective Pain Relief Plus Stomach Protection Coated For Easy Swallowing</p>	<p>Sterling Health p. 745</p>  <p>Available in 24 and 50</p> <p>BAYER[®] SELECT Aspirin-Free • Maximum</p>

SmithKline Beecham Consumer Brands
p. 728



Bottles of 100 tablets
OS-CAL® Fortified
Multivitamin and Minerals
With Added Calcium

SmithKline Beecham Consumer Brands
p. 731



24 Caplet
package
SINE-OFF®
MAXIMUM STRENGTH
NO DROWSINESS FORMULA CAPLETS

SmithKline Beecham Consumer Brands
p. 734



TUMS®
Peppermint
TUMS®
Assorted Flavors

Stellar p. 737



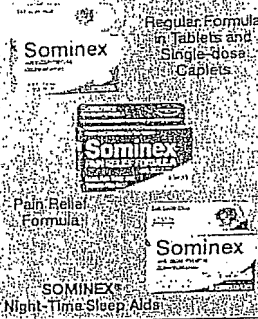
4 fl. oz. (118 ml) with
sterile eye cup
STAR-OPTIC® EYE WASH

SmithKline Beecham Consumer Brands
p. 729



Bottles of 100 tablets
OS-CAL® PLUS
Multivitamin and Multimineral
Supplement

SmithKline Beecham Consumer Brands
p. 732



Regular Formula
in Tablets and
Single-dose
Caplets
Sominex
Pain Relief
Formula
Sominex
Night-Time Sleep Aid

SmithKline Beecham Consumer Brands
p. 734



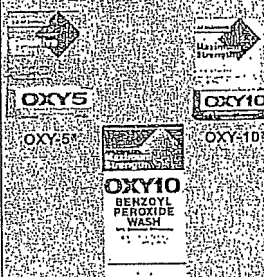
60 Tablets
TUMS®
Anti-gas/Antacid Formula
Assorted Flavors

STERLINGHEALTH
p. 738



Caplets available in bottles of
50, 100 and 200

SmithKline Beecham Consumer Brands
p. 729



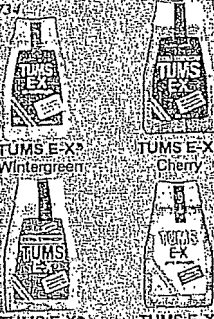
OXY10® BENZOYL PEROXIDE WASH

SmithKline Beecham Consumer Brands
p. 733



Packages of 12, 24
and 48 capsules
12mg
Teldrin
12 HR. ALLERGY RELIEF CAPSULES
TELDRIN®
TIMED-RELEASE CAPSULES
(chlorpheniramine maleate)

SmithKline Beecham Consumer Brands
p. 734



TUMS E-X®
Wintergreen
TUMS E-X®
Cherry
TUMS E-X®
Peppermint
TUMS E-X®
Assorted Flavors

STERLINGHEALTH
p. 738



Available in packs of 12 tablets
and bottles of 24, 50,
100, 200, 300 and 365

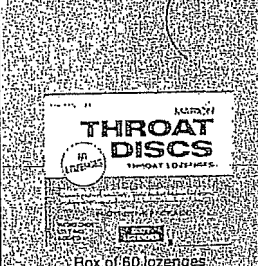
Genuine BAYER® ASPIRIN
Toleraid® Micro-Thin Coating
Sodium Free • Caffeine Free

SmithKline Beecham Consumer Brands
p. 731



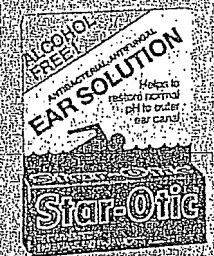
Packages of 24,
48, and 100 tablets
SINE-OFF® REGULAR STRENGTH
ASPIRIN FORMULA

SmithKline Beecham Consumer Brands
p. 734



Box of 60 lozenges
THROAT DISCS®
Throat Lozenges

STELLAR
p. 737



STAR-OPTIC® EAR SOLUTION
Antibacterial • Antifungal

STERLINGHEALTH
p. 740



Available in bottles of 30 and 60



500 mg
Available in boxes of
30, 60 and 100 tablets
Maximum BAYER® ASPIRIN
Toleraid® Micro-Thin Coating
Sodium Free • Caffeine Free

SmithKline Beecham Consumer Brands
p. 728



Bottles of 100 tablets
OS-CAL® Fortified
Multivitamin and Minerals
With Added Calcium

SmithKline Beecham Consumer Brands
p. 731



24 caplet
package
SINE-OFF®
MAXIMUM STRENGTH
NO DROWSINESS FORMULA CAPLETS

SmithKline Beecham Consumer Brands
p. 734



TUMS®
Peppermint
TUMS®
Assorted Flavors

Stellar p. 737



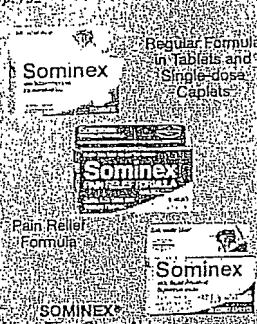
4 fl. oz. (116 ml) with
sterile eye cup.
STAR-OPTIC® EYE WASH

SmithKline Beecham Consumer Brands
p. 729



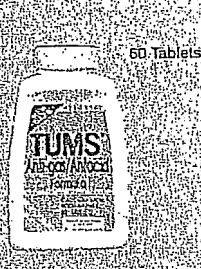
Bottles of 100 tablets
OS-CAL® PLUS
Multivitamin and Multimineral
Supplement

SmithKline Beecham Consumer Brands
p. 732



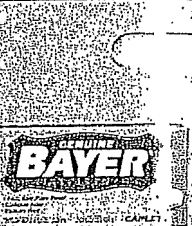
Regular Formula
in Tablets and
Single-Dose
Caplets
SOMINEX®
Night-Time Sleep Aids

SmithKline Beecham Consumer Brands
p. 734



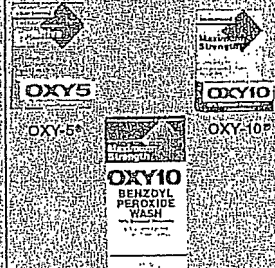
50 Tablets
TUMS®
Anti-gas/Antacid Formula
Assorted Flavors

STERLING HEALTH
p. 736



Caplets available in bottles of
50, 100 and 200

SmithKline Beecham Consumer Brands
p. 729



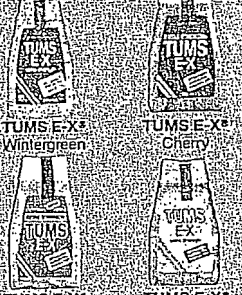
OXY10® BENZOYL PEROXIDE WASH

SmithKline Beecham Consumer Brands
p. 733



Packages of 12, 24
and 48 capsules
TELDRIN®
12 HR. ALLERGY RELIEF CAPSULES
(chlorpheniramine maleate)

SmithKline Beecham Consumer Brands
p. 734



TUMS EX®
Peppermint
TUMS EX®
Assorted Flavors

365 mg



Available in packs of 12 tablets
and bottles of 24, 50,
100, 200, 300 and 365

Genuine BAYER® ASPIRIN
Toleraid® Micro-Thin Coating
Sodium-Free • Caffeine-Free

SmithKline Beecham Consumer Brands
p. 731



Packages of 24,
40 and 100 tablets
SINE-OFF® REGULAR STRENGTH
ASPIRIN FORMULA

SmithKline Beecham Consumer Brands
p. 733



Box of 60 lozenges
THROAT DISCS®
Throat Lozenges

STELLAR
p. 737



STAR-OTIC® EAR SOLUTION
Antibacterial • Antifungal

STERLING HEALTH
p. 740



Available in bottles of 30 and 60



Available in boxes of
30, 60 and 100 tablets
Maximum BAYER® ASPIRIN
Toleraid® Micro-Thin Coating
Sodium-Free • Caffeine-Free

PDR For Nonprescription Drugs

Sterling Health
p. 741



650 mg

Available in bottles of 72 and 125 caplets

8-Hour BAYER® Extended-Release Aspirin
Sodium-Free • Caffeine-Free

Sterling Health
p. 741



500 mg

Available in bottles of 30 and 60 caplets

EXTRA STRENGTH BAYER® PLUS Aspirin Plus Gentle Buffers
Extra Strength Pain Relief Plus Stomach Protection

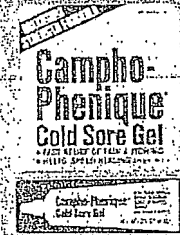
Sterling Health
p. 745



Available in bottles of 24 and 50 caplets


BAYER® SELECT™ NIGHT-TIME PAIN RELIEF
Aspirin-Free • Maximum Strength

Sterling Health
p. 747



CAMPHO-PHENIQUE® Cold Sore Gel
23 oz and 5 oz

Sterling Health
p. 741




325 mg

Available in bottles of 50 and 100 caplets

Regular Strength BAYER® ENTERIC Delayed-Release Enteric Aspirin
Sodium-Free • Caffeine-Free

Sterling Health
p. 738



Available in bottles of 36 tablets

BAYER® CHILDREN'S CHEWABLE ASPIRIN

Sterling Health
p. 743



Available in bottles of 24, 50 and 100 caplets

BAYER® SELECT™ PAIN RELIEF
Aspirin-Free • Maximum Strength

Sterling Health
p. 747



Available in 5 oz tubes

CAMPHO-PHENIQUE® First Aid Triple Antibiotic Plus Pain Reliever Ointment

Sterling Health
p. 741




81 mg

Available in bottles of 120 tablets

ADULT LOW STRENGTH BAYER® ENTERIC Delayed Release Enteric Aspirin

Sterling Health
p. 745



Available in bottles of 24, 50 and 100 caplets

BAYER® SELECT™ HEADACHE
Aspirin-Free • Maximum Strength

Sterling Health
p. 745



Available in bottles of 24 and 50 caplets

BAYER® SELECT™ SINUS PAIN RELIEF
Aspirin-Free • Maximum Strength

Sterling Health
p. 747



CAMPHO-PHENIQUE® First Aid Liquid
.75 oz, 1.5 oz, 4 oz

Sterling Health
p. 742

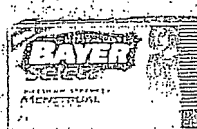


325 mg

Available in bottles of 24, 50 and 100 tablets

BAYER® PLUS Aspirin Plus Gentle Buffers
Effective Pain Relief Plus Stomach Protection, Coated For Easy Swallowing


Sterling Health
p. 745



Available in bottles of 24 and 50 caplets

BAYER® SELECT™ MENSTRUAL
Aspirin-Free • Maximum Strength

Sterling Health
p. 746

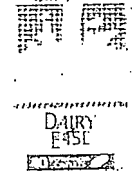


Available in 15 cc Inhaler Units and 15 cc and 22.5 cc Refills

Available in packages of 24 and 50 tablets

Bronkaid Mist and Tablets
Asthma Remedy

Sterling Health
p. 748



40 caplets

DAIRY EASE® CAPLETS
(lactase enzyme)

PDR[®]
15
EDITION
1994

PHYSICIANS'
DESK
REFERENCE
FOR
NONPRESCRIPTION
DRUGS[®]

Medical Consultant

Ronald Arky, MD, Charles S. Davidson Professor of Medicine
and Master, Francis Weld Peabody Society, Harvard Medical School

Product Manager: Stephen B. Greenberg
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Dik N. Barsamian
Jeffrey M. Keller
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B00536

Product Identification Guide / 27

SmithKline Beecham
Consumer HealthCare, L.P.
P. 721



60 Tablets
Assorted Flavors
Tums® Anti-gas/Antacid

While every effort has been made to reproduce products faithfully, this section is to be considered a Quick Reference identification aid.

For more detailed information on the products illustrated in this section, consult the Product Information Section or manufacturers may be contacted directly.

STERLING HEALTH
Sterling Health
P. 726



325 mg. Maximum 500 mg.
Tolerald® Micro-Thin Coating
Sodium Free and Caffeine Free
BAYER® Aspirin

Sterling Health
P. 726



36's
Chewable Aspirin
BAYER® Children's

Sterling Health
P. 725



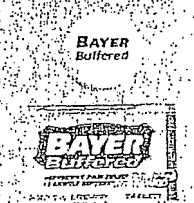
Regular: 325 mg.
Extra Strength: 500 mg.
Delayed Release: Enteric Aspirin
Sodium Free and Caffeine Free
BAYER® Entoric

Sterling Health
P. 725



120's
Adult Low Strength 81 mg.
Delayed Release Enteric Aspirin
BAYER® Entoric

Sterling Health
P. 725



24's, 50's, 100's
Effective Pain Relief
Plus Stomach Protection
Coated For Easy Swallowing
BAYER® Buffered

Sterling Health
P. 732

BAYER SELECT HEADACHE



BAYER SELECT NIGHT-TIME



BAYER SELECT NIGHT-TIME



BAYER SELECT NIGHT-TIME



BAYER SELECT NIGHT-TIME



BAYER SELECT BACKACHE



Headache 24's, 50's, 100's
Menstrual 24's, 50's
Night Time Pain Relief 24's, 50's
Pain Relief 24's, 50's, 100's
Sinus Pain Relief 24's, 50's
Backache 24's, 50's
**Aspirin-Free
Maximum Strength
BAYER® Select®**

Sterling Health
P. 721

Head Cold



Chest Cold



Head/Chest Cold



Flu Relief



Night Time Cold




Head Cold 16's
Chest Cold 16's
Head & Chest Cold 16's
Flu Relief 16's
Night-Time Cold 16's
**Aspirin-Free
Maximum Strength
BAYER® Select®**

SMITHKLINE BEECHAM

428 / PDR For Nonprescription Drugs


Sterling Health
P. 737



Bayer Plus 500

30's, 60's
Aspirin Plus Gentle Buffers
Extra Strength Pain Relief plus
Stomach Protection
**Extra Strength
BAYER Plus**

Sterling Health
P. 740



PANADOL

Chewable Tablets, Caplets,
Liquid and Drops
Children's Panadol
(Acetaminophen)


Sterling Health
P. 737



MIDOL

Cramp Relief Formula 24's, 50's
Maximum Strength 8's, 16's, 32's
PMS 8's, 16's, 32's
Teen 16's, 32's
Midol


Sterling Health
P. 742



Phillips' Laxative Gelcaps

Laxative Plus Stool Softener
Also available in 60 Gelcaps
Phillips' Gelcaps

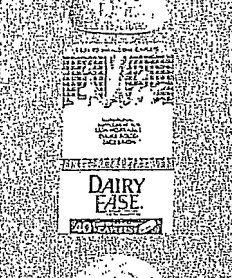
Sterling Health
P. 734



BRONKAID


Mist and Tablets
Asthma Remedy
Available in 1.5 cc Inhaler Units
and 15 cc and 22.5 cc Refills
Tablets 24's, 60's
Bronkaid

Sterling Health
P. 736



DAIRY EASE

Sterling Health
P. 739



Nasal

15 mL and 30 mL
Nasal Moisturizer Spray and Drops

Sterling Health
P. 741



Phillips' Milk of Magnesia

Available in mini, original,
and cherry flavors
4 oz, 12 oz and 16 oz plastic bottles

Sterling Health
P. 736



Campho-phenique

Maximum Strength
First Aid Antibiotic Pain Reliever
Ointment 5 oz Tube
and Cold Sore Gel 2.5 oz or 1.5 oz
Tubes
Campho-phenique


Sterling Health
P. 737



DAIRY EASE


Caplets: 40's
Tablets: 12's, 36's, 60's and 100's
Drops: 32 quarts size
Dairy Ease

Sterling Health
P. 739



Nasal

Sterling Health
P. 742



STRIDEX

Regular Maximum
Sensitive Skin with Aloe and
Super Scrub Oil Fighting Formulas
Stri-Dex

Sterling Health
P. 736



Campho-phenique

Pain Relieving Antiseptic Gel & Liquid
Campho-phenique

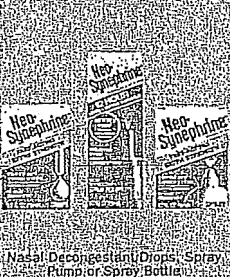
Sterling Health
P. 737



Fergon

100's
Ferrous Gluconate
Iron Supplement
Fergon


Sterling Health
P. 739



Neo-Synephrine

Nasal Decongestant Drops, Spray,
Pump or Spray Bottle
Neo-Synephrine

Sterling Health
P. 742



STRIDEX

Maximum Strength Clear Gel 3 oz
Acne Medicated and Anti-Bacterial
Cleansing Bar with Glycerin 3.5 oz
Stri-Dex

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1995

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Format Editor: Gregory J. Westley

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Miles Inc.
Consumer Healthcare Products
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Nasal Decongestant/Anthistamine/
Analgesic/Cough Suppressant

**Alka-Seltzer Plus
Night-Time Cold Medicine**

Miles Inc.
Consumer Healthcare Products
P. 707



Nasal Decongestant/
Anthistamine/Analgesic

**Alka-Seltzer Plus
Sinus Medicine**

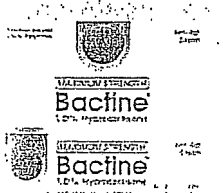
Miles Inc.
Consumer Healthcare Products
P. 708



Antiseptic/Anesthetic
First Aid Spray and Liquid

Bactine®

Miles Inc.
Consumer Healthcare Products
P. 709



High Clear Maximum Strength

Bactine®

Miles Inc.
Consumer Healthcare Products
P. 708



Antibiotic/Anesthetic
First Aid Ointment

Bactine®


Miles Inc.
Consumer Healthcare Products
P. 713



Genuine 325 mg Toleroid®
Micro-Thin Coating
Caffeine Free and Sodium Free

Genuine BAYER®


Miles Inc.
Consumer Healthcare Products
P. 709



Adult Low Strength 81 mg,
Enteric Coated Aspirin

Asprin Regimen BAYER®


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Consumer Healthcare Products
P. 709



Regular strength 325 mg
Enteric Coated Aspirin
Sodium Free and Caffeine Free

Asprin Regimen BAYER®


Miles Inc.
Consumer Healthcare Products
P. 711



Low Strength, Chewable Aspirin
Orange and Cherry Flavors

BAYER® Children's


Miles Inc.
Consumer Healthcare Products
P. 712



24's, 50's, 100's
Toleroid® Micro-Thin Coating
Caffeine Free and Sodium Free

Extra Strength BAYER®

Miles Inc.
Consumer Healthcare Products
P. 714



50's

**Extra Strength BAYER®
Arthritis Pain Regimen
Formula**

Miles Inc.
Consumer Healthcare Products
P. 713



50's
Helps Protect Against Stomach Upset

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BAYER® Plus.**

Miles Inc.
Consumer Healthcare Products
P. 712



50's
Only Extended-Release Aspirin

**Extended-Release BAYER®
8 Hour**


Miles Inc.
Consumer Healthcare Products
P. 713



24's
The Only Night Time Aspirin

**Extra Strength
BAYER® PM.**


Miles Inc.
Consumer Healthcare Products
P. 715



24's and 50's

**BAYER® Select™
Maximum Strength
Backache Pain Relief**

Miles Inc.
Consumer Healthcare Products
P. 716



36's

**BAYER® Select™
Maximum Strength
Headache**

Miles Inc. Consumer Healthcare Products

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Consumer Healthcare Products
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**BAYER® Select™
Ibuprofen Pain Relief**

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Bronkaid®
Asthma Remedy
Mist and Tablets
Available in 15 cc Inhaler Units
and 15cc and 22.5 cc Refills
Tablets: 24's, 60's

Miles Inc.
Consumer Healthcare Products
P. 718



Campho-phenique®
Pain Relieving Antiseptic Liquid & Gel

Miles Inc.
Consumer Healthcare Products
P. 721



Fergon®
100's
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Consumer Healthcare Products
P. 716



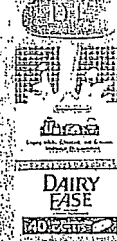
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Menstrual**

Miles Inc.
Consumer Healthcare Products
P. 718



**Bugs Bunny™
Complete**
Sugar Free Children's Chewable
Vitamins with Extra C and Plus Iron

Miles Inc.
Consumer Healthcare Products
P. 720



Dairy Ease®
Capslets: 40's
Tablets: 36's, 60's and 100's
Drops: 32 Quart Size

Miles Inc.
Consumer Healthcare Products
P. 721



**Flintstones®
Complete**
Complete Children's Chewable
Vitamins with Iron, Calcium & Minerals

Miles Inc.
Consumer Healthcare Products
P. 716



**BAYER® Select™
Maximum Strength
Night Time Pain Relief**

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**Bugs Bunny™
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Sugar Free Children's Complete
Chewable Vitamins + Minerals

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Dairy Ease®

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P. 721



**Flintstones®
Plus Calcium**
Children's Chewable Vitamins with
Extra C, Regular and Plus Iron

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Consumer Healthcare Products
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**BAYER® Select™
Maximum Strength
Sinus Pain Relief**

Miles Inc.
Consumer Healthcare Products
P. 718



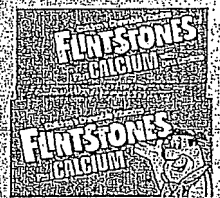
Campho-phenique®
Cold Sore Gel: 23-oz, 5-oz and
Maximum Strength
First Aid Ambiotic Pain Reliever
Ointment 5-oz tube

Miles Inc.
Consumer Healthcare Products
P. 720



Domeboro®
Astringent Solution Available in
Effervescent Tablets and
Powder Packets

Miles Inc.
Consumer Healthcare Products
P. 721



**Flintstones®
Plus Calcium**
Children's Chewable Vitamins

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504 / PDR FOR NONPRESCRIPTION DRUGS

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Night-Time and Sinus
Effervescent Tablets

Alka-Seltzer Plus®
Cold Medicine

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Consumer Care Division
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Cold, Cold & Cough, Flu & Body Aches
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Cold Medicine
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Consumer Care Division
P. 613



Genuine Bayer Aspirin Regimen 81 mg
Aspirin Regimen 325 mg
BAYER® Aspirin

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Low Strength, Chewable Aspirin
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Aspirin Regimen
BAYER® Children's

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Consumer Care Division
P. 616



Aspirin Regimen BAYER®
81 mg with Calcium

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P. 616



Extra Strength, Plus
Arthritic Pain Regimen and PM
Extra Strength
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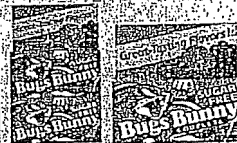
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Consumer Care Division
P. 616



Only Extended-Release Aspirin

Extended-Release BAYER®
8 Hour

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P. 619



Sugar-Free Children's Chewable
Complete, with Extra C and Plus Iron

Bugs Bunny™ Vitamins

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Aspirin Regimen
Effervescent Tablets and
Powder Packets
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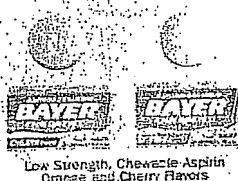
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Low Strength, Chewable Aspirin
Orange and Cherry Flavors

**Aspirin Regimen
BAYER® Children's**

Bayer Corporation
Consumer Care Division
P. 608



BAYER® Aspirin

Genuine Bayer Aspirin Regimen 81 mg
Aspirin Regimen 325 mg

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**EXTRA STRENGTH
BAYER
PLUS**

Aspirin Tablets
Aspirin Chewable Tablets

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Consumer Care Division
P. 614



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**EXTRA STRENGTH PLUS
BAYER**

Aspirin Tablets
Aspirin Chewable Tablets

Extra Strength, Plus
Aspirin Pain Regimen and PM

**Extra Strength
BAYER® Aspirin**

Bayer Corporation
Consumer Care Division
P. 614



**BUG BUNNY®
VITAMINS**

Sugar Free Children's
Chewable Vitamins
Complete, With Extra C and Plus Iron

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Femstat® 3

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Full Prescription Strength

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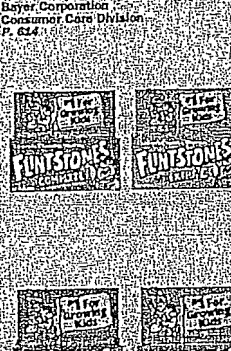
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MULTI-VITAMIN
The Complete Iron Supplement
Ferrous Gluconate
Iron Supplement

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CHILDREN'S
CHEWABLE VITAMINS**

Complete, Plus Extra C,
Plus Iron, Original
and Plus Calcium

**Flintstones® Children's
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P. 617



Mycellex-3

3-Day Treatment

Mycellex-3

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Gelscaps and Caplets

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Consumer Care Division
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Low Strength, Chewable Aspirin
Orange and Cherry Flavors

Aspirin Regimen
BAYER® Children's

Bayer Corporation
Consumer Care Division
P. 615



Aspirin Regimen BAYER®
81 mg with Calcium

Bayer Corporation
Consumer Care Division
P. 615



Extra Strength, Plus,
Antibody Pain Regimen and PM

Extra Strength
BAYER® Aspirin

Bayer Corporation
Consumer Care Division
P. 616



Only Extended-Release Aspirin

Extended-Release BAYER®
8 Hour

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Consumer Care Division
P. 615



Sugar Free Children's Chewable,
Complete with Extra C and Plus Iron

Bugs Bunny™ Vitamins

Bayer Corporation
Consumer Care Division
P. 620



Aspirin Solution,
Effervescent Tablets and
Powder Packets
Domeboro®

Bayer Corporation
Consumer Care Division



Ferrous Gluconate
Iron Supplement

Fergon®

A & Z PHARMACEUTICAL INC.

A & Z Pharmaceutical Inc.
P. 799



Calcium Supplement with Fruit Flavor
Packages of 30 and 60 caplets
D-Cal™

AKPHARMA INC.

AKPharma Inc.
P. 796



Dietary Supplement
Granulate and Tablets
Prelief®

AWARENESS CORPORATION

Awareness Corporation
P. 798



Experience Weight Management & Natural Digestive Cleanses
Female Balance
Clear Helps with Candida, Fungus, Mold

Awareness Natural Dietary Supplements

BAYER CORPORATION

Bayer Corporation
Consumer Care Division
P. 602



Tablets and Caplets available in 24, 50, 100 and 150 count.
Caplets also available in 200 count.
Gelcaps available in 20, 40 and 80 count.

Aleve®

Bayer Corporation
Consumer Care Division
P. 603



Aleve® Cold & Sinus

Bayer Corporation
Consumer Care Division
P. 604



Aleve® Sinus & Headache

Bayer Corporation
Consumer Care Division
P. 604



Lemon Lime Effervescent Antacid and Pain Reliever

Aleve®

Bayer Corporation
Consumer Care Division
P. 605



Aleve® Heartburn Relief

Bayer Corporation
Consumer Care Division
P. 605



Alka-Seltzer® Morning Relief™

Bayer Corporation
Consumer Care Division
P. 606



Alka-Seltzer Plus® Cold Medicine

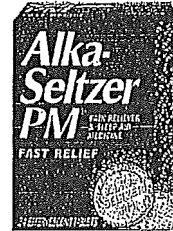
Bayer Corporation
Consumer Care Division
P. 608



Cold, Cold & Cough, Flu, Cold & Sinus and Night-Time.

Alka-Seltzer Plus® Cold Medicine Liqui-Gels™

Bayer Corporation
Consumer Care Division
P. 609



Alka-Seltzer PM®

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P. 616



Antiseptic/Anesthetic First Aid Spray and Liquid

Bactine®

Bayer Corporation
Consumer Care Division
P. 611



Low Strength, Chewable Aspirin Orange and Cherry Flavors

Aspirin Regimen BAYER® Children's

Bayer Corporation
Consumer Care Division
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BAYER® Women's Aspirin Plus Calcium

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INFORMATION

uryl Sulfate, Sorbitol, Titanium Dioxide,

AYER® Aspirin Caps
50 coated caplets

AYER® Aspirin Gels
caps (500 mg).
www.bayeraspirin-

UNDER BOTTLE
ayer Corporation"

2-1910 USA

AYER® PLUS
caps

Purposes:

liever/fever reducer
orary relief of

olds

itis

Reye's syndrome: Chil-
dren should not use this
medicine for chicken pox or flu symptoms
suffered about Reye's
syndrome, a rare but serious illness re-
ported to be associated with aspirin.

If you consume 3 or
more alcoholic drinks every day, ask your
doctor whether you should take aspirin
or other pain relievers/fever reducers. As-
pirin may cause stomach bleeding.

If you are allergic to aspirin
or other pain relievers/fever reducers, As-
pirin may cause stomach bleeding.
Do not use if you are allergic to aspirin
or any other pain reliever/fever reducer.

Ask a doctor before use if
you are taking a prescription drug for
blood thinning)

Stop use and ask a doctor if:
• an allergic reaction occurs. Seek med-
ical help right away.
• pain gets worse or lasts for more than
10 days
• new symptoms occur
• ringing in the ears or loss of hearing
occurs
• redness or swelling is present

If pregnant or breast-feeding, ask a
health professional before use. It is espe-

PRODUCT INFORMATION

doctor because it may cause problems
in the unborn child or complications
during delivery.

Keep out of reach of children. In case of
overdose, get medical help or contact a
Poison Control Center right away.

Directions:

- drink a full glass of water with each dose
- adults and children 12 years and over: take 1 or 2 caplets every 4 to 6 hours as needed, not to exceed 8 caplets in 24 hours
- children under 12 years: consult a doctor

Other Information:

- contains calcium carbonate (350 mg = 140 mg elemental calcium)
- save carton for full directions and warnings
- store at room temperature

Inactive Ingredients: Calcium carbonate, carnauba wax, colloidal silicon dioxide, D&C red #7 calcium lake, FD&C blue #2 aluminum lake, FD&C red #40 aluminum lake, hydroxypropyl methylcellulose, microcrystalline cellulose, propylene glycol, shellac, sodium starch glycolate, starch, titanium dioxide, zinc stearate

How Supplied: Bottle of 50 buffered caplets (500 mg).

Questions or comments?

1-800-331-4536 or

www.bayeraspirin.com

USE ONLY IF SEAL UNDER BOTTLE CAP WITH GREEN "Bayer Corporation" PRINT IS INTACT.

Bayer Corporation

PO Box 1910

Morristown, NJ 07962-1910 USA

Extra Strength BAYER® PM
For Pain with Sleeplessness
Caplets

Active Ingredients:

(in each caplet) **Purpose:**

Aspirin 500 mg Pain reliever

Diphenhydramine citrate

38.3 mg Sleep aid

Uses: For the temporary relief of occa-
sional headache and minor aches and
pains with accompanying sleeplessness

Warnings: Reye's syndrome: Chil-
dren and teenagers should not use this
medicine for chicken pox or flu symptoms
before a doctor is consulted about Reye's
syndrome, a rare but serious illness re-
ported to be associated with aspirin.

Alcohol warning: If you consume 3 or
more alcoholic drinks every day, ask your
doctor whether you should take aspirin
or other pain relievers/fever reducers. As-
pirin may cause stomach bleeding.

Do not use if you are allergic to aspirin
or any other pain reliever/fever reducer.

- Ask a doctor before use if you have:**
- stomach problems (such as heartburn, upset stomach, or stomach pain) that continue or come back
 - bleeding problems
 - ulcers

- a breathing problem such as emphysema, chronic bronchitis, or asthma
- glaucoma
- difficulty in urination due to enlargement of the prostate gland

Ask a doctor or pharmacist before use if you are:

- taking sedatives or tranquilizers
- taking a prescription drug for
 - anticoagulation (blood thinning)
 - gout
 - diabetes
 - arthritis

When using this product avoid alcoholic drinks.

Stop use and ask a doctor if:

- an allergic reaction occurs. Seek medical help right away.
- pain gets worse or lasts for more than 10 days
- new symptoms occur
- ringing in the ears or loss of hearing occurs
- redness or swelling is present
- sleeplessness lasts for more than 2 weeks. Insomnia may be a symptom of a serious condition.

If pregnant or breast-feeding, ask a health professional before use. It is especially important not to use aspirin during the last 3 months of pregnancy unless definitely directed to do so by a doctor because it may cause problems in the unborn child or complications during delivery.

Keep out of reach of children. In case of overdose, get medical help or contact a Poison Control Center right away.

Directions:

- do not exceed recommended dosage
- drink a full glass of water with each dose
- adults and children 12 years and over: take 2 caplets at bedtime, if needed, or as directed by a doctor.
- children under 12 years: consult a doctor

Other Information:

- save carton for full directions and warnings
- store at room temperature

Inactive Ingredients: Carnauba wax, citric acid, colloidal silicon dioxide, FD&C blue #1 aluminum lake, FD&C blue #2 aluminum lake, hydroxypropyl methylcellulose, microcrystalline cellulose, propylene glycol, shellac, starch, titanium dioxide, zinc stearate

How Supplied: Bottle of 40 caplets.

Questions or comments?

1-800-331-4536 or

www.bayeraspirin.com

USE ONLY IF SEAL UNDER BOTTLE CAP WITH BLUE "Bayer Corporation" PRINT IS INTACT.

Bayer Corporation

PO Box 1910

Morristown, NJ 07962-1910 USA

BAYER® WOMEN'S ASPIRIN PLUS
CALCIUM

Low Strength Aspirin Regimen
Analgesic/Dietary Supplement
81 mg Aspirin-300 mg Calcium

Directions: For calcium, take up to 4 caplets per day.

BAYER CONSUMER/615

Serving Size: One Caplet

	Amount Per Serving	% Daily Value
Calcium (elemental)	300 mg	30%

Ingredients: Calcium Carbonate, Microcrystalline Cellulose, Aspirin, Lactose, Cellulose, Maltodextrin, Starch, Carnauba Wax, Hydroxypropyl Methylcellulose, Polydextrose, Titanium Dioxide, Triacetin, Sodium Starch Glycolate, Colloidal Silicon Dioxide, Zinc Stearate, Mineral Oil, Crospovidone, Magnesium Stearate, Stearic Acid.

What you should know about Osteoporosis

Menopausal women and women with a family history of the disease are groups at risk for developing osteoporosis. Adequate calcium intake throughout life, along with a healthy diet and regular exercise, builds and maintains good bone health and may reduce the risk of osteoporosis. While adequate calcium intake is important, daily intakes above 2,000 mg may not provide additional benefits.

Active Ingredient:

(in each caplet)

Aspirin 81 mg Pain reliever

Purpose:

Uses: For the temporary relief of minor aches and pains or as recommended by your doctor

Warnings: Reye's syndrome: Children and teenagers should not use this medicine for chicken pox or flu symptoms before a doctor is consulted about Reye's syndrome, a rare but serious illness reported to be associated with aspirin.

Alcohol warning: If you consume 3 or more alcoholic drinks every day, ask your doctor whether you should take aspirin or other pain relievers/fever reducers. Aspirin may cause stomach bleeding.

Do not use if you are allergic to aspirin or any other pain reliever/fever reducer.

Ask a doctor before use if you have:

- stomach problems (such as heartburn, upset stomach, or stomach pain) that continue or come back
- bleeding problems
- ulcers
- asthma

Ask a doctor or pharmacist before use if you are taking a prescription drug for

- anticoagulation (blood thinning)
- gout
- diabetes
- arthritis

Stop use and ask a doctor if:

- an allergic reaction occurs. Seek medical help right away.
- pain gets worse or lasts for more than 10 days
- new symptoms occur
- ringing in the ears or loss of hearing occurs
- redness or swelling is present

If pregnant or breast-feeding, ask a health professional before use. It is espe-

Continued on next page

Bayer Women's—Cont.

cially important not to use aspirin during the last 3 months of pregnancy unless definitely directed to do so by a doctor because it may cause problems in the unborn child or complications during delivery.

Keep out of reach of children. In case of overdose, get medical help or contact a Poison Control Center right away.

Directions:

- talk to your doctor about regimen use of aspirin
- drink a full glass of water with each dose
- for pain, adults and children 12 years and over: take 4 caplets not to exceed 4 caplets in 24 hours
- children under 12 years: consult a doctor

Other Information:

- save carton for full directions and warnings
- store at room temperature

Inactive Ingredients: Calcium carbonate, carnauba wax, cellulose, colloidal silicon dioxide, crospovidone, hydroxypropyl methylcellulose, lactose, magnesium stearate, maltodextrin, microcrystalline cellulose, mineral oil, polydextrose, sodium starch glycolate, starch, stearic acid, titanium dioxide, triacetin, zinc stearate.

How Supplied: Bottle of 90 Caplets Aspirin is not appropriate for everyone, so be sure to talk to your doctor before you begin an aspirin regimen.

Ideal for women on an aspirin regimen, as directed by a doctor, who need a head start on their daily calcium requirements to help fight Osteoporosis. For more information on how to fight heart disease and stroke, visit the American Heart Association Web Site at www.americanheart.org.

USE ONLY IF SEAL UNDER BOTTLE CAP WITH GREEN "Bayer Corporation" PRINT IS INTACT.

Questions or comments?

1-800-331-4536 or

www.bayeraspirin.com

Bayer Corporation

Consumer Care Division

PO Box 1910

Morristown, NJ 07962-1910 USA

Shown in Product Identification

Guide, page 503

BACTINE® Antiseptic-Anesthetic First Aid Liquid

Product Information

Active Ingredients: Benzalkonium chloride 0.13% w/w, and lidocaine Hydrochloride 2.5% w/w.

Inactive Ingredients: Disodium EDTA, fragrances, octoxynol 9, propylene glycol, water.

Indications: First aid to help prevent bacterial contamination or skin infection

and for the temporary relief of pain and itching in minor cuts, scrapes, and burns.

Directions: Adults and children 2 years of age and older: Clean the affected area. Apply a small amount of this product on the area 1 to 3 times daily. May be covered with a sterile bandage. If bandaged, let dry first. Children under 2 years of age: ask a doctor.

Warnings:

For external use only
Ask a doctor before use if you have

- deep or puncture wounds
- animal bites
- serious burns

When using this product:

- do not use in or near the eyes
- do not apply over large areas of the body or in large quantities
- do not apply over raw surfaces or blistered areas

Stop use and ask a doctor if:

- condition worsens
- symptoms persist for more than 7 days, or clear up and occur again within a few days

Keep out of reach of children. If swallowed, get medical help or contact a Poison Control Center right away
Protect from excessive heat.

How Supplied: Bactine Antiseptic-Anesthetic First Aid Liquid is available as 2 oz, 4 oz, and 16 oz. liquid with child resistant closures and 5.0 oz. pump spray.

Shown in Product Identification Guide, page 503

DOMEBORO® Astringent SOLUTION (Powder Packets)

DOMEBORO® Astringent SOLUTION (Effervescent Tablets)

Active Ingredients:

DOMEBORO® Astringent Solution Powder Packets

Active Ingredient: Purpose:
Aluminum Acetate Astringent
(Each powder packet, when dissolved in water and ready for use, provides the active ingredient Aluminum Acetate resulting from the reaction of Calcium Acetate 988 mg, and Aluminum Sulfate 1191 mg. The resulting astringent solution is buffered to an acid pH.)
DOMEBORO® Astringent Solution Effervescent Tablets

Active Ingredient: Purpose:
(in each tablet)*
Aluminum Acetate 525 mg .. Astringent

Uses: Temporarily relieves minor skin irritations due to:

- poison ivy
- poison oak
- poison sumac
- insect bites
- athlete's foot
- rashes caused by soaps, detergents, cosmetics, or jewelry

Warnings: For external use only. Avoid contact with the eyes.

When using this product, do not cover compress or wet dressing with plastic to prevent evaporation.

Stop use and ask a doctor if condition worsens or symptoms persist for more than 7 days. These could be signs of a serious condition.

Keep out of reach of children. If swallowed, get medical help or contact a Poison Control Center right away.

Directions:

DOMEBORO® Astringent Solution Powder Packets

- Dissolve one, two, or three packets of Domeboro® powder in 16 ounces of water to obtain the following modified Burow's Solution:

Number of Packets	Dilution	% Aluminum acetate
one packet	1:40 dilution	0.16%
two packets	1:20 dilution	0.32%
three packets	1:13 dilution	0.48%

- Do not strain or filter the solution.
- Can be used as a compress, wet dressing, or as a soak.

ASA COMPRESS OR WET DRESSING:

- Saturate a clean, soft, white cloth (such as a diaper or torn sheet) in the solution.
- Gently squeeze and apply loosely to the affected area.
- Saturate the cloth in the solution every 15 to 30 minutes and apply to the affected area.
- Discard the solution after each use.
- Repeat as often as necessary.

ASA SOAK:

- Soak affected area in the solution for 15 to 30 minutes.
- Discard solution after each use.
- Repeat 3 times a day.

DOMEBORO® Astringent Solution Effervescent Tablets

- Dissolve one, two, or three tablets in 12 ounces of water and stir the solution until fully dissolved to obtain the following modified Burow's Solution.

Number of Tablets	Dilution	% Aluminum Acetate
one tablet	1:40 dilution	0.16%
two tablets	1:20 dilution	0.32%
three tablets	1:13 dilution	0.48%

- Do not strain or filter the solution.
- Can be used as a compress, wet dressing, or as a soak.

ASA COMPRESS OR WET DRESSING:

- Saturate a clean, soft, white cloth (such as a diaper or torn sheet) in the solution.
- Gently squeeze and apply loosely to the affected area.
- Saturate the cloth in the solution every 15 minutes and apply to the affected area.
- Discard the solution after each use.
- Repeat as often as necessary.

ASA SOAK:

- Soak affected area 15 to 30 minutes.
- Discard solution after
- Repeat 3 times a day

Other information:
DOMEBORO® Astrin fervescent Tablets:

Each tablet, when dissolved and ready for use, provides Aluminum 1 from the reaction of 606 mg and Aluminum The resulting astringent ered to an acid pH.

Inactive Ingredients:
DOMEBORO® Astr Powder Packets: Dext

DOMEBORO® Astrin fervescent Tablets: I lene Glycol, Sodium B

How Supplied:

DOMEBORO® Astr Powder Packets: 12 F
DOMEBORO® Astrin fervescent Tablets: 12 lets.

Questions or comm:
4793 weekdays 8:30-5 dard Time)

www.bayercare.com
DOMEBORO provide tive relief of minor sh over 50 years doctors mending DOMEBOR SOLUTION to help i irritations.

Bayer Corporation
Consumer Care Divisi
Morristown, NJ 07961
USA

Maximum Strength MIDOL® Teen Pain& Multi-Sympto Relief Aspirin Free/Caffeine Caplet

Midol. Because your i a pain.™

Active Ingredients:
(in each caplet)
Acetaminophen 500 mg
Pamabrom 25 mg

Uses: For the tempo symptoms associated i riods:

- cramps
- bloating
- water-weight gain
- headache
- backache
- muscle aches

Warnings: Alcohol consume 3 or more alc day, ask your doctor v take acetaminophen o ers/fever reducers. Ac cause liver damage.

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ue in *Physiology and Medicine*

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umer is in greater need
information than ever
is important new volume
e unbiased facts quickly,
with authority... A beacon
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nd hype and an invaluable
e supplements that really

rt Finn, Ph.D., R.D., F.A.D.A.
y, American Dietetic Association
eior, Ohio State University



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Bayer Healthcare LLC
P. 612



Genuine Bayer Tablets and Gelcaps
Aspirin Regimen 81 mg
Aspirin Regimen 325 mg

BAYER® Aspirin

Bayer Healthcare LLC
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BAYER® Women's Aspirin Plus Calcium

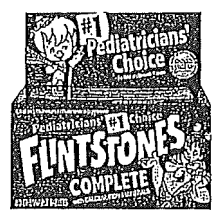
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Ferrous Gluconate
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Also available in My First Flintstones
Chewable Tablets.

Flintstones® Complete

Bayer Healthcare LLC



Also available in Scooby-Doo
Calcium Chews.

Flintstones® Calcium Chews

Bayer Healthcare LLC
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Maximum Strength
Caplets and Gelcaps

Midol® Menstrual

Bayer Healthcare LLC
P. 619



Maximum Strength
Gelcaps and Caplets

Midol® PMS

Bayer Healthcare LLC



Maximum Strength Tablets

Midol® Cramp

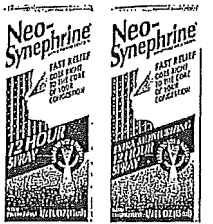
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P. 620



Nasal Decongestant
Spray and Drops
Available in Mild, Regular, Extra
Strength and Max 12-Hour Formula.

Neo-Syneprhine®

Bayer Healthcare LLC
P. 621



Nasal Spray available in 12 hour
and 12 hour Extra Moisturizing.

Neo-Syneprhine® 12 Hour

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P. 801



Kids Complete
Also available with calcium.

One-A-Day® Kids

Bayer Healthcare LLC



One-A-Day® Maximum

Bayer Healthcare LLC
P. 803



One-A-Day® Women's

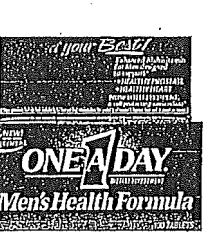
Bayer Healthcare LLC
P. 803



For active women 50 and over.

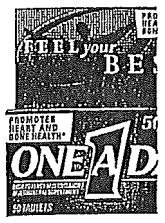
One-A-Day® Today™

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P. 802



One-A-Day® Men's Health

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P. 803



One-A-Day® 5

Bayer Healthcare LLC
P. 622



Stool Softener Laxative

Phillips® Liqui-

Bayer Healthcare LLC
P. 622



Original Flavor
Also available in
Fresh Mint, Cherry
French Vanilla flav

Phillips® Milk of Magnesia

Bayer Healthcare LLC
P. 622



Lubriant Laxative In Original
Also available in refreshing

Phillips® M

FACT INFORMATION

Ingredients: Extra Strength Aspirin Caplets: Carnauba wax, D&C Red #7 Calcium Lake, FD&C Blue #2 Aluminum Lake, #40 Aluminum Lake, Propylene Glycol, Shellac, Titanium Dioxide, Triacetin
BAYER® Aspirin Gelcaps: D&C Yellow #10, FD&C Blue #1 Aluminum Lake, FD&C Red #40, Gelatin, Hypromellose, Methylparaben, Sodium Salicylate, Sodium Benzoate, Propylene Glycol, Shellac, Sodium Lauryl Sulfate, Starch, Titanium Dioxide

BAYER® Aspirin Caplets: 50 coated caplets

BAYER® Aspirin Gelcaps: 80 gelcaps (500 mg)

For more information, call 1-800-331-4536 or visit www.bayeraspirin.com

BAYER® PLUS in Caplets

Indications: For the temporary relief of pain and fever associated with the common cold, flu, and other viral infections. Also used for the relief of pain and fever associated with arthritis, rheumatoid arthritis, and osteoarthritis. **Reye's syndrome:** Children should not use this medicine for chicken pox or flu symptoms unless a doctor has been consulted about Reye's syndrome, a rare but serious illness associated with aspirin.

Aspirin may cause a section which may include

Warnings: If you consume 3 or more alcoholic drinks every day, ask your doctor whether you should take aspirin or other pain relievers/fever reducers. As stomach bleeding. If you are allergic to aspirin or other pain relievers/fever reducers, do not use if you have ulcers (such as heartburn, indigestion, or stomach pain) that may be made worse.

Ask your pharmacist before use if you are taking a prescription drug for thinning blood.

PRODUCT INFORMATION

Indications: For the temporary relief of pain and fever associated with the common cold, flu, and other viral infections. Also used for the relief of pain and fever associated with arthritis, rheumatoid arthritis, and osteoarthritis. **Reye's syndrome:** Children should not use this medicine for chicken pox or flu symptoms unless a doctor has been consulted about Reye's syndrome, a rare but serious illness associated with aspirin.

Directions: Drink a full glass of water with each dose. Adults and children 12 years and over: take 1 or 2 caplets every 4 to 6 hours as needed, not to exceed 8 caplets in 24 hours. Children under 12 years: consult a doctor. **Other Information:** Contains calcium carbonate (350 mg = 140 mg elemental calcium). Save carton for full directions and warnings. Store at room temperature.

Inactive Ingredients: Calcium carbonate, carnauba wax, colloidal silicon dioxide, D&C red #7 calcium lake, FD&C blue #2 aluminum lake, FD&C red #40 aluminum lake, hypromellose, microcrystalline cellulose, propylene glycol, shellac, sodium starch glycolate, starch, titanium dioxide, zinc stearate.

How Supplied: Bottle of 50 buffered caplets (500 mg). **Questions or comments?** 1-800-331-4536 or www.bayeraspirin.com

USE ONLY IF SEAL UNDER BOTTLE CAP WITH GREEN "Bayer Corporation" PRINT IS INTACT. Bayer Corporation, PO Box 1910, Morristown, NJ 07962-1910 USA

Extra Strength BAYER® PMI For Pain with Sleeplessness Caplets
Active Ingredients:
 Aspirin 500 mg Pain reliever
 Diphenhydramine citrate 38.3 mg Night time Sleep-aid
Uses: For the temporary relief of occasional headache and minor aches and pains with accompanying sleeplessness.
Warnings: Reye's syndrome: Children and teenagers should not use this medicine for chicken pox or flu symptoms

before a doctor is consulted about Reye's syndrome, a rare but serious illness reported to be associated with aspirin. **Allergy alert:** Aspirin may cause a severe allergic reaction which may include: hives, facial swelling, asthma (wheezing), shock. **Alcohol warning:** If you consume 3 or more alcoholic drinks every day, ask your doctor whether you should take aspirin or other pain relievers/fever reducers. Aspirin may cause stomach bleeding. **Do not use:** if you ever had an allergic reaction to any other pain reliever/fever reducer, in children under 12 years of age, with any other product containing diphenhydramine, including one applied topically.

Ask a doctor before use if you have: stomach problems (such as heartburn, upset stomach, or stomach pain) that continue or come back, bleeding problems, ulcers, a breathing problem such as emphysema, chronic bronchitis, or asthma, glaucoma, trouble urinating due to enlargement of the prostate gland. **Ask a doctor or pharmacist before use if you are:** taking sedatives or tranquilizers, taking a prescription drug for blood thinning (anticoagulation), gout, diabetes, or arthritis.

When using this product avoid alcoholic drinks. **Stop use and ask a doctor if:** an allergic reaction occurs. Seek medical help right away. pain gets worse or lasts more than 10 days, new symptoms occur, ringing in the ears or loss of hearing occurs, redness or swelling is present, sleeplessness lasts for more than 2 weeks. Insomnia may be a symptom of a serious condition. **If pregnant or breast-feeding,** ask a health professional before use. It is especially important not to use aspirin during the last 3 months of pregnancy unless definitely directed to do so by a doctor because it may cause problems in the unborn child or complications during delivery. **Keep out of reach of children.** In case of overdose, get medical help or contact a Poison Control Center right away.

Directions: Do not exceed recommended dosage. Drink a full glass of water with each dose. Adults and children 12 years and over: take 2 caplets at bedtime, if needed, or as directed by a doctor. Children under 12 years: consult a doctor. **Other Information:** Save carton for full directions and warnings. Store at room temperature. **Inactive Ingredients:** Carnauba wax, citric acid, colloidal silicon dioxide,

BAYER CONSUMER 617

FD&C blue #1 aluminum lake, FD&C blue #2 aluminum lake, hypromellose, microcrystalline cellulose, propylene glycol, shellac, starch, titanium dioxide, zinc stearate

How Supplied: Bottle of 40 caplets. **Questions or comments?** 1-800-331-4536 or www.bayeraspirin.com **USE ONLY IF SEAL UNDER BOTTLE CAP WITH BLUE "Bayer Corporation" PRINT IS INTACT.** Bayer Corporation, PO Box 1910, Morristown, NJ 07962-1910 USA

BAYER® WOMEN'S ASPIRIN PLUS CALCIUM
 Low Strength Aspirin Regimen Analgesic/Dietary Supplement 81 mg Aspirin-300 mg Calcium

Directions: For calcium, take up to 4 caplets per day.

Serving Size: One Caplet

	Amount Per Serving	% Daily Value
Calcium (elemental)	300 mg	30%

Ingredients: Calcium Carbonate, Microcrystalline Cellulose, Aspirin, Lactose, Cellulose, Maltodextrin, Starch, Carnauba Wax, Hypromellose, Polydextrose, Titanium Dioxide, Triacetin, Sodium Starch Glycolate, Colloidal Silicon Dioxide, Zinc Stearate, Mineral Oil, Crospovidone, Magnesium Stearate, Stearic Acid.

What you should know about Osteoporosis: Menopausal women and women with a family history of the disease are groups at risk for developing osteoporosis. Adequate calcium intake throughout life, along with a healthy diet and regular exercise, builds and maintains good bone health and may reduce the risk of osteoporosis. While adequate calcium intake is important, daily intakes above 2,000 mg may not provide additional benefits.

Active Ingredient: Aspirin 81 mg Pain reliever

Uses: For the temporary relief of minor aches and pains or as recommended by your doctor.

Warnings: Reye's syndrome: Children and teenagers should not use this medicine for chicken pox or flu symptoms unless a doctor is consulted about Reye's syndrome, a rare but serious illness reported to be associated with aspirin.

Alcohol warning: If you consume 3 or more alcoholic drinks every day, ask your

Continued on next page

Bayer Women's—Cont.

doctor whether you should take aspirin or other pain relievers/fever reducers. Aspirin may cause stomach bleeding.

Allergy alert: Aspirin may cause a severe allergic reaction which may include:

- hives
- facial swelling
- asthma (wheezing)
- shock

Do not use if you are allergic to aspirin or any other pain reliever/fever reducer.

Ask a doctor before use if you have

- stomach problems (such as heartburn, upset stomach, or stomach pain) that continue or come back
- bleeding problems
- ulcers
- asthma

Ask a doctor or pharmacist before use if you are taking a prescription drug for

- anticoagulation (blood thinning)
- gout
- diabetes
- arthritis

Stop, use and ask a doctor if

- an allergic reaction occurs. Seek medical help right away.
- pain gets worse or lasts more than 10 days
- new symptoms occur
- ringing in the ears or loss of hearing occurs
- redness or swelling is present

If pregnant or breast-feeding, ask a health professional before use. It is especially important not to use aspirin during the last 3 months of pregnancy unless definitely directed to do so by a doctor because it may cause problems in the unborn child or complications during delivery.

Keep out of reach of children. In case of overdose, get medical help or contact a Poison Control Center right away.

Directions:

- talk to your doctor about regimen use of aspirin
- drink a full glass of water with each dose
- for pain, adults and children 12 years and over: take 4 caplets not to exceed 4 caplets in 24 hours
- children under 12 years: consult a doctor

Other Information

- save carton for full directions and warnings
- store at room temperature

Inactive Ingredients: Calcium carbonate, carnauba wax, cellulose, colloidal silicon dioxide, crospovidone, hypromellose, lactose, magnesium stearate, maltodextrin, microcrystalline cellulose, mineral oil, polydextrose, sodium starch glycolate, starch, stearic acid, titanium dioxide, triacetin, zinc stearate.

How Supplied: Bottle of 90 Caplets

Aspirin is not appropriate for everyone, so be sure to talk to your doctor before you begin an aspirin regimen.

Ideal for women on an aspirin regimen, as directed by a doctor, who need a head start on their daily calcium requirements to help fight Osteoporosis.

For more information on how to fight heart disease and stroke, visit the American Heart Association Web Site at www.americanheart.org.

USE ONLY IF SEAL UNDER BOTTLE CAP WITH GREEN "Bayer Corporation" PRINT IS INTACT.

Questions or comments?

1-800-331-4536 or

www.bayeraspirin.com

Bayer Corporation

Consumer Care Division

PO Box 1910

Morristown, NJ 07962-1910 USA

Shown in Product Identification Guide, page 504

DOMEBORO® POWDER PACKETS

DOMEBORO® TABLETS

DOMEBORO® Powder Packets

Active Ingredient

(in each packet):

Aluminum acetate
648 mg Astringent

(Each powder packet, when dissolved in water and ready for use, provides the active ingredient aluminum acetate resulting from the reaction of hydrated calcium acetate 839 mg and aluminum sulfate 1191 mg.)

DOMEBORO® Tablets

Active Ingredient

(in each tablet):

Aluminum acetate
467 mg Astringent

(Each tablet, when dissolved in water and ready for use, provides the active ingredient aluminum acetate resulting from the reaction of hydrated calcium acetate 605 mg and aluminum sulfate 879 mg.)

Uses: temporarily relieves minor skin irritations due to:

- poison ivy
- poison oak
- poison sumac
- insect bites
- athlete's foot
- rashes caused by soaps, detergents, cosmetics, or jewelry

Warnings:

For external use only

When using this product

- avoid contact with the eyes
- do not cover compress or wet dressing with plastic to prevent evaporation

Stop use and ask a doctor if condition worsens or symptoms persist more than 7 days.

Keep out of reach of children. If swallowed, get medical help or contact a Poison Control Center right away.

Directions:

DOMEBORO® Powder Packets

- dissolve one, two, or three packets in 16 oz of water and stir the solution until fully dissolved to obtain the following modified Burow's Solution

PRODUCT INFORMATION

Number of Packets	Dilution	% Aluminum acetate
one packet	1:40 dilution	0.14%
two packets	1:20 dilution	0.28%
three packets	1:13 dilution	0.42%

- do not strain or filter the solution
- can be used as a compress, wet dressing, or a soak.

DOMEBORO® Tablets

- dissolve one, two, or three tablets in 12 oz of water and stir the solution until fully dissolved to obtain the following modified Burow's Solution

Number of Tablets	Dilution	% Aluminum acetate
one tablet	1:40 dilution	0.13%
two tablets	1:20 dilution	0.26%
three tablets	1:13 dilution	0.39%

- do not strain or filter the solution
- can be used as a compress, wet dressing, or a soak

AS A COMPRESS OR WET DRESSING:

- saturate a clean, soft, white cloth (such as a diaper or torn sheet) in the solution
 - gently squeeze and apply loosely to the affected area
 - saturate the cloth in the solution every 15 to 30 minutes and apply to the affected area
 - discard the solution after each use
 - repeat as often as necessary
- AS A SOAK:**
- soak affected area in the solution for 15 to 30 minutes
 - discard solution after each use
 - repeat 3 times a day

Other Information: • protect from excessive heat

Inactive Ingredients:

DOMEBORO® Powder Packets

dextrin

DOMEBORO® Tablets:

dextrin, polyethylene glycol, sodium bicarbonate

How Supplied:

Tablets and Packets available in 12 and 100 count sizes

Questions or comments? 1-800-300-4793 or www.bayercare.com

Maximum Strength

MIDOL® Teen

Pain & Multi-Symptom Menstrual Relief

Aspirin Free/Caffeine Free

Caplet

Midol. Because your period's more than a pain.TM

PRODUCT INFORMATION

Active Ingredients:

(in each caplet)
Acetaminophen
500 mg

Pamabrom
25 mg

Uses: For the temporary symptoms associated with colds:

- cramps
- bloating
- water-weight gain
- headache
- backache
- muscle aches

Warnings: Alcohol

consume 3 or more alcohol drinks a day, ask your doctor whether you should take acetaminophen or other fever reducers. Acetaminophen can cause liver damage.

Do not use with any other medicine containing acetaminophen.

Stop use and ask a doctor if:

- new symptoms occur
- redness or swelling increases
- pain gets worse or lasts more than 3 days

If pregnant or breastfeeding, ask your health professional before use. **Keep out of reach of children.**

Overdose warning: More than the recommended dose can cause serious health problems. Get medical help or contact a Poison Control Center right away. Careful attention is critical as children even if you show signs or symptoms.

Directions:

- do not take more than the recommended dose (see container for full directions)
- adults and children 12 years and over: take 2 caplets with water every 6 hours, but do not exceed 8 caplets in 24 hours
- children under 12 years: consult a doctor

Other Information: temperature

Inactive Ingredients:

Wax, Croscarmellose, #7 calcium Lake, FD&C #2 Blue Lake, hypromellose, Stearate, Microcrystalline Cellulose, Polyethylene glycol, Shearwater Dioxide, Triacetin

How Supplied: Capsule-shaped caplets and packets of 24 caplets containing 8 caplets each.

Questions or comments? 1-800-331-4536.

www.bayercare.com

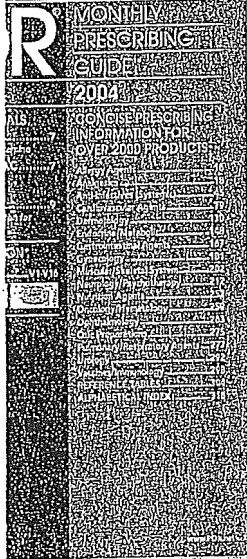
ASPIRIN-FREE CAFF

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Shown in Product Identification Guide, page 504



PDR[®]
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2004

PHYSICIANS'
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REFERENCE
FOR NONPRESCRIPTION
DRUGS AND
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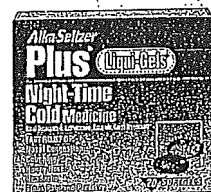
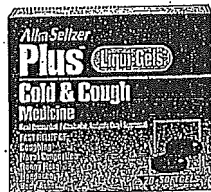
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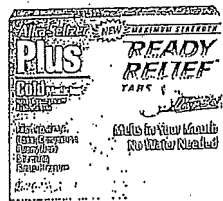
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P. 609



Cold, Cold & Cough,
and Night-Time.

**Alka-Seltzer Plus®
Cold Medicine Liqui-Gels®**

Bayer Healthcare LLC
P. 609



Also available in
Mint flavor.

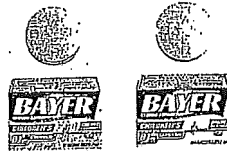
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Cold Medicine
Ready Relief™ Tablet**

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P. 610



Alka-Seltzer PM®

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Low strength, chewable aspirin
Cherry and Orange flavors

**Aspirin Regimen
BAYER® Children's**

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P. 622



81



Genuine Bayer Tablets and Gelscaps
Aspirin Regimen 81 mg
Aspirin Regimen 325 mg

BAYER® Aspirin

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**BAYER® Women's
Aspirin Plus Calcium**

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Ferrous Gluconate
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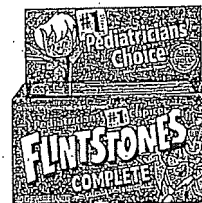
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Children's Multivitamin
Supplement

My First Flintstones®

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P. 768



Children's Multivitamin
Supplement

Flintstones® Complete

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Also available in Scooby-Doo
Calcium Chews.

**Flintstones® Calcium
Chews**

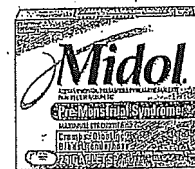
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P. 629



Maximum Strength
Tablets and Caplets

**Midol® Menstrual
Complete**

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P. 629



Maximum Strength
Gelscaps and Caplets

**Midol®
Pre-Menstrual Syndrome**

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P. 620



Nasal Decongestant,
Spray and Drops
Available in Mild, Regular, Extra
Strength and Max 12-Hour Formula.

Neo-Syneprine®

Bayer Healthcare LLC
P. 620



Nasal Spray available in 12 hour
and 12 hour Extra Moisturizing.

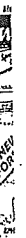
Neo Syneprine® 12 Hour

Bayer H
P. 790

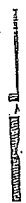


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Bayer
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PRODUCT INFORMATION

BAYER® PLUS Caplets

Indications: For relief of pain, fever, and inflammation. **Purposes:** reliever/fever reducer, temporary relief of colds.

Warnings: Children should not use this medicine if they have had a chicken pox or flu symptoms. Consult a doctor if you have a fever that lasts more than 3 days or if you have a rash or other symptoms. Aspirin may cause a serious condition called Reye's syndrome.

Directions: If you consume 3 or more alcoholic drinks every day, ask your doctor before you take aspirin. Do not use if you have a stomach ulcer or stomach pain that lasts more than 3 days.

Other Information: Ask a doctor before use if you are taking a prescription drug for blood thinning.

Drug Facts: Active ingredients: Aspirin 500 mg, Diphenhydramine citrate 38.3 mg. **Purpose:** Pain reliever, nighttime sleep-aid.

Warnings: Children and teenagers should not use this medicine for chicken pox or flu symptoms before a doctor is consulted about Reye's syndrome.

Directions: For temporary relief of occasional headache and minor aches and pains with accompanying sleeplessness.

Other Information: Ask a doctor before use if you have a stomach problem (such as heartburn, upset stomach, or stomach pain) that lasts or comes back.

PRODUCT INFORMATION

• save carton for full directions and warnings
• store at room temperature

Inactive Ingredients: Calcium carbonate, carnauba wax, colloidal silicon dioxide, D&C red #7 calcium lake, FD&C blue #2 aluminum lake, FD&C red #40 aluminum lake, hypromellose, microcrystalline cellulose, propylene glycol, shellac, sodium starch glycolate, starch, titanium dioxide, zinc stearate

How Supplied: Bottle of 50 buffered caplets (500 mg).

Questions or comments? 1-800-331-4536 or www.bayeraspirin.com
USE ONLY IF SEAL UNDER BOTTLE CAP WITH GREEN "Bayer Corporation" PRINT IS INTACT.
Bayer HealthCare LLC
PO Box 1910
Morristown, NJ 07962-1910 USA

BAYER® NIGHTTIME RELIEF For Pain with Sleeplessness Caplets

Drug Facts

Active Ingredients: Aspirin 500 mg, Diphenhydramine citrate 38.3 mg. **Purpose:** Pain reliever, nighttime sleep-aid.

Uses: for the temporary relief of occasional headache and minor aches and pains with accompanying sleeplessness.

Warnings: Children and teenagers should not use this medicine for chicken pox or flu symptoms before a doctor is consulted about Reye's syndrome.

Directions: For temporary relief of occasional headache and minor aches and pains with accompanying sleeplessness.

Other Information: Ask a doctor before use if you have a stomach problem (such as heartburn, upset stomach, or stomach pain) that lasts or comes back.

Drug Facts: Active ingredients: Camphor 4%, Menthol 10%, Methyl salicylate 30%. **Purpose:** Topical analgesic.

Uses: for temporary relief of minor aches and pains of muscles and joints associated with arthritis, simple backache, strains, and sprains.

Warnings: For external use only. Do not use for arthritis-like conditions in children under 12.

Other Information: Ask a doctor or pharmacist before use if you are taking a prescription drug for anticoagulation (blood thinning), diabetes, gout, or arthritis.

• taking tranquilizers or sedatives
When using this product avoid alcoholic drinks

Stop use and ask a doctor if: an allergic reaction occurs. Seek medical help right away.

• pain gets worse or lasts more than 10 days
• redness or swelling is present
• new symptoms occur
• ringing in the ears or loss of hearing occurs
• sleeplessness lasts for more than 2 weeks. Insomnia may be a symptom of a serious underlying medical illness.

Other Information: If pregnant or breast-feeding, ask a health professional before use. It is especially important not to use aspirin during the last 3 months of pregnancy unless definitely directed to do so by a doctor because it may cause problems in the unborn child or complications during delivery.

Directions: Keep out of reach of children. In case of overdose, get medical help or contact a Poison Control Center right away.

How Supplied: 2 oz. tube, 4 oz tube 1-800-331-4536 or www.bayercare.com

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Questions or comments? 1-800-331-4536 or www.bayeraspirin.com

Inactive Ingredients: carnauba wax, citric acid, colloidal silicon dioxide, FD&C blue #1 aluminum lake, FD&C blue #2 aluminum lake, hypromellose, microcrystalline cellulose, pregelatinized starch, propylene glycol, shellac, titanium dioxide, zinc stearate

Questions or comments? 1-800-331-4536 or www.bayeraspirin.com

BAYER® Muscle & Joint Cream Non-Greasy Pain Relieving Cream

Drug Facts

Active Ingredients: Camphor 4%, Menthol 10%, Methyl salicylate 30%. **Purpose:** Topical analgesic.

Uses: for temporary relief of minor aches and pains of muscles and joints associated with arthritis, simple backache, strains, and sprains.

Warnings: For external use only. Do not use for arthritis-like conditions in children under 12.

Other Information: Ask a doctor or pharmacist before use if you are taking a prescription drug for anticoagulation (blood thinning), diabetes, gout, or arthritis.

When using this product: use only as directed, do not swallow.

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• do not bandage tightly
• avoid contact with the eyes and mucous membranes

Stop use and ask a doctor if: skin redness or irritation develops, condition worsens or pain lasts for more than 7 days or clears up and occurs again within a few days.

Keep out of reach of children. If swallowed, get medical help or contact a Poison Control Center right away.

Directions: Adults and children 12 years of age and older: apply generously to affected area, massage gently until absorbed in the skin.

Other Information: store at room temperature. Repeat 3 to 4 times a day. Children under 12 years of age, consult a doctor.

Inactive Ingredients: carbomer 940, edetate disodium, glyceryl stearate SE, isopropyl myristate, lanolin, polysorbate 60, purified water, sorbitan monostearate, stearyl alcohol, triethylamine

Questions or comments? 1-800-331-4536 or www.bayercare.com

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Questions or comments? 1-800-331-4536 or www.bayercare.com

How Supplied: 2 oz. tube, 4 oz tube 1-800-331-4536 or www.bayercare.com

BAYER® WOMEN'S ASPIRIN PLUS CALCIUM Low Strength Aspirin Regimen Analgesic/Dietary Supplement 81 mg Aspirin-300 mg Calcium

Directions: For calcium, take up to 4 caplets per day.

Serving Size: One Caplet

	Amount Per Serving	% Daily Value
Calcium (elemental)	300 mg	80%

Ingredients: Calcium Carbonate, Microcrystalline Cellulose, Aspirin, Lactose, Cellulose, Maltodextrin, Starch, Carnauba Wax, Hypromellose, Polydextrose, Titanium Dioxide, Triacetin, Sodium Starch Glycolate, Colloidal Silicon Dioxide, Zinc Stearate, Mineral Oil, Crospovidone, Magnesium Stearate, Stearic Acid.

What you should know about Osteoporosis

Menopausal women and women with a family history of the disease are groups at risk for developing osteoporosis. Adequate calcium intake throughout life, along with a healthy diet and regular exercise, builds and maintains good bone.

Continued on next page

Bayer Women's—Cont.

health and may reduce the risk of osteoporosis. While adequate calcium intake is important, daily intakes above 2,000 mg may not provide additional benefits.

Active Ingredient:
(in each caplet) **Purpose**
Aspirin 81 mg Pain reliever

Uses: For the temporary relief of minor aches and pains or as recommended by your doctor

Warnings: **Reye's syndrome:** Children and teenagers should not use this medicine for chicken pox or flu symptoms before a doctor is consulted about Reye's syndrome, a rare but serious illness reported to be associated with aspirin.

Alcohol warning: If you consume 3 or more alcoholic drinks every day, ask your doctor whether you should take aspirin or other pain relievers/fever reducers. Aspirin may cause stomach bleeding.

Allergy alert: Aspirin may cause a severe allergic reaction which may include:

- hives
- facial swelling
- asthma (wheezing)
- shock

Do not use if you are allergic to aspirin or any other pain reliever/fever reducer.

Ask a doctor before use if you have

- stomach problems (such as heartburn, upset stomach, or stomach pain) that continue or come back
- bleeding problems
- ulcers
- asthma

Ask a doctor or pharmacist before use if you are taking a prescription drug for

- anticoagulation (blood thinning)
- gout
- diabetes
- arthritis

Stop use and ask a doctor if

- an allergic reaction occurs. Seek medical help right away.
- pain gets worse or lasts more than 10 days
- new symptoms occur
- ringing in the ears or loss of hearing occurs
- redness or swelling is present

If pregnant or breast-feeding, ask a health professional before use. It is especially important not to use aspirin during the last 3 months of pregnancy unless definitely directed to do so by a doctor because it may cause problems in the unborn child or complications during delivery.

Keep out of reach of children. In case of overdose, get medical help or contact a Poison Control Center right away.

Directions:

- talk to your doctor about regimen use of aspirin
- drink a full glass of water with each dose
- for pain, adults and children 12 years and over: take 4 caplets not to exceed 4 caplets in 24 hours
- children under 12 years: consult a doctor

Other Information:

- save carton for full directions and warnings
- store at room temperature

Inactive Ingredients: Calcium carbonate, carnauba wax, cellulose, colloidal silicon dioxide, crospovidone, hypromellose, lactose, magnesium stearate, maltodextrin, microcrystalline cellulose, mineral oil, polydextrose, sodium starch glycolate, starch, stearic acid, titanium dioxide, triacetin, zinc stearate.

How Supplied: Bottle of 90 Caplets
Aspirin is not appropriate for everyone, so be sure to talk to your doctor before you begin an aspirin regimen.

Ideal for women on an aspirin regimen, as directed by a doctor, who need a head start on their daily calcium requirements to help fight Osteoporosis.

For more information on how to fight heart disease and stroke, visit the American Heart Association Web Site at www.americanheart.org.

USE ONLY IF SEAL UNDER BOTTLE CAP WITH GREEN "Bayer Corporation" PRINT IS INTACT.

Questions or comments?

1-800-331-4536 or
www.bayeraspirin.com
Bayer HealthCare LLC
Consumer Care Division
PO Box 1910
Morristown, NJ 07962-1910 USA

Shown in Product Identification Guide, page 504

DOMEBORO® POWDER PACKETS

DOMEBORO® TABLETS

DOMEBORO® Astringent Solution

Drug Facts

Active Ingredient Purpose:

(in each packet):
Aluminum acetate Astringent
(Each powder packet, when mixed in water and ready for use, provides the active ingredient aluminum acetate resulting from the reaction of calcium acetate 839 mg and aluminum sulfate 1191 mg.)

DOMEBORO® Tablets Purpose:

(in each tablet):
Aluminum acetate
467 mg Astringent
(Each tablet, when dissolved in water and ready for use, provides the active ingredient aluminum acetate resulting from the reaction of hydrated calcium acetate 605 mg and aluminum sulfate 879 mg.)

Uses: temporarily relieves minor skin irritations due to:

- poison ivy
- poison oak
- poison sumac
- insect bites
- athlete's foot
- rashes caused by soaps, detergents, cosmetics, or jewelry

PRODUCT INFORMATION

Warnings:

For external use only

When using this product

- avoid contact with the eyes
- do not cover compress or wet dressing with plastic to prevent evaporation

Stop use and ask a doctor if condition worsens or symptoms persist more than 7 days.

Keep out of reach of children. If swallowed, get medical help or contact a Poison Control Center right away.

Directions:

DOMEBORO® Astringent Solution

- mix one, two, or three packets in 16 oz of water to obtain the following modified Burow's Solution

Number of Packets	Dilution	% Aluminum acetate
one packet	1:40 dilution	0.14%
two packets	1:20 dilution	0.28%
three packets	1:13 dilution	0.42%

- do not strain or filter the solution
- can be used as a compress, wet dressing, or a soak.

DOMEBORO® Tablets

- dissolve one, two, or three tablets in 12 oz of water and stir the solution until fully dissolved to obtain the following modified Burow's Solution

Number of Tablets	Dilution	% Aluminum acetate
one tablet	1:40 dilution	0.13%
two tablets	1:20 dilution	0.26%
three tablets	1:13 dilution	0.39%

- do not strain or filter the solution
- can be used as a compress, wet dressing, or a soak

AS A COMPRESS OR WET DRESSING:

- saturate a clean, soft, white cloth (such as a diaper or torn sheet) in the solution
- gently squeeze and apply loosely to the affected area
- saturate the cloth in the solution every 15 to 30 minutes and apply to the affected area
- discard the solution after each use
- repeat as often as necessary

AS A SOAK:

- soak affected area in the solution for 15 to 30 minutes
- discard solution after each use
- repeat 3 times a day

Other Information: • protect from excessive heat

PRODUCT

Inactive Ingr
DOMEBORO
dextrin
DOMEBORO
dextrin, poly-
carbonate

How Suppli
Tablets and
100 count siz
Questions (4793 or www.BayerHealth)

Maximum S
MIDOL® M
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Relief
Aspirin Free
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(in each cap
Acetaminopl
Caffeine 60
Pyrrilamine

Uses: For
symptoms a
riods:

- cramps
- bloating
- water-weig
- breast ten
- headache
- backache
- muscle ac
- fatigue

Warnings:
consume 3 o
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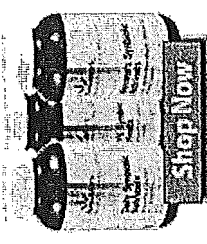
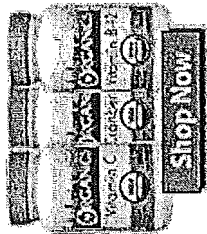
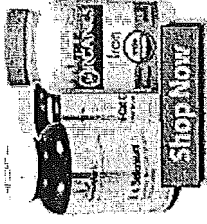
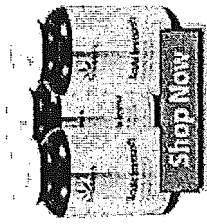
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Natural unadulterated food is what our bodies are intended to eat. Our bodies were not designed to absorb synthetic vitamins or chemically polluted food. Whole food organic vitamins make it easy to get high quality nutrition, safe from harmful chemicals found in today's grain, dairy, meat, fruit and vegetables. Most of us can't eat all organic foods, so taking whole food organic vitamins is very important in supplementing our nutritional needs.

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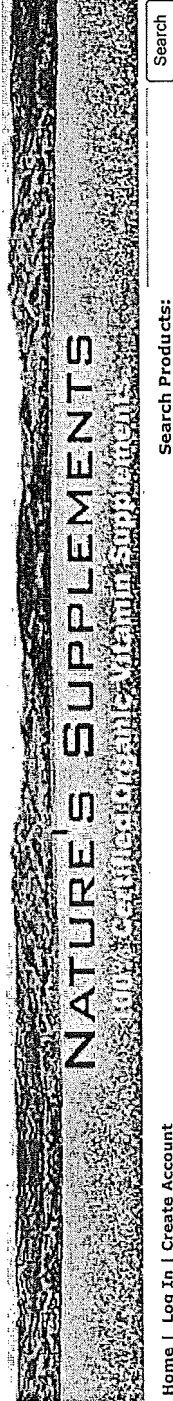
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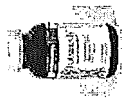
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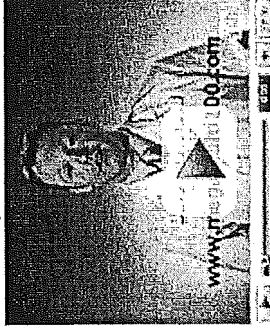
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The only thing you must know in deciding what supplement is right for you, is if any chemicals are used, that's it. If there is even 1 chemical used, then the whole supplement is ruined, if there are absolutely no chemicals used, then it can only help you and that's the supplement you and your children should be putting in your body everyday. Help yourself and your family to the only chemical-free 100% CERTIFIED ORGANIC WHOLE FOOD MULTI-SUPPLEMENT with ANTIOXIDANTS, 100% ALLERGY-

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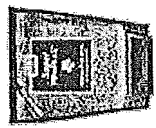
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 Health From The Sun
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Our Price: \$11.36
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On Sale! 23% Off



[Daily Essential Fiber Powder - 8.5 oz](#)
 ☆☆☆☆
 Spectrum Essentials
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 Usually ships in 24 hours

Our Price: \$13.86
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On Sale! 27% Off



[Wheat Grass - 100 tab](#)
 ☆☆☆☆
 Pines
 Product No. 40351
 Usually ships in 24 hours

Our Price: \$9.68
 List Price: \$12.59
On Sale! 23% Off



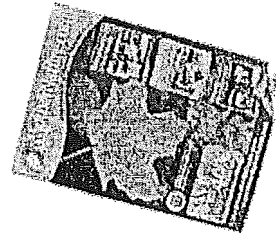
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 ☆☆☆☆
 Green Foods
 Product No. 57079
 Usually ships in 24 hours

Our Price: \$21.30
 List Price: \$27.55
On Sale! 23% Off

[Spirulina Pacifica - 400 tab](#)
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 Nutrex Hawaii

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Spectrum Essentials
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Flax Oil - Ultra Enriched w/Lignans, 24 oz
Spectrum Essentials
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Flax Oil - with Lemon, 8 oz
Spectrum Essentials
Product No. 42518
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Kelp - Granules, 1 lbs
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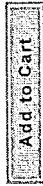
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Flaxseed - Whole, 15 oz
Spectrum Essentials
Product No. 42521
Usually ships in 24 hours

List Price: \$6.99
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Evening Primrose Oil - 500 mg, 180 caps
Health From The Sun
Product No. 59746
Usually ships in 24 hours

Our Price: \$15.43
List Price: \$19.09
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Astragalus Reishi - 90 vegi cap
Oregon's Wild Harvest
Product No. 50016
Usually ships in 24 hours

Our Price: \$11.95
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On Sale! 34% Off



Wheat Grass - 250 tab
Pines
Product No. 40352
Usually ships in 24 hours

Our Price: \$14.67
List Price: \$18.99
On Sale! 23% Off



Wheat Grass Powder - 10 oz
Pines
Product No. 40354
Usually ships in 24 hours

Our Price: \$25.16
List Price: \$32.59
On Sale! 23% Off



Barley Grass Powder - 10 oz
Pines
Product No. 40356
Usually ships in 24 hours

Our Price: \$25.16
List Price: \$32.59
On Sale! 23% Off



Flax Borage Oil - Dietary Supplement, 8 oz
Spectrum Essentials
Product No. 40422
Usually ships in 24 hours

Our Price: \$15.53
List Price: \$19.69
On Sale! 21% Off



Our Price: \$9.43



Flax Oil Caps - 100 soft gels
Spectrum Essentials
Product No. 40498
Usually ships in 24 hours

List Price: \$11.85
On Sale! 20% Off



Flax Oil Caps - 250 soft gels
Spectrum Essentials
Product No. 40499
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Our Price: \$16.54
List Price: \$27.55
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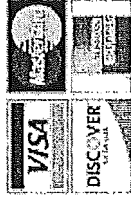
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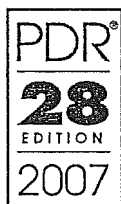
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for Nonprescription Drugs,
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LOW DOSE ASPIRIN'S BEST FOR CHEST AND ORANGE TABLETS

Aspirin Regimen
BAYER® Children's
OTC BAYER HEALTHCARE LLC P. 799

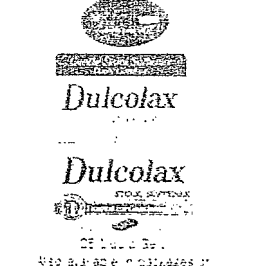


Children's Multivitamin Supplement

Flintstones® Complete
OTC BAYER HEALTHCARE LLC P. 813

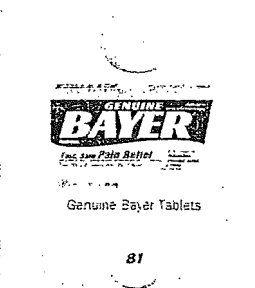


One-A-Day® Women's
OTC BAYER HEALTHCARE LLC P. 935



STOOL SOFTENER

Dulcolax® Stool Softener
OTC BOEHRINGER INGELHEIM CONSUMER H.C. P. 648



Genuine Bayer Tablets

81
OTC BAYER HEALTHCARE LLC P. 799

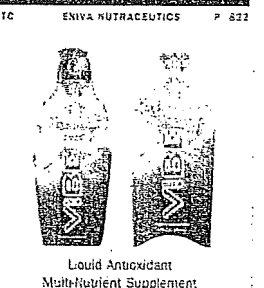


Also available in Scooby-Doo Gummies.

Flintstones® Gummies
OTC BAYER HEALTHCARE LLC P. 813

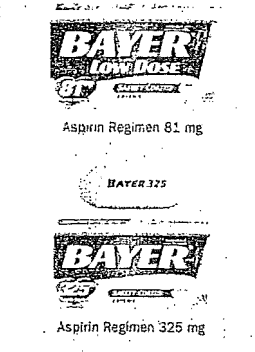


One-A-Day® Cholesterol Plus™
OTC BAYER HEALTHCARE LLC P. 935



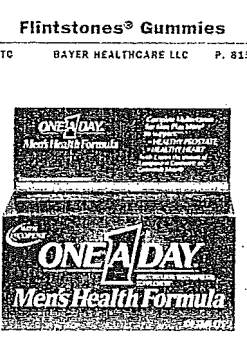
Liquid Antioxidant Multi-Nutrient Supplement

VIBE™
OTC ENIVA NUTRACEUTICS P. 822




Aspirin Regimen 81 mg

BAYER® Aspirin
OTC BAYER HEALTHCARE LLC P. 799

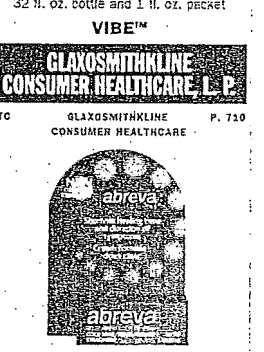


One-A-Day® Men's Health Formula
OTC BAYER HEALTHCARE LLC P. 813



4 Comfort Shaped Suppositories
Also available in packages of 8, 16 and 28 suppositories

Dulcolax® Laxative
OTC BOEHRINGER INGELHEIM CONSUMER H.C. P. 648



Cold Sore/Fever Blister Treatment Cream

Abreva®
OTC GLAXOSMITHKLINE CONSUMER HEALTHCARE P. 730



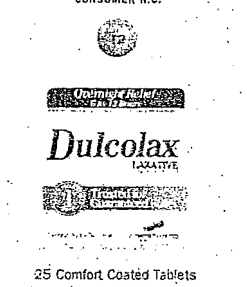
Children's Multivitamin Supplement

My First Flintstones®
OTC BAYER HEALTHCARE LLC P. 813



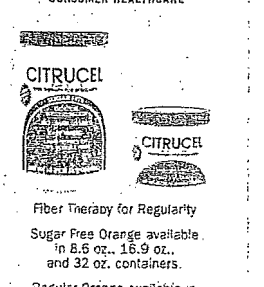
HELP ENHANCE YOUR METABOLISM

One-A-Day® Weight Smart®
OTC BAYER HEALTHCARE LLC P. 813



25 Comfort Coated Tablets
Also available in packages of 10, 50, 100 and 150 tablets

Dulcolax® Laxative
OTC BOEHRINGER INGELHEIM CONSUMER H.C. P. 648



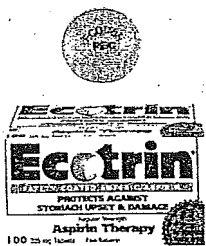
Fiber Therapy for Regularity
Sugar Free Orange available in 8.6 oz., 16.9 oz., and 32 oz. containers.
Regular Orange, available in 16 oz., 30 oz., and 50 oz. containers.

Citrucel®
OTC GLAXOSMITHKLINE CONSUMER HEALTHCARE P. 730

PRODUCT IDENTIFICATION GUIDE/505

SEEKING AN ALTERNATIVE?
Check the Product Category Index, where you'll find alphabetical listings in each therapeutic class.


OTC GLAXOSMITHKLINE P. 681
CONSUMER HEALTHCARE



Regular Strength Tablets
in bottles of 100 and 250.

EcoTrin®

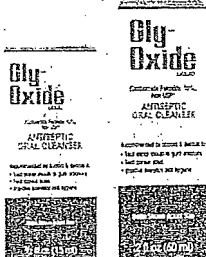
OTC GLAXOSMITHKLINE P. 658
CONSUMER HEALTHCARE



12 fl. oz.

Gaviscon® Regular Strength Liquid Antacid

OTC GLAXOSMITHKLINE P. 709
CONSUMER HEALTHCARE



1/2 fl. oz. 2 fl. oz.

Gly-Oxide® Liquid

OTC GLAXOSMITHKLINE P. 726, 729
CONSUMER HEALTHCARE



Multisymptom Cold & Flu Relief Maximum Strength Formula in packages of 16 and 30 caplets.
Non-Drowsy Formula in packages of 16 caplets.

Contac® Severe Cold & Flu

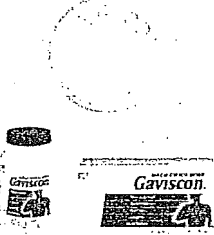
OTC GLAXOSMITHKLINE P. 681
CONSUMER HEALTHCARE



Maximum Strength Tablets in bottles of 60 and 150.

EcoTrin®

OTC GLAXOSMITHKLINE P. 658
CONSUMER HEALTHCARE




Available in 100-tablet bottles and 30-tablet boxes.

Gaviscon® Regular Strength Antacid

LOOKING FOR A PARTICULAR COMPOUND?
In the Active Ingredients Index (Yellow Pages), you'll find all the brands that contain it.


OTC GLAXOSMITHKLINE P. 715
CONSUMER HEALTHCARE



4.5 and 1.5 fl. oz.

Debrox®


OTC GLAXOSMITHKLINE P. 612
CONSUMER HEALTHCARE



Packages of 30 caplets

Feosol®


OTC GLAXOSMITHKLINE P. 658
CONSUMER HEALTHCARE



12 fl. oz.

Gaviscon® Extra Strength Liquid Antacid


OTC GLAXOSMITHKLINE P. 618
CONSUMER HEALTHCARE



Also available in 2 week kit.

NicoDerm® CQ®


OTC GLAXOSMITHKLINE P. 681
CONSUMER HEALTHCARE



Aspirin Regular Strength Tablets in packages of 30 and 100.

EcoTrin®

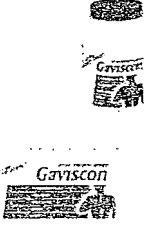
OTC GLAXOSMITHKLINE P. 612
CONSUMER HEALTHCARE



Packages of 100 tablets Iron Supplement

Feosol®

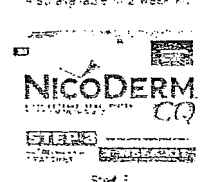
OTC GLAXOSMITHKLINE P. 658
CONSUMER HEALTHCARE



Available in 100-tablet bottles and 30 and 30-tablet boxes

Gaviscon® Extra Strength Antacid

OTC GLAXOSMITHKLINE P. 618
CONSUMER HEALTHCARE



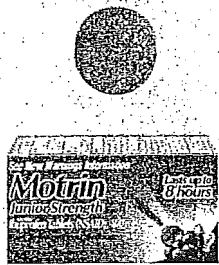
Also available in 2 week kit.

NicoDerm® CQ®

W. Englewood Cliffs, NJ 07620 Woodcliff Lake, NJ 07676

PRODUCT IDENTIFICATION GUIDE/509

OTC MCNEIL CONSUMER P. 685



Available in Orange and Grape-flavored, chewable tablets of 100 mg. Available in bottles of 24 with child-resistant safety cap.

Junior Strength Motrin® Chewable Tablets

OTC MCNEIL CONSUMER P. 687



Colets available in tamper evident packaging of 24, 50, 100, 165, 250 and 300. Tablets available in tamper evident packaging of 24, 50, 100 and 165.

Motrin® IB

OTC MCNEIL CONSUMER P. 638



Available in 4 and 7 fl. oz. bottles.

Nizoral® A-D

OTC MCNEIL CONSUMER P. 616



Mint-caplets available in blister packs of 24, 48, 100 and 130.

Simply Sleep™

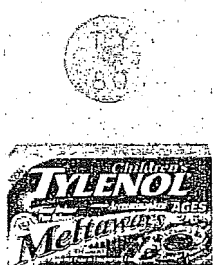
OTC MCNEIL CONSUMER P. 688



Available in enteric coated tablets and each chewable tablets

St. Joseph®

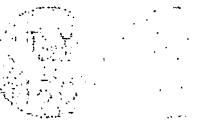
OTC MCNEIL CONSUMER P. 679



Grape Punch and Wacky Watermelon bottles of 30 with child-resistant safety cap. Sublingual Burst bottles of 30 with child resistant safety cap and blister packs of 48.

Children's TYLENOL® Meltaways

OTC MCNEIL CONSUMER P. 679



Available in blister packs of 24 chewable tablets, Grape Punch and Sublingual Burst.

Jr. TYLENOL® Meltaways

OTC MCNEIL CONSUMER P. 679



Available in Cherry Blast flavor in 2 and 4 fl. oz. bottles. Bubble Gum, Yummy Berry Strawberry, Grape Solbar, and Dye-Free Cherry flavors in 4 fl. oz. bottles with child-resistant safety cap and convenient dosage cap. Alcohol Free. 80 mg per 5 mL teaspoon

Children's TYLENOL® Suspension Liquid

McNeil Consumer Products Company, P.O. Box 10104, St. Louis, MO 63188

PRODUCT IDENTIFICATION GUIDE/513

OTC NOVARTIS P. 807
CONSUMER HEALTH, INC.



Available in 20 servings, 38 servings, 62 servings, 90 servings, and 125 servings bottles. Non-Thickening Powder

**Benefiber®
Fiber Supplement Powder**

OTC NOVARTIS P. 725
CONSUMER HEALTH, INC.



Available in cartons of 10 ct. and 20 ct. caplets.

**Comtrex® Cold & Cough
Non-Drowsy**

OTC NOVARTIS P. 635
CONSUMER HEALTH, INC.



Powder
Available in 1.5 & 3.0 oz bottles.

Spray Powder
Available in 4.0 oz cans.

OTC NOVARTIS P. 609
CONSUMER HEALTH, INC.



Caplets and tablets available in 24 ct., 50 ct., 100 ct., and 250 ct.; cartons. Gellabs in 24 ct., 50 ct., and 100 ct. cartons.

Excedrin® Migraine

OTC NOVARTIS P. 808
CONSUMER HEALTH, INC.



Available in 90 ct. bottles Wild Berry chewable tablets.

**Benefiber® Plus
Calcium Chewable Tablets**

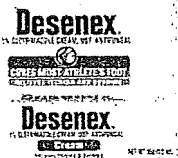
OTC NOVARTIS P. 726
CONSUMER HEALTH, INC.



Available in cartons of 20 ct. caplets.

**Comtrex® Cold & Cough
Day/Night**

OTC NOVARTIS P. 635
CONSUMER HEALTH, INC.



Antifungal Cream
Available in 15 g.

Desenex®

OTC NOVARTIS P. 609
CONSUMER HEALTH, INC.



Caplets available in 2 ct., 24 ct., 50 ct., 100 ct., and 250 ct.; cartons. Tablets in 10 ct., 24 ct., 50 ct., and 100 ct. cartons.

Excedrin® Sinus Headache

OTC NOVARTIS P. 807
CONSUMER HEALTH, INC.



Orange creme available in 36 ct. and 100 ct. bottles.

**Benefiber®
Fiber Supplement
Chewable Tablets**

OTC NOVARTIS P. 725
CONSUMER HEALTH, INC.



Available in cartons of 20 ct. caplets.

**Comtrex® Severe
Cold & Sinus Day/Night**

OTC NOVARTIS P. 609
CONSUMER HEALTH, INC.



Caplets and Gellabs available in 24 ct., 50 ct., and 100 ct. cartons. Tablets available in 2 ct., 10 ct., 24 ct., 50 ct., and 100 ct. cartons.

Excedrin PM®

LOOKING FOR A PARTICULAR COMPOUND?
In the Active Ingredients Index (Yellow Pages), you'll find all the brands that contain it.

OTC NOVARTIS P. 675
CONSUMER HEALTH, INC.



Regular Strength available in cartons of 32 ct., 65 ct., and 130 ct. tablets. Also available in Extra Strength.

Bufferin®

SEEKING AN ALTERNATIVE?
Check the Product Category Index, where you'll find alphabetical listings of all the products in each therapeutic class.

OTC NOVARTIS P. 684
CONSUMER HEALTH, INC.



Caplets available in 24 ct., 50 ct., 100 ct., and 250 ct. cartons. Tablets in 10 ct., 24 ct., 50 ct., 100 ct., and 250 ct. cartons. Gellabs in 24 ct., 50 ct., and 100 ct. cartons.

Excedrin® Extra Strength

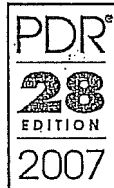
OTC NOVARTIS P. 611
CONSUMER HEALTH, INC.



Caplets available in 2 ct., 24 ct., 50 ct., 100 ct., and 250 ct. cartons. Tablets in 10 ct., 24 ct., 50 ct., 100 ct., and 250 ct. cartons. Gellabs in 24 ct., 50 ct., and 100 ct. cartons.

**Excedrin® Tension
Headache**

J.M. Englund/Hip/Rib/4200 W. 51st St. Missoula, MT 59704



PDR[®]

for Nonprescription Drugs,
Dietary Supplements, and Herbs

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ISBN: 1-56363-570-4

B00580

CENTRAL NERVOUS SYSTEM

ducers. Acetaminophen may cause liver damage.

Do not use

- with any other products containing acetaminophen. Taking more than directed may cause liver damage.
- if you are now taking a prescription monoamine oxidase inhibitor (MAOI) (certain drugs for depression, psychiatric or emotional conditions, or Parkinson's disease), or for 2 weeks after stopping the MAOI drug. If you do not know if your prescription drug contains an MAOI, ask a doctor or pharmacist before taking this product.

Ask a doctor before use if you have

- trouble urinating due to an enlarged prostate gland
- heart disease • high blood pressure
- thyroid disease • diabetes

When using this product

- do not use more than directed

Stop use and ask a doctor if

- new symptoms occur
- you get nervous, dizzy, or sleepless
- redness or swelling is present
- pain or nasal congestion gets worse or lasts more than 7 days
- fever gets worse or lasts more than 3 days

If pregnant or breast-feeding, ask a health professional before use.

Keep out of reach of children.

Overdose warning:

Taking more than the recommended dose can cause serious health problems. In case of overdose, get medical help or contact a Poison Control Center right away. Quick medical attention is critical for adults as well as for children even if you do not notice any signs or symptoms.

Directions:

- do not use more than directed (see overdose warning)
- children under 12 years of age: ask a doctor
- adults and children 12 years of age and over: take 2 caplets or tablets, every 4 hours
- do not take more than 12 caplets or tablets in 24 hours

Other Information:

- store at room temperature
- read all product information before using.

Inactive Ingredients: benzoic acid, carnauba wax, corn starch, FD&C blue # 1, hypromellose, magnesium stearate, microcrystalline cellulose, mineral oil, polysorbate 20, povidone, propylene glycol, simethicone emulsion, sorbitan monolaurate, stearic acid, titanium dioxide

Questions or comments?

1-800-468-7746

How Supplied:

Caplets available in 2 ct., 24 ct., 50 ct., 100 ct. & 250 ct. cartons.

Tablets available in 10 ct., 24 ct., 50 ct. & 100 ct. cartons.

EXCEDRIN® TENSION HEADACHE (Novartis Consumer Health, Inc.) PAIN RELIEVER

Drug Facts

Active Ingredients Purpose:
(in each geltab/tablets/caplets):

Acetaminophen Pain reliever
500 mg Pain reliever
(formulated with 65 mg caffeine)

Uses:

- temporarily relieves minor aches and pains due to:
- headache • muscular aches

Warnings:

Alcohol warning: If you consume 3 or more alcoholic drinks every day, ask your doctor whether you should take acetaminophen or other pain relievers/fever reducers. Acetaminophen may cause liver damage.

Caffeine warning: The recommended dose of this product contains about as much caffeine as a cup of coffee. Limit the use of caffeine-containing medications, foods, or beverages while taking this product because too much caffeine may cause nervousness, irritability, sleeplessness, and, occasionally, rapid heartbeat.

Do not use

- with any other products containing acetaminophen. Taking more than directed may cause liver damage.

Stop use and ask a doctor if

- new symptoms occur
- symptoms do not get better or worsen
- painful area is red or swollen
- pain gets worse or lasts for more than 10 days
- fever gets worse or lasts for more than 3 days

If pregnant or breast-feeding, ask a health professional before use.

Keep out of reach of children.

Overdose warning: Taking more than the recommended dose can cause serious health problems. In case of overdose, get medical help or contact a Poison Control Center right away. Quick medical attention is critical for adults as well as for children even if you do not notice any signs or symptoms.

Directions:

- do not use more than directed (see overdose warning)
- adults and children 12 years of age and over: take 2 geltabs, tablets or caplets every 6 hours; not more than 8 geltabs, tablets or caplets in 24 hours
- children under 12 years of age: ask a doctor

Other Information:

- store at room temperature

HEADACHE/MIGRAINE/611

Inactive Ingredients:

Tablets/Caplets

benzoic acid, corn starch, croscarmellose sodium*, FD&C blue #1, FD&C red #40, FD&C yellow #6, gelatin, glycerin, hypromellose, magnesium stearate, methylparaben*, microcrystalline cellulose, mineral oil, polysorbate 20, povidone, pregelatinized starch, propylene glycol, propylparaben*, simethicone emulsion, sorbitan monolaurate, stearic acid, titanium dioxide

Geltabs

benzoic acid, corn starch, croscarmellose sodium*, FD&C blue #1, FD&C red #40, FD&C yellow #6, gelatin, glycerin, hypromellose, magnesium stearate, methylparaben*, microcrystalline cellulose, mineral oil, polysorbate 20, povidone, pregelatinized starch, propylene glycol, propylparaben*, simethicone emulsion, sorbitan monolaurate, stearic acid, titanium dioxide

*may contain these ingredients

Questions or comments?

1-800-468-7746

How Supplied: Tablets in 24 ct., 50 ct., 100 ct. and 250 ct. cartons. Caplets in 24 ct., 50 ct., 100 ct. and 250 ct. cartons. Geltabs in 24 ct., 50 ct., and 100 ct. cartons.

Shown in Product Identification Guide, page 513

EXCEDRIN® EXTRA STRENGTH (Novartis Consumer Health, Inc.) PAIN RELIEVER

For full product information see page 684.

GOODY'S (GlaxoSmithKline Consumer) Body Pain Formula Powder

For full product information see page 684.

GOODY'S® (GlaxoSmithKline Consumer) Extra Strength Headache Powder

Indications: For Temporary Relief of Minor Aches & Pains Due to Headaches, Arthritis, Colds & Fever

Directions: Adults: Place one powder on tongue and follow with liquid or stir powder into a glass of water or other liquid. May be repeated in 4 to 6 hours. Do not take more than 4 powders in any 24-hour period. Children under 12 years of age: Consult a doctor.

Warnings: Children and teenagers should not use this medicine for chicken pox or flu symptoms before a doctor is consulted about Reye's Syndrome, a

Continued on next page

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CENTRAL NERVOUS SYSTEM

INFANTS' ADVIL[®] CONCENTRATED DROPS
(Wyeth Consumer)
INFANT'S ADVIL WHITE GRAPE CONCENTRATED DROPS
(DYE-FREE)
Fever Reducer/Pain Reliever (NSAID)
For full product information see page 604.

JUNIOR STRENGTH ADVIL[®] SWALLOW TABLETS
(Wyeth Consumer)
Fever Reducer/Pain Reliever (NSAID)
For full product information see page 605.

ALEVE CAPLETS (Bayer Healthcare)
(NSAID Labeling)
(*a-lēv*)
For full product information see page 675.

ALEVE COLD & SINUS CAPLETS
(Bayer Healthcare)
(NSAID Labeling)
(*a-lēv*)
For full product information see page 672.

ALEVE GELCAPS
(Bayer Healthcare)
(NSAID Labeling)
(*a-lēv*)
For full product information see page 675.

ALEVE TABLETS (Bayer Healthcare)
(NSAID Labeling)
(*a-lēv*)
For full product information see page 676.

BC[®] POWDER
(GlaxoSmithKline Consumer)
ARTHRITIS STRENGTH BC[®] POWDER
BC[®] COLD POWDER LINE
For full product information see page 677.

BUFFERIN[®]
(Novartis Consumer Health, Inc.)
Regular/Extra Strength
Pain Reliever/Fever Reducer
For full product information see page 678.

COMTREX[®]
(Novartis Consumer Health, Inc.)
MAXIMUM STRENGTH
Pain Reliever/Fever Reducer, Cough Suppressant, Nasal Decongestant
Acetaminophen, Dextromethorphan HBr, Phenylephrine HCl
Non-Drowsy Cold & Cough
For full product information see page 726.

COMTREX[®]
(Novartis Consumer Health, Inc.)
MAXIMUM STRENGTH
Day/Night Severe Cold & Sinus Pain Reliever/Fever Reducer - Nasal Decongestant - Antihistamine*
Acetaminophen, Phenylephrine HCl, Chlorpheniramine Maleate*
For full product information see page 725.

COMTREX[®] Cold & Cough Day/Night (Novartis Consumer Health, Inc.)
Pain Reliever/Fever Reducer
For full product information see page 726.

CONTACT[®] COLD AND FLU DAY AND NIGHT
(GlaxoSmithKline Consumer)
For full product information see page 727.

CONTACT COLD AND FLU NON-DROWSY MAXIMUM STRENGTH
(GlaxoSmithKline Consumer)
For full product information see page 728.

CONTACT[®] COLD AND FLU MAXIMUM STRENGTH
(GlaxoSmithKline Consumer)
For full product information see page 728.

EXCEDRIN[®] MIGRAINE PAIN RELIEVER/PAIN RELIEVER AID
(Novartis Consumer Health, Inc.)

Drug Facts
Active Ingredients Purposes:
(in each caplet/tablet/geltab):
Acetaminophen
250 mg Pain reliever
Aspirin 250 mg Pain reliever
Caffeine 65 mg Pain reliever aid

Use:
• treats migraine

Warnings:
Reye's syndrome: Children and teenagers who have or are recovering from chicken pox or flu-like symptoms should not use this product. When using this product, if changes in behavior with nausea and vomiting occur, consult a doctor because these symptoms could be an early sign of Reye's syndrome, a rare but serious illness.

Allergy alert: Aspirin may cause a severe allergic reaction, which may include:
• hives • facial swelling
• asthma (wheezing) • shock

HEADACHE/MIGRAINE/609

Alcohol warning: If you consume 3 or more alcoholic drinks every day, ask your doctor whether you should take acetaminophen and aspirin or other pain relievers/fever reducers. Acetaminophen and aspirin may cause liver damage and stomach bleeding.

Caffeine warning: The recommended dose of this product contains about as much caffeine as a cup of coffee. Limit the use of caffeine-containing medications, foods, or beverages while taking this product because too much caffeine may cause nervousness, irritability, sleeplessness, and, occasionally, rapid heartbeat.

Do not use
• if you have ever had an allergic reaction to any other pain reliever/fever reducer
• with any other products containing acetaminophen. Taking more than directed may cause liver damage.

Ask a doctor before use if you have
• never had migraines diagnosed by a health professional
• a headache that is different from your usual migraines
• the worst headache of your life
• fever and stiff neck
• headaches beginning after or caused by head injury, exertion, coughing or bending
• experienced your first headache after the age of 50
• daily headaches
• a migraine so severe as to require bed rest
• asthma • bleeding problems
• ulcers
• stomach problems such as heartburn, upset stomach, or stomach pain that do not go away or recur
• problems or serious side effects from taking pain relievers or fever reducers
• vomiting with your migraine headache

Ask a doctor or pharmacist before use if you are

• taking a prescription drug for:
• anticoagulation (thinning of the blood)
• diabetes • gout • arthritis
• under a doctor's care for any serious condition
• taking any other drug
• taking any other product that contains aspirin, acetaminophen, or any other pain reliever/fever reducer

Stop use and ask a doctor if
• an allergic reaction occurs. Seek medical help right away.
• your migraine is not relieved or worsens after first dose
• new or unexpected symptoms occur
• stomach pain or upset gets worse or lasts
• ringing in the ears or loss of hearing occurs

If pregnant or breast-feeding, ask a health professional before use. It is espe-

Continued on next page

U.S. PATENT OFFICE PAT. 5,111,111

Excedrin Migraine—Cont.

cially important not to use aspirin during the last 3 months of pregnancy unless definitely directed to do so by a doctor because it may cause problems in the unborn child or complications during delivery.

Keep out of reach of children.

Overdose warning: Taking more than the recommended dose can cause serious health problems. In case of overdose, get medical help or contact a Poison Control Center right away. Quick medical attention is critical for adults as well as for children even if you do not notice any signs or symptoms.

Directions:

- do not use more than directed
- adults: take 2 tablets, caplets or geltabs with a glass of water
- if symptoms persist or worsen, ask your doctor
- do not take more than 2 tablets, caplets or geltabs in 24 hours, unless directed by a doctor
- under 18 years of age: ask a doctor

Other Information:

- store at 20°-25°C (68°-77°F)
- read all product information before using. Keep the box for important information.

Inactive Ingredients:**Tablets**

benzoic acid, carnauba wax, FD&C blue #1*, hydroxypropylcellulose, hypromellose, microcrystalline cellulose, mineral oil, polysorbate 20, povidone, propylene glycol, simethicone emulsion, sorbitan monolaurate, stearic acid, titanium dioxide*

Geltabs

benzoic acid, D&C yellow #10 lake, disodium EDTA, FD&C blue #1 lake, FD&C red #40 lake, ferric oxide, gelatin, glycerin, hydroxypropylcellulose, hypromellose, maltitol solution, microcrystalline cellulose, mineral oil, pepsin, polysorbate 20, povidone, propylene glycol, propyl gallate, simethicone emulsion, sorbitan monolaurate, stearic acid, titanium dioxide

Caplets

benzoic acid, carnauba wax, FD&C blue #1*, hydroxypropylcellulose, hypromellose, microcrystalline cellulose, mineral oil, polysorbate 20, povidone, propylene glycol, simethicone emulsion, sorbitan monolaurate, stearic acid, titanium dioxide*

*may contain these ingredients

Questions or comments?

1-800-468-7746

How Supplied: Tablets in 24 ct., 50 ct., 100 ct. and 250 ct. cartons. Caplets in 24 ct., 50 ct., 100 ct. and 250 ct. cartons. Geltabs in 24 ct., 50 ct., and 100 ct. cartons.

Shown in Product Identification Guide, page 513

EXCEDRIN PM®

(Novartis Consumer Health, Inc.)
PAIN RELIEVER/NIGHTTIME SLEEP AID

Drug Facts

Active Ingredients: (in each caplets/tablets/geltabs)
Acetaminophen 500 mg Pain reliever
Diphenhydramine
citrate 38 mg Nighttime sleep aid

Purpose:

Uses: for the temporary relief of occasional headaches and minor aches and pains with accompanying sleeplessness.

Warnings:

Alcohol warning: If you consume 3 or more alcoholic drinks every day, ask your doctor whether you should take acetaminophen or other pain relievers/fever reducers. Acetaminophen may cause liver damage.

Do not use

- in children under 12 years of age
- with any other product containing diphenhydramine, even one used on skin
- with any other products containing acetaminophen. Taking more than directed may cause liver damage.

Ask a doctor before use if you have

- glaucoma
- a breathing problem such as emphysema or chronic bronchitis
- trouble urinating due to an enlarged prostate gland

Ask a doctor or pharmacist before use if you are taking sedatives or tranquilizers.**When using this product**

- avoid alcoholic drinks
- drowsiness may occur
- be careful when driving a motor vehicle or operating machinery

Stop use and ask a doctor if

- new symptoms occur
- sleeplessness lasts continuously for more than 2 weeks. Insomnia may be a symptom of serious underlying medical illness.
- pain gets worse or lasts for more than 10 days
- painful area is red or swollen
- fever gets worse or lasts for more than 3 days

If pregnant or breast-feeding, ask a health professional before use.

Keep out of reach of children.

Overdose warning: Taking more than the recommended dose can cause serious health problems. In case of overdose, get medical help or contact a Poison Control Center right away. Quick medical attention is critical for adults as well as for children even if you do not notice any signs or symptoms.

Directions:

- do not use more than directed (see overdose warning)
- children under 12 years of age: consult a doctor
- adults and children 12 years and over:

take 2 caplets, tablets or geltabs at bedtime, if needed, or as directed by a doctor

Other Information:

- store at room temperature
- read all product information before using.

Inactive Ingredients:**Caplets/Tablets**

benzoic acid, carnauba wax, croscarmellose sodium*, crospovidone*, D&C yellow #10 lake, FD&C blue #1 lake, hypromellose, magnesium stearate, methylparaben*, microcrystalline cellulose, mineral oil, polysorbate 20, povidone, pregelatinized starch, propylene glycol, propylparaben*, simethicone emulsion, sodium citrate, sorbitan monolaurate, stearic acid, titanium dioxide

*may contain these ingredients

Inactive Ingredients:**Geltabs**

benzoic acid, croscarmellose sodium, crospovidone*, D&C red #33 lake, edetate disodium, FD&C blue #1, FD&C blue #1 lake, gelatin, glycerin, hypromellose, magnesium stearate, methylparaben*, microcrystalline cellulose, mineral oil, polysorbate 20, povidone, pregelatinized starch, propylene glycol, propylparaben*, simethicone emulsion, sorbitan monolaurate, stearic acid, titanium dioxide

*may contain these ingredients

Questions or comments?

1-800-468-7746

How Supplied: Caplets available in 24 ct., 50 ct. and 100 ct. cartons. Tablets available in 2 ct., 10 ct., 24 ct., 50 ct. and 100 ct. cartons. Geltabs available in 24 ct., 50 ct., and 100 ct. cartons.

Shown in Product Identification Guide, page 513

EXCEDRIN® SINUS HEADACHE

(Novartis Consumer Health, Inc.)
Acetaminophen and Phenylephrine HCl

Drug Facts

Active Ingredients: (in each caplet/tablet)

Acetaminophen
325 mg Pain reliever
Phenylephrine HCl
5 mg Nasal decongestant

Purposes:**Uses:**

- temporarily relieves:
 - headache • minor aches and pains
 - nasal congestion • sinus congestion and pressure
 - helps clear nasal passages; shrinks swollen membranes

Warnings:

Alcohol warning: If you consume 3 or more alcoholic drinks every day, ask your doctor whether you should take acetaminophen or other pain relievers/fever re-

MUSCULOSKELETAL SYSTEM

- stomach problems that last or come back, such as heartburn, upset stomach, or stomach pain
- ulcers
- bleeding problems
- high blood pressure
- heart or kidney disease
- taken a diuretic
- reached age 60 or older

Ask a doctor or pharmacist before use if you are

- taking any other drug containing an NSAID (prescription or nonprescription)
- taking a blood thinning (anticoagulant) or steroid drug
- under a doctor's care for any serious condition
- taking any other drug

When using this product

- take with food or milk if stomach upset occurs
- long term continuous use may increase the risk of heart attack or stroke

Stop use and ask a doctor if

- you feel faint, vomit blood, or have bloody or black stools. These are signs of stomach bleeding.
- pain gets worse or lasts more than 10 days
- fever gets worse or lasts more than 3 days
- you have difficulty swallowing
- it feels like the pill is stuck in your throat
- you develop heartburn
- stomach pain or upset gets worse or lasts
- redness or swelling is present in the painful area
- any new symptoms appear

If pregnant or breast-feeding, ask a health professional before use. It is especially important not to use naproxen sodium during the last 3 months of pregnancy unless definitely directed to do so by a doctor because it may cause problems in the unborn child or complications during delivery.

Keep out of reach of children. In case of overdose, get medical help or contact a Poison Control Center right away.

Directions:

- do not take more than directed
- the smallest effective dose should be used
- do not take longer than 10 days, unless directed by a doctor (see Warnings)
- drink a full glass of water with each dose

Adults and children 12 years and older	<ul style="list-style-type: none"> • take 1 tablet every 8 to 12 hours while symptoms last • for the first dose you may take 2 tablets within the first hour • do not exceed 2 tablets in any 8- to 12-hour period • do not exceed 3 tablets in a 24-hour period
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Children under 12 years • ask a doctor

Other Information:

- each caplet contains: sodium 20 mg
- store at 20–25°C (68–77°F). Avoid high humidity and excessive heat above 40°C (104°F).

Inactive Ingredients: FD&C blue #2 lake, hypromellose, magnesium stearate, microcrystalline cellulose, polyethylene glycol, povidone, talc, titanium dioxide

Questions or comments?

1-800-395-0689 (Mon - Fri 9AM - 5PM EST) or www.aleve.com

How Supplied: Available in 8, 24, 50, 100, 150, 200 ct. and in a 200 ct. Easy Open Arthritis Cap Bottle.

Shown in Product Identification Guide, page 503

BC® POWDER (GlaxoSmithKline Consumer) ARTHRITIS STRENGTH BC® POWDER BC® COLD POWDER LINE

Description: BC® POWDER: **Active Ingredients:** Each powder contains Aspirin 650 mg, Salicylamide 195 mg and Caffeine 33.3 mg. **Inactive Ingredients:** Docusate Sodium, Fumaric Acid, Lactose Monohydrate and Potassium Chloride. **ARTHRITIS STRENGTH BC® POWDER:** **Active Ingredients:** Each powder contains Aspirin 742 mg, Salicylamide 222 mg and Caffeine 38 mg. **Inactive Ingredients:** Docusate Sodium, Fumaric Acid, Lactose Monohydrate and Potassium Chloride.

BC® ALLERGY SINUS COLD POWDER

Active Ingredients: Aspirin 650 mg, Pseudoephedrine Hydrochloride 60 mg and Chlorpheniramine Maleate 4 mg per powder. **Inactive Ingredients:** Fumaric Acid, Glycine, Lactose, Potassium Chloride, Silica, Sodium Lauryl Sulfate. **BC® SINUS COLD POWDER.** **Active Ingredients:** Aspirin 650 mg and Pseudoephedrine Hydrochloride 60 mg. per powder. **Inactive Ingredients:** Colloidal Silicon Dioxide, Microcrystalline Cellulose, Povidone, Pregelatinized Starch, Stearic Acid.

Indications: BC Powder is for relief of simple headache; for temporary relief of minor arthritic pain, for relief of muscular aches, discomfort and fever of colds; and for relief of normal menstrual pain and pain of tooth extraction. Arthritis Strength BC Powder is specially formulated to fight occasional minor pain and inflammation of arthritis. Like Original Formula BC, Arthritis Strength BC provides fast temporary relief of minor arthritis pain and inflammation, relief of muscular aches, discomfort and fever of colds; and pain of tooth extraction.

ACHES AND PAINS/677

BC Allergy Sinus Cold Powder is for relief of multiple symptoms such as body aches, fever, nasal congestion, sneezing, running nose, and watery itchy eyes associated with allergy and sinus attacks and the onset of colds. BC Sinus Cold Powder is for relief of such symptoms as body aches, fever, and nasal congestion.

BC Powder®, Arthritis Strength BC® Powder and BC Cold Powder Line:

Warnings: Children and teenagers should not use this medicine for chicken pox or flu symptoms before a doctor is consulted about Reye's Syndrome, a rare but serious illness reported to be associated with aspirin. Keep this and all medicines out of children's reach. In case of accidental overdose, contact a physician or poison control center immediately.

As with any drug, if you are pregnant or nursing a baby seek the advice of a health professional before using this product.

IT IS ESPECIALLY IMPORTANT NOT TO USE ASPIRIN DURING THE LAST 3 MONTHS OF PREGNANCY UNLESS SPECIFICALLY DIRECTED TO DO SO BY A DOCTOR BECAUSE IT MAY CAUSE PROBLEMS IN THE UNBORN CHILD OR COMPLICATIONS DURING DELIVERY.

Alcohol Warning: If you consume 3 or more alcoholic drinks every day, ask your doctor whether you should take aspirin or other pain relievers/fever reducers. Aspirin may cause stomach bleeding.

Allergy Alert: Aspirin may cause a severe allergic reaction which may include hives, facial swelling, shock or asthma (wheezing). Ask a doctor before use if you have asthma, ulcers, a bleeding problem, stomach problems that last or come back such as heartburn, upset stomach or pain. Ask a doctor or pharmacist before use if you are taking a prescription drug for gout, diabetes, arthritis or anticoagulation (blood thinning). **Stop use and ask a doctor if an allergic reaction occurs, ringing in ears or loss of hearing occurs, pain gets worse or persists for more than 10 days, fever lasts more than 3 days, redness or swelling is present, or new symptoms occur.**

For BC Powder and Arthritis Strength BC Powder:

When using these products limit the use of caffeine containing drugs, foods, or drinks, because too much caffeine may cause nervousness, irritability, sleeplessness, and occasionally, rapid heartbeat.

For BC Cold Powder Line:

Do not exceed recommended dosage. If nervousness, dizziness, or sleeplessness occur, discontinue use and consult a doctor. If symptoms do not improve within 7 days, or are accompanied by fever that lasts more than 3 days, or if new symptoms occur, consult a physician before continuing use. Do not take BC if

Continued on next page

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BC Powders—Cont.

you are sensitive to aspirin, or have heart disease, high blood pressure, thyroid disease, diabetes, asthma, glaucoma, emphysema, chronic pulmonary disease, shortness of breath, difficulty in breathing or difficulty in urination due to enlargement of the prostate gland, or if you are presently taking a prescription antihypertensive or antidepressant drug unless directed by a doctor. **Drug interaction precaution.** Do not use this product if you are now taking a prescription monoamine oxidase inhibitor (MAOI) (certain drugs for depression, psychiatric or emotional conditions, or Parkinson's disease), or for 2 weeks after stopping the MAOI drug. If you are uncertain whether your prescription drug contains an MAOI, consult a health professional before taking this product." BC Allergy Sinus Cold Powder with antihistamine may cause drowsiness. Avoid alcoholic beverages when taking this product because it may increase drowsiness. Use caution when driving a motor vehicle or operating machinery. May cause excitability, especially in children.

Overdosage: In case of accidental overdosage, contact a physician or poison control center immediately.

Dosage and Administration: BC® Powder, Arthritis Strength BC® Powder, BC® Cold Powder Line:

Place one powder on tongue and follow with liquid. If you prefer, stir powder into glass of water or other liquid.

For BC Powder and Arthritis Strength BC Powder:

Adults and children 12 years and over: Take one powder every 3-4 hours not to exceed 4 powders in 24 hours.

For BC Cold Powder Line:

Adults and children 12 years and over: Take one powder every 6 hours not to exceed 4 powders in 24 hours. For children under 12, consult a physician.

How Supplied: BC Powder: Available in tamper evident overwrapped envelopes of 2 or 6 powders, as well as tamper evident boxes of 24 and 50 powders.

Arthritis Strength BC Powder: Available in tamper evident over wrapped envelopes of 6 powders, and tamper evident overwrapped boxes of 24 and 50 powders. BC Cold Powder Line:

Available in tamper-evident overwrapped envelopes of 6 powders, as well as tamper-evident boxes of 12 powders (For BC Allergy Sinus Cold Powder only).

BIOFREEZE® PAIN RELIEVING PRODUCTS (Performance Health)

Active Ingredients (US Market Label): "Roll on/Gel" Menthol 3.5%, "Cryospray™" Menthol 10%

Inactive Ingredients:

Roll on/Gel (US Market Label): Carbomer FD&C Blue #1, FD&C Yellow #5, glycerine, herbal extract (Ilex Paraguariensis), isopropyl alcohol USP, methylparaben, natural camphor USP (for scent), propylene glycol, silicon dioxide, triethanolamine, water.

Cryospray™ (US Market Label): Arnica Extract, Eucalyptus Oil, Ilex Herbal Extract, Lavender Oil, Lime Oil, Natural Camphor USP, Nutmeg Oil, Orange Oil, Peppermint Oil, Pine Oil, Polysorbate 20, SD Alcohol 39-C, Thyme Oil, Water, White Tea Extract.

Indications (US Market Label): Temporary relief from minor aches and pains of muscles and joints associated with arthritis, backache, strains and sprains.

Warnings (US Market Label): Ask a doctor before use if you have sensitive skin. Keep away from excessive heat or open flame. Avoid contact with the eyes or mucous membranes. Do not apply to wounds or damaged skin. Do not use with other ointments, creams, sprays or liniments. Do not apply to irritated skin or if excessive irritation develops. Do not bandage. Wash hands after use. If pregnant or breast-feeding, ask a health professional before use. Do not use with heating pad or device. Keep out of reach of children. If accidentally ingested, get medical help or contact a Poison Control Center.

Directions:

Roll on/Gel (US Market Label): Adults and children 2 years of age and older apply to the affected areas not more than 4 times daily; massage not necessary. Children under 2 years of age, consult physician.

Cryospray™ (US Market Label): Adults and children 12 years of age and older apply to affected areas not more than 4 times daily; massage not necessary. Children under 12 years of age, consult a physician.

How Supplied (US Market Label): 4 oz Gel Tube, 4 oz Cryospray™, 3 oz. Roll-on and 5 gram packets for home use. 16 oz, 32 oz and Gallon Gel bottles, and 16 oz Cryospray™ for professional use.

BUFFERIN® (Novartis Consumer Health, Inc.) Regular/Extra Strength Pain Reliever/Fever Reducer

Drug Facts Regular Strength

Active Ingredients: Purpose:
(in each tablet)
Buffered aspirin equal to
325 mg aspirin Pain reliever/
fever reducer
(buffered with calcium carbonate, magnesium oxide and magnesium carbonate)

Extra Strength

Active Ingredients: Purpose:
(in each tablet)
Buffered aspirin equal to
500 mg aspirin Pain reliever/
fever reducer
(buffered with calcium carbonate, magnesium oxide and magnesium carbonate)

Uses:

- for the temporary relief of minor aches and pains associated with:
 - headache • cold
 - muscular aches • arthritis
 - toothache • premenstrual & menstrual cramps
- temporarily reduces fever

Warnings:

Reye's syndrome: Children and teenagers who have or are recovering from chicken pox or flu-like symptoms should not use this product. When using this product, if changes in behavior with nausea and vomiting occur, consult a doctor because these symptoms could be an early sign of Reye's syndrome, a rare but serious illness.

Allergy alert: Aspirin may cause a severe allergic reaction, which may include:

- facial swelling • asthma (wheezing)
- shock • hives

Alcohol warning: If you consume 3 or more alcoholic drinks every day, ask your doctor whether you should take aspirin or other pain relievers/fever reducers. Aspirin may cause stomach bleeding.

Do not use if you have ever had an allergic reaction to any other pain reliever/fever reducer.

Ask a doctor before use if you have

- kidney disease
- a magnesium-restricted diet
- asthma • bleeding problems • ulcers
- stomach problems that last or come back, such as heartburn, upset stomach, or pain

Ask a doctor or pharmacist before use if you are

taking a prescription drug for:

- anticoagulation (thinning the blood)
- diabetes • gout • arthritis

Stop use and ask a doctor if

- allergic reaction occurs. Seek medical help right away.
- pain gets worse or lasts for more than 10 days
- new symptoms occur
- fever gets worse or lasts for more than 3 days
- painful area is red or swollen
- ringing in the ears or loss of hearing occurs

If pregnant or breast-feeding, ask a health professional before use.

It is especially important not to use aspirin during the last 3 months of pregnancy unless definitely directed to do so by a doctor because it may cause problems in the unborn child or complications during delivery.

MUSCULOSKELETAL SYSTEM

Children's **TYLENOL**® with Flavorator: contains (1) 4 fl. oz. Cherry Liquid (red-colored) plus 20 sugar flavor packets in 4 flavors (apple, raspberry, chocolate and bubblegum).

Children's **TYLENOL**® Meltaways: (red) wacky watermelon, purple-red grape punch, pink-colored bubbleburst, scored, imprinted "TY80". Tablets of 30 and also blister packaged and 64's.

TYLENOL® Meltaways: (purple-red) grape punch or pink-colored bubbleburst, imprinted "TY 160". Tablets packaged 24's and 48's. All packages listed above are safety sealed and use child-resistant safety caps or blisters.

Shown in Product Identification Guide, page 509 & 510

ANTAC® COLD AND FLU DAY AND NIGHT

MaxoSmithKline Consumer

For full product information see page 727.

ANTAC COLD AND FLU NON-DROWSY MAXIMUM STRENGTH

MaxoSmithKline Consumer

For full product information see page 728.

ANTAC® COLD AND FLU MAXIMUM STRENGTH

MaxoSmithKline Consumer

For full product information see page 728.

ECOTRIN

MaxoSmithKline Consumer

Enteric-Coated Aspirin
Rheumatic, Antiplatelet
Comprehensive Prescribing Information

Description: Ecotrin enteric coated aspirin (acetylsalicylic acid) tablets available in 81mg, 325mg and 500 mg tablets for oral administration. The 325 mg and 500 mg tablets contain the following inactive ingredients: Carnuba Wax, Colloidal Silicon Dioxide, FD&C Yellow No. 6, Hypromellose, Methacrylic Acid Copolymer, Microcrystalline Cellulose, Pregelatinized Starch, Propylene Glycol, Stearic Acid, Talc, Titanium Dioxide, and Triethyl Citrate. The 81 mg tablets contain Carnuba Wax, Corn Starch, D&C Red No. 10, FD&C Yellow No. 6, Hypromellose, Methacrylic Acid Copolymer, Microcrystalline Cellulose, Propylene Glycol, Stearic Acid, Talc, and Triethyl Citrate.

Aspirin is an odorless white, needle-like crystalline or powdery substance. When exposed to moisture, aspirin hydrolyzes

into salicylic and acetic acids, and gives off a vinegary-odor. It is highly lipid soluble and slightly soluble in water.

Clinical Pharmacology: Mechanism of Action: Aspirin is a more potent inhibitor of both prostaglandin synthesis and platelet aggregation than other salicylic acid derivatives. The differences in activity between aspirin and salicylic acid are thought to be due to the acetyl group on the aspirin molecule. This acetyl group is responsible for the inactivation of cyclooxygenase via acetylation.

PHARMACOKINETICS

Absorption: In general, immediate release aspirin is well and completely absorbed from the gastrointestinal (GI) tract. Following absorption, aspirin is hydrolyzed to salicylic acid with peak plasma levels of salicylic acid occurring within 1-2 hours of dosing (see Pharmacokinetics—Metabolism). The rate of absorption from the GI tract is dependent upon the dosage form, the presence or absence of food, gastric pH (the presence or absence of GI antacids or buffering agents), and other physiologic factors. Enteric coated aspirin products are erratically absorbed from the GI tract.

Distribution: Salicylic acid is widely distributed to all tissues and fluids in the body including the central nervous system (CNS), breast milk, and fetal tissues. The highest concentrations are found in the plasma, liver, renal cortex, heart, and lungs. The protein binding of salicylate is concentration-dependent, i.e., non-linear. At low concentrations (<100 mcg/mL) approximately 90 percent of plasma salicylate is bound to albumin while at higher concentrations (>400 mcg/mL), only about 75 percent is bound. The early signs of salicylic overdose (salicylism), including tinnitus (ringing in the ears), occur at plasma concentrations approximating 200 mcg/mL. Severe toxic effects are associated with levels > 400 mcg/mL (See section Adverse Reactions and Overdose.)

Metabolism: Aspirin is rapidly hydrolyzed in the plasma to salicylic acid such that plasma levels of aspirin are essentially undetectable 1-2 hours after dosing. Salicylic acid is primarily conjugated in the liver to form salicylic acid, a phenolic glucuronide, an acyl glucuronide, and a number of minor metabolites. Salicylic acid has a plasma half-life of approximately 6 hours. Salicylate metabolism is saturable and total body clearance decreases at higher serum concentrations due to the limited ability of the liver to form both salicylic acid and phenolic glucuronide. Following toxic doses (10-20 grams (g)), the plasma half-life may be increased to over 20 hours.

Elimination: The elimination of salicylic acid follows zero order pharmacokinetics; (i.e., the rate of drug elimination is constant in relation to plasma concentration). Renal excretion of unchanged drug depends upon urine pH. As urinary pH rises above 6.5, the renal clearance of free salicylate increases from < 5 percent to >

80 percent. Alkalinization of the urine is a key concept in the management of salicylate overdose. (See Overdose.) Following therapeutic doses, approximately 10 percent is found excreted in the urine as salicylic acid, 75 percent as salicylic acid, and 10 percent phenolic and 5 percent acyl glucuronides of salicylic acid.

Pharmacodynamics: Aspirin affects platelet aggregation by irreversibly inhibiting prostaglandin cyclo-oxygenase. This effect lasts for the life of the platelet and prevents the formation of the platelet aggregating factor thromboxane A₂. Non-acetylated salicylates do not inhibit this enzyme and have no effect on platelet aggregation. At somewhat higher doses, aspirin reversibly inhibits the formation of prostaglandin I₂ (prostacyclin), which is an arterial vasodilator and inhibits platelet aggregation.

At higher doses aspirin is an effective anti-inflammatory agent, partially due to inhibition of inflammatory mediators via cyclooxygenase inhibition in peripheral tissues. In vitro studies suggest that other mediators of inflammation may also be suppressed by aspirin administration, although the precise mechanism of action has not been elucidated. It is this non-specific suppression of cyclooxygenase activity in peripheral tissues following large doses that leads to its primary side effect of gastric irritation. (See Adverse Reactions.)

Clinical Studies: Ischemic Stroke and Transient Ischemic Attack (TIA): In clinical trials of subjects with TIA's due to fibrin platelet emboli or ischemic stroke, aspirin has been shown to significantly reduce the risk of the combined endpoint of stroke or death and the combined endpoint of TIA, stroke, or death by about 13-18 percent.

Suspect Acute Myocardial Infarction (MI): In a large, multi-center study of aspirin, streptokinase, and the combination of aspirin and streptokinase in 17,187 patients with suspected acute MI, aspirin treatment produced a 23-percent reduction in the risk of vascular mortality. Aspirin was also shown to have an additional benefit in patients given a thrombolytic agent.

Prevention of Recurrent MI and Unstable Angina Pectoris: These indications are supported by the results of six large, randomized, multi-center, placebo-controlled trials of predominantly male post-MI subjects and one randomized placebo-controlled study of men with unstable angina pectoris. Aspirin therapy in MI subjects was associated with a significant reduction (about 20 percent) in the risk of the combination endpoint of subsequent death and/or nonfatal reinfarction in these patients. In aspirin-treated unstable angina patients the event rate was reduced to 5 percent from the 10 percent rate in the placebo group.

Chronic Stable Angina Pectoris: In a randomized, multi-center, double-blind

Continued on next page

J.M. Entenri, M.D. / 4200 Woodland Avenue / Philadelphia, PA 19104

Ecotrin—Cont.

Store in a tight container at 25°C (77° F); excursions permitted to 15–30° C (59–86° F).

Shown in *Product Identification Guide*, page 505

EXCEDRIN PM®
(Novartis Consumer Health, Inc.)
PAIN RELIEVER/NIGHTTIME SLEEP AID

For full product information see page 610.

EXCEDRIN® SINUS HEADACHE
(Novartis Consumer Health, Inc.)
Acetaminophen and Phenylephrine HCl

For full product information see page 610.

EXCEDRIN® TENSION HEADACHE
(Novartis Consumer Health, Inc.)
PAIN RELIEVER

For full product information see page 611.

EXCEDRIN® EXTRA STRENGTH
(Novartis Consumer Health, Inc.)
PAIN RELIEVER

Drug Facts

Active Ingredients:

Acetaminophen 250 mg	Pain reliever
Aspirin 250 mg	Pain reliever
Caffeine 65 mg	Pain reliever aid

Uses:

- temporarily relieves minor aches and pains due to:
 - headache
 - a cold • arthritis • muscular aches
 - sinusitis • toothache
 - premenstrual & menstrual cramps

Warnings:

Reye's syndrome: Children and teenagers who have or are recovering from chicken pox or flu-like symptoms should not use this product. When using this product, if changes in behavior with nausea and vomiting occur, consult a doctor because these symptoms could be an early sign of Reye's syndrome, a rare but serious illness.

Allergy alert: Aspirin may cause a severe allergic reaction, which may include:

- hives • facial swelling
- asthma (wheezing) • shock

Alcohol warning: If you consume 3 or more alcoholic drinks every day, ask your doctor whether you should take acetaminophen and aspirin or other pain relievers/fever reducers. Acetaminophen and aspirin may cause liver damage and stomach bleeding.

Caffeine warning: The recommended dose of this product contains about as much caffeine as a cup of coffee. Limit the use of caffeine-containing medications, foods, or beverages while taking this product because too much caffeine may cause nervousness, irritability, sleeplessness, and, occasionally, rapid heart beat.

Do not use

- if you have ever had an allergic reaction to any other pain reliever/fever reducer
- with any other products containing acetaminophen. Taking more than directed may cause liver damage.

Ask a doctor before use if you have

- asthma
- ulcers
- bleeding problems
- stomach problems such as heartburn, upset stomach, or stomach pain that do not go away or return

Ask a doctor or pharmacist before use if you are taking a prescription drug for:

- anticoagulation (thinning of the blood)
- diabetes • gout • arthritis

Stop use and ask a doctor if

- an allergic reaction occurs. Seek medical help right away.
- new symptoms occur
- symptoms do not get better or worsen
- ringing in the ears or loss of hearing occurs
- painful area is red or swollen
- pain gets worse or lasts for more than 10 days
- fever gets worse or lasts for more than 3 days

If pregnant or breast-feeding, ask a health professional before use. It is especially important not to use aspirin during the last 3 months of pregnancy unless definitely directed to do so by a doctor because it may cause problems in the unborn child or complications during delivery.

Keep out of reach of children.

Overdose warning: Taking more than the recommended dose can cause serious health problems. In case of overdose, get medical help or contact a Poison Control Center right away. Quick medical attention is critical for adults, as well as for children even if you do not notice any signs or symptoms.

Directions:

- do not use more than directed (see overdose warning)
- drink a full glass of water with each dose
- adults and children 12 years and over: take 2 caplets, tablets, or gels every 6 hours; not more than 8 caplets, tablets, or gels in 24 hours
- children under 12 years: ask a doctor

Other Information:

- store at room temperature
- read all product information before using.

Inactive Ingredients:

Tablets/Caplets
benzoic acid, carnauba wax, FD&C blue #1*, hydroxypropyl cellulose, hypromel-

lose, microcrystalline cellulose, mineral oil, polysorbate 20, povidone, propylene glycol, simethicone emulsion, sorbitan monolaurate, stearic acid, titanium dioxide*

* may also contain these ingredients.

Inactive Ingredients:**Geltabs**

benzoic acid, D&C yellow #10 lake, disodium EDTA, FD&C blue #1 lake, FD&C red #40 lake, ferric oxide, gelatin, glycerin, hydroxypropyl cellulose, hypromellose, maltitol solution, microcrystalline cellulose, mineral oil, pepsin, polysorbate 20, povidone, propylene glycol, propyl gallate, simethicone emulsion, sorbitan monolaurate, stearic acid, titanium dioxide

Questions or comments?

1-800-468-7746

How Supplied: Caplets available in 24 ct., 50 ct., 100 ct., and 250 ct. cartons. Tablets available in 2 ct., 10 ct., 24 ct., 50 ct., 100 ct. and 250 ct. cartons. Geltabs available in 24 ct., 50 ct. and 100 ct. cartons.

Shown in *Product Identification Guide*, page 513

GOODY'S
(GlaxoSmithKline Consumer)
Body Pain Formula Powder

Indications: For temporary relief of minor body aches & pains due to muscular aches, arthritis & headaches.

Directions: Adults: Place one powder on tongue and follow with liquid, or stir powder into a glass of water or other liquid. May be repeated in 4 to 6 hours. Do not take more than 4 powders in any 24-hour period. Children under 12 years of age: Consult a doctor.

Warnings: Children and teenagers should not use this medicine for chicken pox or flu symptoms before a doctor is consulted about Reye's Syndrome, a rare but serious illness reported to be associated with aspirin. Do not use with any other product containing acetaminophen. Ask a doctor before use if you have asthma, ulcers, a bleeding problem, stomach problems that last or come back such as heartburn, upset stomach or pain. Ask a doctor or pharmacist before use if you are taking a prescription drug for gout, diabetes, arthritis or anticoagulation (blood thinning). Stop use and ask a doctor if an allergic reaction occurs, ringing in ears or loss of hearing occurs, pain gets worse or persists for more than 10 days, fever lasts more than 3 days, redness or swelling is present, or new symptoms occur. As with any drug, if you are pregnant, or nursing a baby, seek the advice of a health professional before using this product.

IT IS ESPECIALLY IMPORTANT NOT TO USE ASPIRIN DURING THE LAST 3 MONTHS OF PREGNANCY UNLESS SPECIFICALLY DIRECTED TO DO SO BY

MUSCULOSKELETAL SYSTEM

A DOCTOR BECAUSE IT MAY CAUSE PROBLEMS IN THE UNBORN CHILD OR COMPLICATIONS DURING DELIVERY.

Alcohol Warning: If you consume 3 or more alcoholic drinks every day, ask your doctor whether you should take acetaminophen and aspirin or other pain relievers/fever reducers. Acetaminophen and aspirin may cause liver damage and stomach bleeding.

Keep this and all medicines out of the reach of children. Overdose warning: Taking more than the recommended dose can cause serious health problems. In case of overdose, contact a doctor or poison control center immediately.

Active Ingredients: Each powder contains: 500 mg. aspirin and 325 mg. acetaminophen.

Inactive Ingredients: Each powder contains: Lactose Monohydrate and Potassium Chloride.

GOODY'S® (GlaxoSmithKline Consumer) Extra Strength Headache Powder

For full product information see page 611.

GOODY'S® (GlaxoSmithKline Consumer) Extra Strength Pain Relief Tablets

Indications: Goody's EXTRA STRENGTH tablets are a specially developed pain reliever that provide fast & effective temporary relief from minor aches & pain due to headaches, arthritis, colds or "flu," muscle strain, backache & menstrual discomfort. It is recommended for temporary relief of toothaches and to reduce fever.

Dosage: Adults: Two tablets with water or other liquid. May be repeated in 4 to 6 hours. Do not take more than 8 tablets in any 24-hour period. Children under 12 years of age: Consult a doctor.

Warnings: Children and teenagers should not use this medicine for chicken pox or flu symptoms before a doctor is consulted about Reye's Syndrome, a rare but serious illness reported to be associated with aspirin. Do not use with any other product containing acetaminophen. Ask a doctor before use if you have asthma, ulcers, a bleeding problem, stomach problems that last or come back such as heartburn, upset stomach or pain. Ask a doctor or pharmacist before use if you are taking a prescription drug for gout, diabetes, arthritis or anticoagulation (blood thinning) When using this product limit the use of caffeine containing drugs, foods, or drinks, because too much caffeine may cause nervousness, irritability, sleeplessness, and occasionally, rapid heartbeat. Stop use and ask a doctor if an allergic reaction

occurs, ringing in ears or loss of hearing occurs, pain gets worse or persists for more than 10 days, fever lasts more than 3 days, redness or swelling is present, or new symptoms occur.

As with any drug, if you are pregnant, or nursing a baby, seek the advice of a health professional before using this product. IT IS ESPECIALLY IMPORTANT NOT TO USE ASPIRIN DURING THE LAST 3 MONTHS OF PREGNANCY UNLESS SPECIFICALLY DIRECTED TO DO SO BY A DOCTOR BECAUSE IT MAY CAUSE PROBLEMS IN THE UNBORN CHILD OR COMPLICATIONS DURING DELIVERY. **Alcohol Warning:** If you consume 3 or more alcoholic drinks every day, ask your doctor whether you should take acetaminophen and aspirin or other pain relievers/fever reducers. Acetaminophen and aspirin may cause liver damage and stomach bleeding. **Keep this and all medicines out of the reach of children. Overdose warning:** Taking more than the recommended dose can cause serious health problems. In case of overdose, contact a doctor or poison control center immediately.

Active Ingredients: Each tablet contains 260 mg. aspirin in combination with 130 mg. acetaminophen and 16.25 mg. caffeine. **Inactive Ingredients:** Corn Starch, Crospovidone, Povidone, Pregeatinized Starch and Stearic Acid.

GOODY'S PM® POWDER (GlaxoSmithKline Consumer) For Pain with Sleeplessness

For full product information see page 612.

HYLAND'S COMPLETE FLU CARE 4 KIDS (Standard Homeopathic)

For full product information see page 732.

MINERAL ICE® (Novartis Consumer Health, Inc.) Pain Reliever

Drug Facts

Active Ingredient: Menthol 2% **Purpose:** Topical analgesic
Uses:

- temporarily relieves minor aches and pains of muscles and joints associated with:
 - arthritis • simple backache • strains
 - bruises • sport injuries • sprains
- provides cooling penetrating relief

Warnings:

For external use only

Do not use

- with other topical pain relievers
- with heating pads or heating devices

When using this product

- do not use in or near the eyes

ACHES AND PAINS/685

- do not apply to wounds or damaged skin
- do not bandage tightly

Stop use and ask a doctor if

- condition worsens
- symptoms last more than 7 days or clear up and occur again within a few days
- redness or irritation develops

If pregnant or breast-feeding, ask a health professional before use.

Keep out of reach of children. If swallowed, get medical help or contact a Poison Control Center right away.

Directions:

- clean affected area before applying product
- adults and children 2 years of age and older: apply to affected area not more than 3 to 4 times daily
- children under 2 years of age: ask a doctor

Other Information:

- store in a cool place
- keep lid tightly closed
- do not use, pour, spill or store near heat or open flame

Inactive Ingredients:

ammonium hydroxide, carbomer, cupric sulfate, FD&C blue no. 1, isopropyl alcohol, magnesium sulfate, sodium hydroxide, thymol, water

Questions or comments?

1-800-468-7746

How Supplied:

Available in 3.5 oz., 8.0 oz. &, 16.0 oz. jar.

Shown in Product Identification Guide, page 515

CHILDREN'S MOTRIN® Cold (McNeil Consumer) ibuprofen/pseudoephedrine HCl Oral Suspension

For full product information see page 733.

INFANTS' MOTRIN® ibuprofen Concentrated Drops (McNeil Consumer)

CHILDREN'S MOTRIN® ibuprofen Oral Suspension

JUNIOR STRENGTH MOTRIN® ibuprofen Caplets and Chewable Tablets

Product information for all dosages of Children's MOTRIN have been combined under this heading

Description:

Infants' MOTRIN® Concentrated Drops are available in an alcohol-free, berry-flavored suspension and a non-staining, dye-free, berry-flavored suspension. Each 1.25 mL contains ibuprofen 50 mg. Children's MOTRIN® Oral Suspension is

Continued on next page

1111 Woodland Avenue / Philadelphia, PA 19104

Motrin Infants—Cont.

available as an alcohol-free, berry, dye-free berry, bubblegum, grape or tropical punch flavored suspension. Each 5 mL (teaspoon) of *Children's MOTRIN® Oral Suspension* contains ibuprofen 100 mg. *Junior Strength MOTRIN® Chewable Tablets* and *Junior Strength MOTRIN® Caplets* contain ibuprofen 100 mg. *Junior Strength MOTRIN® Chewable Tablets* are available in orange or grape flavors. *Junior Strength MOTRIN® Caplets* are available as easy-to-swallow caplets (capsule-shaped tablet).

Uses:

temporarily:

- reduces fever
- relieves minor aches and pains due to the common cold, flu, sore throat, headaches and toothaches

Directions:

See Table 2: Children's Motrin Dosing Chart on pgs. 757-758.

Warnings:

Allergy alert: Ibuprofen may cause a severe allergic reaction, especially in people allergic to aspirin. Symptoms may include:

- hives • facial swelling • asthma (wheezing) • shock • skin reddening • rash • blisters

If an allergic reaction occurs, stop use and seek medical help right away.

Stomach bleeding warning: This product contains a nonsteroidal anti-inflammatory drug (NSAID), which may cause stomach bleeding. The chance is higher if the child:

- has had stomach ulcers or bleeding problems
- takes a blood thinning (anticoagulant) or steroid drug
- takes other drugs containing an NSAID (aspirin, ibuprofen, naproxen, or others)
- takes more or for a longer time than directed

Sore throat warning:

Severe or persistent sore throat or sore throat accompanied by high fever, headache, nausea, and vomiting may be serious. Consult doctor promptly. Do not use more than 2 days or administer to children under 3 years of age unless directed by doctor.

Do not use

- if the child has ever had an allergic reaction to any other pain reliever/fever reducer
- right before or after heart surgery

Ask a doctor before use if the child has:

- problems or serious side effects from taking pain relievers or fever reducers
- stomach problems that last or come back, such as heartburn, upset stomach, or stomach pain
- ulcers
- bleeding problems
- not been drinking fluids

- lost a lot of fluid due to vomiting or diarrhea
- high blood pressure
- heart or kidney disease
- taken a diuretic

Ask a doctor or pharmacist before use if the child is

- taking any other drug containing an NSAID (prescription or nonprescription)
- taking a blood thinning (anticoagulant) or steroid drug
- under a doctor's care for any serious condition
- taking any other drug

When using this product

- mouth or throat burning may occur; give with food or water (*Junior Strength MOTRIN® Chewable Tablets* only)
- take with food or milk if stomach upset occurs
- long term continuous use may increase the risk of heart attack or stroke

Stop use and ask a doctor if

- the child feels faint, vomits blood, or has bloody or black stools. These are signs of stomach bleeding.
- stomach pain or upset gets worse or lasts
- the child does not get any relief within first day (24 hours) of treatment
- fever or pain gets worse or lasts more than 3 days
- redness or swelling is present in the painful area
- any new symptoms appear

Keep out of reach of children. In case of overdose, get medical help or contact a Poison Control Center (1-800-222-1222) right away.

Other Information: *Infants', Children's and Junior Strength MOTRIN® products:*

- store between 20-25°C (68-77°F)
- *Children's MOTRIN® Suspension Liquid:* each teaspoon contains: sodium 2 mg

Junior Strength MOTRIN® Chewable Tablets:

- phenylketonurics: contains phenylalanine 2.8 mg per tablet

PROFESSIONAL INFORMATION:
OVERDOSAGE INFORMATION FOR ALL INFANTS', CHILDREN'S & JUNIOR STRENGTH MOTRIN® PRODUCTS

IBUPROFEN: The toxicity of *ibuprofen* overdose is dependent upon the amount of drug ingested and the time elapsed since ingestion, though individual response may vary, which makes it necessary to evaluate each case individually. Although uncommon, serious toxicity and death have been reported in the medical literature with *ibuprofen* overdosage. The most frequently reported symptoms of *ibuprofen* overdose include abdominal pain, nausea, vomiting, lethargy and drowsiness. Other central nervous system symptoms include headache, tinnitus, CNS depression and seizures. Metabolic acidosis, coma, acute renal failure and apnea (primarily in very young children) may rarely occur. Cardiovascular toxicity, including hypotension, bradycardia,

tachycardia and atrial fibrillation, also have been reported.

The treatment of acute *ibuprofen* overdose is primarily supportive. Management of hypotension, acidosis and gastrointestinal bleeding may be necessary. In cases of acute overdose, the stomach should be emptied through ipecac-induced emesis or lavage. Emesis is most effective if initiated within 30 minutes of ingestion. Orally administered activated charcoal may help in reducing the absorption and reabsorption of *ibuprofen*. In children, the estimated amount of *ibuprofen* ingested per body weight may be helpful to predict the potential for development of toxicity although each case must be evaluated. Ingestion of less than 100 mg/kg is unlikely to produce toxicity. Children ingesting 100 to 200 mg/kg may be managed with induced emesis and a minimal observation time of four hours. Children ingesting 200 to 400 mg/kg of *ibuprofen* should have immediate gastric emptying and at least four hours observation in a health care facility. Children ingesting greater than 400 mg/kg require immediate medical referral, careful observation and appropriate supportive therapy. Ipecac-induced emesis is not recommended in overdoses greater than 400 mg/kg because of the risk of convulsions and the potential for aspiration of gastric contents.

In adult patients the history of the dose reportedly ingested does not appear to be predictive of toxicity. The need for referral and follow-up must be judged by the circumstances at the time of the overdose ingestion. Symptomatic adults should be admitted to a health care facility for observation.

Our Children's MOTRIN® Cold product contains pseudoephedrine in addition to *ibuprofen*. The following is basic overdose information regarding pseudoephedrine.

PSEUDOEPHEDRINE: Symptoms from pseudoephedrine overdose consist most often of mild anxiety, tachycardia and/or mild hypertension. Symptoms usually appear within 4 to 8 hours of ingestion and are transient, usually requiring no treatment.

For additional emergency information, please contact your local poison control center.

Inactive Ingredients:

Infants' MOTRIN® Concentrated Drops:
Berry-Flavored: citric acid, corn starch, FD&C Red #40, flavors, glycerin, polysorbate 80, purified water, sodium benzoate, sorbitol, sucrose, xanthan gum.
Dye-Free Berry-Flavored: artificial flavors, citric acid, corn starch, glycerin, polysorbate 80, purified water, sodium benzoate, sorbitol, sucrose, xanthan gum.
Children's MOTRIN® Oral Suspension: Berry-Flavored: acesulfame potassium, citric acid, corn starch, D&C Yellow #10, FD&C Red #40, flavors, glycerin, polysorbate 80, purified water, sodium benzoate, sucrose, xanthan gum. Dye-Free Berry-Flavored: acesulfame potassium, citric acid, corn starch, glycerin.

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ment of acute ibuprofen overdose is primarily supportive. Management of hypotension, acidosis and gastrointestinal bleeding may be necessary. In cases of acute overdose, the stomach should be emptied through ipecac-induced emesis or lavage. Emesis is most effective if initiated within 30 minutes of ingestion. Orally administered activated charcoal may help in reducing the absorption and reabsorption of ibuprofen. In children, the estimated amount of ibuprofen ingested per body weight may be helpful to predict the potential for development of toxicity although each case must be evaluated. Ingestion of less than 100 mg/kg is unlikely to produce toxicity. Children ingesting 100 to 200 mg/kg may be managed with induced emesis and a minimal observation time of four hours. Children ingesting 200 to 400 mg/kg of ibuprofen should have immediate gastric emptying and at least four hours observation in a health care facility. Children ingesting greater than 400 mg/kg require immediate medical referral, careful observation and appropriate supportive therapy. Ipecac-induced emesis is not recommended in overdoses greater than 400 mg/kg because of the risk of convulsions and the potential for aspiration of gastric contents. In adult patients the history of the dose reportedly ingested does not appear to be predictive of toxicity. The need for referral and follow-up must be judged by the circumstances at the time of the overdose ingestion. Symptomatic adults should be admitted to a health care facility for observation.

Inactive Ingredients:

Tablets and Caplets: carnauba wax, corn starch, FD&C Yellow #6, hypromellose, iron oxide, polydextrose, polyethylene glycol, silicon dioxide, stearic acid, titanium dioxide.

How Supplied:

Tablets: (orange, printed "MOTRIN IB" in black) in tamper evident packaging of 24, 50, 100, and 165.

Caplets: (orange, printed "MOTRIN IB" in black) in tamper evident packaging of 24, 50, 100, 165, 225, and 300

Shown in Product Identification Guide, page 509

ST. JOSEPH 81 mg Aspirin
ST. JOSEPH 81 mg Adult Low Strength Aspirin Chewable & Enteric Coated Tablets (McNeil Consumer)

Description:

Each St. Joseph Adult Low Strength Aspirin tablet contains 81 mg of aspirin.

Uses:

- temporarily relieves minor aches and pains

Directions:

- drink a full glass of water with each dose

adults and children 12 years and over

- take 4 to 8 tablets every 4 hours while symptoms last
- do not exceed 48 tablets in 24 hours or as directed by a doctor

children under 12

- do not use unless directed by a doctor

Warnings:

Reye's syndrome: Children and teenagers who have or are recovering from chicken pox or flu-like symptoms should not use this product. When using this product, if changes in behavior with nausea and vomiting occur, consult a doctor because these symptoms could be an early sign of Reye's syndrome, a rare but serious illness.

Allergy alert: Aspirin may cause a severe allergic reaction which may include:

- hives
- facial swelling
- asthma (wheezing)
- shock

Alcohol warning: If you consume 3 or more alcoholic drinks every day, ask your doctor whether you should take aspirin or other pain relievers or fever reducers. Aspirin may cause stomach bleeding.

Do not use

- if you have ever had an allergic reaction to any pain reliever or fever reducer
- for at least 7 days after tonsillectomy or oral surgery unless directed by a doctor (chewable tablet formulation only)

Ask a doctor before use if you have

- asthma
- ulcers
- bleeding problems
- stomach problems that last or come back such as heartburn, upset stomach or pain

Ask a doctor or pharmacist before use if you are taking a prescription drug for:

- anticoagulation (blood thinning)
- gout
- diabetes
- arthritis

Stop use and ask a doctor if

- allergic reaction occurs. Seek medical help right away.
- ringing in the ears or loss of hearing occurs
- pain gets worse or lasts more than 10 days
- new symptoms occur
- redness or swelling is present

These could be signs of a serious condition.

If pregnant or breast-feeding, ask a health professional before use. It is especially important not to use aspirin during the last three months of pregnancy unless definitely directed to do so by a doctor because it may cause problems in the un-

born child or complications during delivery.

Keep out of reach of children. In case of overdose, get medical help or contact a Poison Control Center right away (1-800-222-1222).

Other Information:

- store between 20–25°C (68–77°F). Avoid high humidity.

Inactive Ingredients: *St. Joseph 81 mg Adult Low Strength Aspirin Chewable Tablets:* corn starch, FD&C Yellow #6 aluminum lake, flavor, mannitol, saccharin, silicon dioxide, stearic acid. *Enteric Coated Tablets:* cellulose, corn starch, FD&C Red #40, FD&C Yellow #6, glyceryl monostearate, iron oxide, methacrylic acid, silicon dioxide, simethicone, stearic acid, triethyl citrate.

How Supplied:

St. Joseph 81 mg Adult Low Strength Chewable Aspirin Tablets: tamper evident bottles of 36 and 108 (Tri-Pack). *Enteric Coated Tablets:* tamper evident bottles of 36, 100, 180, 300 and 395.

COMPREHENSIVE PRESCRIBING INFORMATION**Description:**

St. Joseph Adult Low Strength Aspirin Chewable & Enteric Coated Tablets (acetylsalicylic acid) are available in 81 mg for oral administration. *St. Joseph 81 mg Adult Low Strength Aspirin Chewable Tablets* contain the following inactive ingredients: corn starch, FD&C yellow #6 aluminum lake, flavor, mannitol, saccharin, silicon dioxide, stearic acid. *St. Joseph 81 mg Adult Low Strength Aspirin Enteric Coated Tablets* contain the following inactive ingredients: cellulose, corn starch, FD&C Red #40, FD&C Yellow #6, glyceryl monostearate, iron oxide, methacrylic acid, silicon dioxide, simethicone, stearic acid, triethyl citrate. Aspirin is an odorless white, needle-like crystalline or powdery substance. When exposed to moisture, aspirin hydrolyzes into salicylic and acetic acids, and gives off a vinegary odor. It is highly lipid soluble and slightly soluble in water.

Clinical Pharmacology:

Mechanism of Action: Aspirin is a more potent inhibitor of both prostaglandin synthesis and platelet aggregation than other salicylic acid derivatives. The differences in activity between aspirin and salicylic acid are thought to be due to the acetyl group on the aspirin molecule. This acetyl group is responsible for the inactivation of cyclo-oxygenase via acetylation.

Pharmacokinetics: Absorption: In general, immediate release aspirin is well and completely absorbed from the gastrointestinal (GI) tract. Following absorption, aspirin is hydrolyzed to salicylic acid with peak plasma levels of salicylic acid occurring within 1–2 hours of dosing (see Pharmacokinetics—Metabolism). The rate of absorption from the GI tract is dependent upon the dosage form, the pres-

Vascular System:

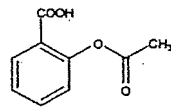
Myocardial Infarction Risk Reduction

BAYER® ASPIRIN
(Bayer Healthcare)
Comprehensive Prescribing
Information

Description:

Aspirin for Oral Administration
Regular Strength 325 mg and Low
Strength 81 mg Tablets
Antiplatelet, Antiarthritic

Aspirin



$C_9H_8O_4$
Mol. Wt. 180.16
C 60.00%; H 4.48%; O 35.52%

Aspirin is an odorless white, needle-like crystalline or powdery substance. When exposed to moisture, aspirin hydrolyzes into salicylic and acetic acids, and gives off a vinegary-odor. It is highly lipid soluble and slightly soluble in water.

Clinical Pharmacology:**Mechanism of Action**

Aspirin is a more potent inhibitor of both prostaglandin synthesis and platelet aggregation than other salicylic acid derivatives. The differences in activity between aspirin and salicylic acid are thought to be due to the acetyl group on the aspirin molecule. This acetyl group is responsible for the inactivation of cyclo-oxygenase via acetylation.

Pharmacokinetics

Absorption: In general, immediate release aspirin is well and completely absorbed from the gastrointestinal (GI) tract. Following absorption, aspirin is hydrolyzed to salicylic acid with peak plasma levels of salicylic acid occurring within 1-2 hours of dosing (see Pharmacokinetics—Metabolism). The rate of absorption from the GI tract is dependent upon the dosage form, the presence or absence of food, gastric pH (the presence or absence of GI antacids or buffering agents), and other physiologic factors. Enteric coated aspirin products are erratically absorbed from the GI tract.

Distribution: Salicylic acid is widely distributed to all tissues and fluids in the body including the central nervous system (CNS), breast milk, and fetal tissues. The highest concentrations are found in the plasma, liver, renal cortex, heart, and lungs. The protein binding of salicylate is concentration-dependent, i.e.,

non-linear. At low concentrations (< 100 micrograms/milliliter (mcg/mL)), approximately 90 percent of plasma salicylate is bound to albumin while at higher concentrations (>400 mcg/mL), only about 75 percent is bound. The early signs of salicylic overdose (salicylism), including tinnitus (ringing in the ears), occur at plasma concentrations approximating 200 mcg/mL. Severe toxic effects are associated with levels >400 mcg/mL. (See ADVERSE REACTIONS and OVERDOSAGE.)

Metabolism: Aspirin is rapidly hydrolyzed in the plasma to salicylic acid such that plasma levels of aspirin are essentially undetectable 1-2 hours after dosing. Salicylic acid is primarily conjugated in the liver to form salicylic acid, a phenolic glucuronide, an acyl glucuronide, and a number of minor metabolites. Salicylic acid has a plasma half-life of approximately 6 hours. Salicylate metabolism is saturable and total body clearance decreases at higher serum concentrations due to the limited ability of the liver to form both salicylic acid and phenolic glucuronide. Following toxic doses (10-20 grams (g)), the plasma half-life may be increased to over 20 hours.

Elimination: The elimination of salicylic acid follows zero order pharmacokinetics; (i.e., the rate of drug elimination is constant in relation to plasma concentration). Renal excretion of unchanged drug depends upon urine pH. As urinary pH rises above 6.5, the renal clearance of free salicylate increases from < 5 percent to >80 percent. Alkalinization of the urine is a key concept in the management of salicylate overdose. (See OVERDOSAGE.) Following therapeutic doses, approximately 10 percent is found excreted in the urine as salicylic acid, 75 percent as salicylic acid, 10 percent phenolic and 5 percent acyl glucuronides of salicylic acid.

Pharmacodynamics

Aspirin affects platelet aggregation by irreversibly inhibiting prostaglandin cyclo-oxygenase. This effect lasts for the life of the platelet and prevents the formation of the platelet aggregating factor thromboxane A₂. Non-acetylated salicylates do not inhibit this enzyme and have no effect on platelet aggregation. At somewhat higher doses, aspirin reversibly inhibits the formation of prostaglandin I₂ (prostacyclin), which is an arterial vasodilator and inhibits platelet aggregation. At higher doses aspirin is an effective anti-inflammatory agent, partially due to inhibition of inflammatory mediators via cyclo-oxygenase inhibition in peripheral tis-

sues. In vitro studies suggest that other mediators of inflammation may also be suppressed by aspirin administration, although the precise mechanism of action has not been elucidated. It is this nonspecific suppression of cyclo-oxygenase activity in peripheral tissues following large doses that leads to its primary side effect of gastric irritation. (See ADVERSE REACTIONS.)

Clinical Studies:

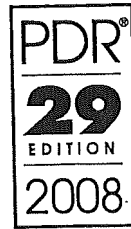
Ischemic Stroke and Transient Ischemic Attack (TIA): In clinical trials of subjects with TIA's due to fibrin platelet emboli or ischemic stroke, aspirin has been shown to significantly reduce the risk of the combined endpoint of stroke or death and the combined endpoint of TIA, stroke, or death by about 13-18 percent.

Suspected Acute Myocardial Infarction (MI): In a large, multi-center study of aspirin, streptokinase, and the combination of aspirin and streptokinase in 17,187 patients with suspected acute MI, aspirin treatment produced a 23-percent reduction in the risk of vascular mortality. Aspirin was also shown to have an additional benefit in patients given a thrombolytic agent.

Prevention of Recurrent MI and Unstable Angina Pectoris: These indications are supported by the results of six large, randomized, multi-center, placebo-controlled trials of predominantly male post-MI subjects and one randomized placebo-controlled study of men with unstable angina pectoris. Aspirin therapy in MI subjects was associated with a significant reduction (about 20 percent) in the risk of the combined endpoint of subsequent death and/or nonfatal reinfarction in these patients. In aspirin-treated unstable angina patients the event rate was reduced to 5 percent from the 10 percent rate in the placebo group.

Chronic Stable Angina Pectoris: In a randomized, multi-center, double-blind trial designed to assess the role of aspirin for prevention of MI in patients with chronic stable angina pectoris, aspirin significantly reduced the primary combined endpoint of nonfatal MI, fatal MI, and sudden death by 34 percent. The secondary endpoint for vascular events (first occurrence of MI, stroke, or vascular death) was also significantly reduced (32 percent).

Revascularization Procedures: Most patients who undergo coronary artery revascularization procedures have already had symptomatic coronary artery disease for which aspirin is indicated. Similarly, patients with lesions of the carotid bifur-



PDR[®]

for Nonprescription Drugs,
Dietary Supplements, and Herbs

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ISBN: 1-56363-662-X

PRODUCT INFORMATION

or breast feeding, ask a doctor before use. Keep out of reach of children.

Warning: Taking more than the recommended dose can cause serious problems. In case of overdose, get medical help or contact a Poison Control Center right away. Quick medical attention is needed for adults as well as children if you do not notice any symptoms.

As directed - see over-the-counter directions.

Adults and children 12 years and over: Take 2 tablets in mouth. Do not chew.

Children 6 to 11 years: Take 1 tablet every 4 hours as needed. Do not exceed 6 doses every 24 hours.

Children under 12 years: Do not use this adult product. Use children's aspirin instead.

Ingredients: acetylated monoglycerides, dextrose monohydrate, croscarmellose, green color, magnesium stearate, microcrystalline cellulose, polyethylene glycol, polyethylene glycol 80, silicon dioxide, sodium lauryl sulfate, sucralose, talc, triethylcitrate, and artificial flavors.

Storage: Store at room temperature 15-25°C.

If foil seal is torn or broken, do not use. See Product Identification Guide, page 504.

Product Identification: See Product Identification Guide, page 504.

Novartis Consumer Health, Inc.
10 WEST SUITE 1000
TONIO, TX 78230-1355

Call 1-800-609-6099
or TX 78278-6099

Novartis Consumer Health, Inc.
Maximum Strength
Pain Relieving Cream
(over-the-counter)

Indications: Analgesic
Relief of: 15% Counterirritant

Relief of minor aches and pains of joints associated with simple backaches • strains • sprains

PRODUCT INFORMATION

Warnings: For external use only. Use only as directed. Avoid contact with eyes or mucous membranes.

Do not bandage tightly, wrap or cover until after washing the areas where THERA-GESIC® has been applied.

Do not use: Immediately after shower or bath. If skin is sensitive to oil of wintergreen (methyl salicylate) or on wounds or damaged skin.

Ask a doctor before use: For children under 2 and to 12 years of age.

If prone or sensitive to allergic reactions from aspirin or salicylate.

When using this product: Discontinue use if skin irritation develops or redness is present.

Do not swallow. Do not use a heating pad after application of THERA-GESIC®.

Stop use and ask a doctor if condition worsens or if symptoms persist for more than 7 days or clear up and occur again within a few days.

If pregnant or breast-feeding, ask a health professional before use.

Keep out of reach of children to avoid accidental poisoning. If swallowed, get medical help or contact a Poison Control Center right away.

Directions: Adults and children 12 or more years of age: Apply thin layers of cream into and around the sore or painful area not more than 3 to 4 times daily.

The number of thin layers controls the intensity of the action of THERA-GESIC®. One thin layer provides a mild effect, two thin layers provide a strong effect and three thin layers provide a very strong effect.

WARNINGS: Wash hands thoroughly after application.

Other Information: Once THERA-GESIC® has penetrated the skin, the area may be washed, leaving it dry, clean, and fragrance-free without decreasing the effectiveness of the product. Avoid contact with clothing or other surfaces. Store at 20-25°C (68-77°F).

Inactive Ingredients: Carbomer 934, Dimethicone, Glycerine, Methylparaben, Propylparaben, Sodium Lauryl Sulfate, Triethanolamine, Water.

Questions? Call 1-800-609-6400 (M-F 8:30-5:00 CST)

How Supplied: Net wt. 3 oz., NDC 0178-0320-03; Net wt. 6 oz., NDC 0178-0320-05

Novartis Consumer Health, Inc.
10 WEST SUITE 1000
TONIO, TX 78230-1355

Novartis Consumer Health, Inc.
Maximum Strength
Pain Relieving Cream
(over-the-counter)

Indications: Analgesic
Relief of: 15% Counterirritant

Relief of minor aches and pains of joints associated with simple backaches • strains • sprains

Novartis Consumer Health, Inc.
200 KIMBALL DRIVE
PARSIPPANY, NJ 07054-0622

Direct Inquiries to: Consumer & Professional Affairs
(800) 452-0051
Fax: (800) 635-2801

Or write to the above address.

BUFFERIN®
(Novartis Consumer Health, Inc.)
Regular/Extra Strength
Pain Reliever/Fever Reducer

Drug Facts: Regular Strength

Active Ingredients: (in each tablet)

Buffered aspirin equal to 325 mg aspirin

(buffered with calcium carbonate, magnesium oxide and magnesium carbonate)

Extra Strength

Active Ingredients: (in each tablet)

Buffered aspirin equal to 500 mg aspirin

(buffered with calcium carbonate, magnesium oxide and magnesium carbonate)

Uses:

- for the temporary relief of minor aches and pains associated with:
 - headache
 - cold
 - muscular aches
 - arthritis
 - toothache
 - premenstrual & menstrual cramps
 - temporarily reduces fever

Warnings:

Revere's syndrome: Children and teenagers who have or are recovering from chicken pox or flu-like symptoms should not use this product. When using this product, all changes in behavior with malaise and vomiting occur, consult a doctor, because these symptoms could be an early sign of Revere's syndrome, a rare but serious illness.

Allergy alert: Aspirin may cause a severe allergic reaction, which may include:

- hives
- facial swelling
- asthma (wheezing)
- shock

Alcohol warning: If you consume 3 or more alcoholic drinks every day, ask your doctor whether you should take aspirin or other pain relievers/fever reducers.

Aspirin may cause stomach bleeding.

Do not use if you have ever had an allergic reaction to any other pain reliever/fever reducer.

Ask a doctor before use if you have:

- liver disease
- a magnesium-restricted diet
- asthma
- bleeding problems
- ulcers

NOVARTIS CONSUMER/617

• stomach problems that last or come back, such as heartburn, upset stomach, or pain

Ask a doctor or pharmacist before use if you are

- taking a prescription drug for:
 - anticoagulation (thinning the blood)
 - diabetes
 - gout
 - arthritis

Stop use and ask a doctor if

- allergic reaction occurs. Seek medical help right away.
- pain gets worse or lasts for more than 10 days
- new symptoms occur
- fever gets worse or lasts for more than 3 days
- painful area is red or swollen
- ringing in the ears or loss of hearing occurs

If pregnant or breast-feeding, ask a health professional before use.

It is especially important not to use aspirin during the last 3 months of pregnancy unless definitely directed to do so by a doctor because it may cause problems in the unborn child or complications during delivery.

Keep out of reach of children. In case of overdose, get medical help or contact a Poison Control Center right away.

Directions:

Regular Strength

Drink a full glass of water with each dose. • adults and children 12 years and over: take 2 tablets every 4 hours; not more than 12 tablets in 24 hours

• children under 12 years: ask a doctor

Extra Strength:

Drink a full glass of water with each dose. • adults and children 12 years and over: take 2 tablets every 6 hours; not more than 8 tablets in 24 hours

• children under 12 years: ask a doctor

Other Information:

Regular Strength

• each tablet contains: calcium 65 mg and magnesium 50 mg

• store at room temperature

• read all product information before using.

Extra Strength

• each tablet contains: calcium 90 mg and magnesium 70 mg

• store at room temperature

• read all product information before using.

Inactive Ingredients: benzoic acid, carnauba wax, citric acid, corn starch, FD&C blue #1, hypromellose, magnesium stearate, mineral oil, polysorbate 20, povidone, propylene glycol, simethicone emulsion, sodium phosphate, sorbitan monolaurate, titanium dioxide, zinc stearate

Questions or comments?
1-800-468-7746

How Supplied:

Regular Strength and Extra Strength are available in 39 ct., 65 ct., and 130 ct. cartons.

Shown in Product Identification Guide, page 504

Desenex Antifungals—Cont.

Keep out of reach of children. If swallowed, get medical help or contact a poison control center right away.

Directions:

- adults and children 2 years and older
- wash the affected area with soap and water and dry completely before applying

Shake Powder

- apply a thin layer over affected area twice a day (morning and night) or as directed by a doctor
- pay special attention to the spaces between the toes. Wear well-fitting, ventilated shoes and change shoes and socks at least once a day.
- use every day for 4 weeks
- supervise children in the use of this product
- children under 2 years of age: ask a doctor

Liquid Spray and Spray Powder

- shake can well, hold 4" to 6" from skin
- spray a thin layer over affected area twice a day (morning and night) or as directed by a doctor
- for athlete's foot pay special attention to the spaces between the toes. Wear well-fitting, ventilated shoes and change shoes and socks at least once a day.
- use daily for 4 weeks
- supervise children in the use of this product
- children under 2 years of age: ask a doctor

Jock Itch Spray Powder

- shake can well, hold 4" to 6" from skin
- spray a thin layer over affected area twice a day (morning and night) or as directed by a doctor
- use daily for 2 weeks
- supervise children in the use of this product
- children under 2 years of age: ask a doctor

Other Information: • store at controlled room temperature 20-25°C (68-77°F)
• see bottom of can for lot number and expiration date

For Spray Powders and Liquid Spray

- if clogging occurs, remove button and clean nozzle with a pin

Inactive Ingredients: *Shake Powder*—corn starch, corn starch/acrylamide/sodium acrylate polymer, fragrance, talc

Liquid Spray—polyethylene glycol 300, polysorbate 20, SD alcohol 40-B (15% w/w)
Propellant: dimethyl ether

Spray Powder, Jock Itch Spray Powder—aloe vera gel, aluminum starch octenyl succinate, isopropyl myristate, propylene carbonate, SD alcohol 40-B (10% w/w), sorbitan monooleate, stearylalkonium hectorite
Propellant: isobutane/propane

How Supplied: *Shake Powder*—1.5 oz, 3 oz, plastic bottles. *Spray Powder*—4 oz cans. *Liquid Spray*—4.6 oz cans. *Jock Itch Spray Powder*—4 oz cans

Shown in Product Identification Guide, page 505

DESENEX® CREAM

(Novartis Consumer Health, Inc.)

1% clotrimazole cream, USP, antifungal

Drug Facts

Active Ingredient: Clotrimazole USP 1%
Purpose: Antifungal

Uses:

- cures most athlete's foot (tinea pedis), most jock itch (tinea cruris), and ringworm (tinea corporis)
- relieves itching, burning, cracking, and discomfort which accompany these conditions

Warnings:

For external use only

Do not use

- in or near the mouth or the eyes
- for vaginal yeast infections
- on nail or scalp

Stop use and ask a doctor if

- irritation occurs or gets worse
- there is no improvement within 4 weeks for athlete's foot or ringworm or within 2 weeks for jock itch

Keep out of reach of children. If swallowed, get medical help or contact a poison control center right away.

Directions:

- Adults and children 2 years of age and older.
- use tip of cap to break the seal and open the tube
- wash the affected skin with soap and water and dry completely before applying
- for athlete's foot and ringworm, apply a thin layer over affected area morning and evening for 4 weeks or as directed by a doctor
- for athlete's foot, pay special attention to the spaces between the toes. Wear well-fitting, ventilated shoes and change shoes and socks at least once a day.
- for jock itch, apply a thin layer over affected area morning and evening for 2 weeks or as directed by a doctor
- Children under 2 years: ask a doctor

Other Information:

- store between 2°-30°C (36°-86°F)
- do not use if seal on tube is broken or is not visible

Inactive Ingredients: benzyl alcohol (1%), cetostearyl alcohol, cetyl esters wax, 2-octyldodecanol, polysorbate 60, purified water, sorbitan monostearate

Questions? call 1-800-452-0051
24 hours a day, 7 days a week.

How Supplied: ½ oz cartons.

Shown in Product Identification Guide, page 505

EXCEDRIN® BACK & BODY

(Novartis Consumer Health, Inc.)

Drug Facts

Active Ingredients (in each caplet)	Purposes
Acetaminophen 250 mg	Pain reliever
Buffered aspirin equal to 250 mg aspirin buffered with calcium carbonate	Pain reliever

Uses:

- for the temporary relief of:
 - minor pain of arthritis • backache
 - muscular aches

Warnings:

Reye's syndrome: Children and teenagers who have or are recovering from chicken pox or flu-like symptoms should not use this product. When using this product, if changes in behavior with nausea and vomiting occur, consult a doctor because these symptoms could be an early sign of Reye's syndrome, a rare but serious illness.

Allergy alert: Aspirin may cause a severe allergic reaction which may include:

- hives
- facial swelling
- asthma (wheezing) • shock

Alcohol warning: If you consume 3 or more alcoholic drinks every day, ask your doctor whether you should take acetaminophen and aspirin or other pain relievers/fever reducers. Acetaminophen and aspirin may cause liver damage and stomach bleeding.

Do not use

- if you have ever had an allergic reaction to any other pain reliever/fever reducer
- with any other products containing acetaminophen. (see Overdose Warning)

Ask a doctor before use if you have

- asthma • ulcers • bleeding problems
- stomach problems that last or come back, such as heartburn, upset stomach, or stomach pain

Ask a doctor or pharmacist before use if you are taking a prescription drug for:

- anticoagulation (thinning of the blood)
- diabetes • gout • arthritis

Stop use and ask a doctor if • an allergic reaction occurs. Seek medical help right away.

- new symptoms occur
- symptoms do not get better or worsen
- ringing in the ears or loss of hearing occurs
- painful area is red or swollen
- pain gets worse or lasts for more than 10 days
- fever gets worse or lasts for more than 3 days

If pregnant or breast-feeding, ask a health professional before use. It is especially important not to use aspirin during the last 3 months of pregnancy unless definitely directed to by a doctor because it may cause problems in the unborn child or complications during delivery.

Keep out of reach of children.

Overdose warning: Taking more than the recommended dose can cause serious

PRODUCT INFORMATION

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health problems, including serious liver damage. In case of overdose, get medical help or contact a Poison Control Center right away. Quick medical attention is critical for adults as well as for children even if you do not notice any signs or symptoms.

Directions:

- do not use more than directed (see Overdose Warning)
- drink a full glass of water with each dose
- adults and children 12 years and over: take 2 caplets every 6 hours; not more than 8 caplets in 24 hours
- children under 12 years: ask a doctor

Other Information:

- each caplet contains: calcium 80 mg
- store at controlled room temperature 20°-25° C (68°-77° F)
- read all product information before using. Keep this box for important information

Inactive Ingredients: benzoic acid, corn starch, croscarmellose sodium, D&C yellow #10 lake, FD&C blue #1 lake, FD&C blue #2 lake, hydroxypropylcellulose, hypromellose, microcrystalline cellulose, mineral oil, polysorbate 20, povidone, propylene glycol, silicone dioxide, simethicone emulsion, sorbitan monolaurate, stearic acid, zinc stearate

Questions or comments?

1-800-468-7746

How Supplied: Caplets available in 24 ct., 50 ct. and 100 ct. cartons.

Shown in Product Identification Guide, page 505

EXCEDRIN® TENSION HEADACHE (Novartis Consumer Health, Inc.) PAIN RELIEVER

Drug Facts

Active Ingredients	Purpose:
(in each geltab/tablets/caplets):	
Acetaminophen	
500 mg	Pain reliever
(formulated with 65 mg caffeine)	

Uses:

- temporarily relieves minor aches and pains due to:
 - headache • muscular aches

Warnings:

Alcohol warning: If you consume 3 or more alcoholic drinks every day, ask your doctor whether you should take acetaminophen or other pain relievers fever reducers. Acetaminophen may cause liver damage.

Caffeine warning: The recommended dose of this product contains about as much caffeine as a cup of coffee. Limit the use of caffeine-containing medications, foods, or beverages while taking this product because too much caffeine may cause nervousness, irritability, sleeplessness, and, occasionally, rapid heartbeat.

Do not use

- with any other products containing acetaminophen. (see Overdose Warning)

Stop use and ask a doctor if

- new symptoms occur
- symptoms do not get better or worsen
- painful area is red or swollen
- pain gets worse or lasts for more than 10 days
- fever gets worse or lasts for more than 3 days

If pregnant or breast-feeding, ask a health professional before use.

Keep out of reach of children.

Overdose warning: Taking more than the recommended dose can cause serious health problems, including serious liver damage. In case of overdose, get medical help or contact a Poison Control Center right away. Quick medical attention is critical for adults as well as for children even if you do not notice any signs or symptoms.

Directions:

- do not use more than directed (see overdose warning)
- adults and children 12 years of age and over: take 2 geltabs, tablets or caplets every 6 hours; not more than 8 geltabs, tablets or caplets in 24 hours
- children under 12 years of age: ask a doctor

Other Information:

- store at room temperature

Inactive Ingredients:

Tablets/Caplets

benzoic acid, corn starch, croscarmellose sodium*, FD&C blue #1, FD&C red #40, FD&C yellow #6, gelatin, glycerin, hypromellose, magnesium stearate, methylparaben*, microcrystalline cellulose, mineral oil, polysorbate 20, povidone, pregelatinized starch, propylene glycol, propylparaben*, simethicone emulsion, sorbitan monolaurate, stearic acid, titanium dioxide

Geltabs

benzoic acid, corn starch, croscarmellose sodium*, FD&C blue #1, FD&C red #40, FD&C yellow #6, gelatin, glycerin, hypromellose, magnesium stearate, methylparaben*, microcrystalline cellulose, mineral oil, polysorbate 20, povidone, pregelatinized starch, propylene glycol, propylparaben*, simethicone emulsion, sorbitan monolaurate, stearic acid, titanium dioxide

*may contain these ingredients

Questions or comments?

1-800-468-7746

How Supplied: Tablets in 24 ct., 50 ct., 100 ct. and 250 ct. cartons. Caplets in 24 ct., 50 ct., 100 ct. and 250 ct. cartons. Geltabs in 24 ct., 50 ct., and 100 ct. cartons.

Shown in Product Identification Guide, page 505

EXCEDRIN® EXTRA STRENGTH (Novartis Consumer Health, Inc.) PAIN RELIEVER

Drug Facts

Active Ingredients:	Purpose:
(in each caplet/tablet/geltab)	
Acetaminophen 250 mg	Pain reliever
Aspirin 250 mg	Pain reliever
Caffeine 65 mg	Pain reliever aid

Uses:

- temporarily relieves minor aches and pains due to:
 - headache
 - a cold • arthritis • muscular aches
 - sinusitis • toothache
 - premenstrual & menstrual cramps

Warnings:

Reye's syndrome: Children and teenagers who have or are recovering from chicken pox or flu-like symptoms should not use this product. When using this product, if changes in behavior with nausea and vomiting occur, consult a doctor because these symptoms could be an early sign of Reye's syndrome, a rare but serious illness.

Allergy alert: Aspirin may cause a severe allergic reaction, which may include:

- hives • facial swelling
- asthma (wheezing) • shock

Alcohol warning: If you consume 3 or more alcoholic drinks every day, ask your doctor whether you should take acetaminophen and aspirin or other pain relievers/fever reducers. Acetaminophen and aspirin may cause liver damage and stomach bleeding.

Caffeine warning: The recommended dose of this product contains about as much caffeine as a cup of coffee. Limit the use of caffeine-containing medications, foods, or beverages while taking this product because too much caffeine may cause nervousness, irritability, sleeplessness, and, occasionally, rapid heart beat.

Do not use

- if you have ever had an allergic reaction to any other pain reliever/fever reducer
- with any other products containing acetaminophen. (see Overdose Warning)

Ask a doctor before use if you have

- asthma
- ulcers
- bleeding problems
- stomach problems such as heartburn, upset stomach, or stomach pain that do not go away or return

Ask a doctor or pharmacist before use if you are taking a prescription drug for:

- anticoagulation (thinning of the blood)
- diabetes • gout • arthritis

Stop use and ask a doctor if

- an allergic reaction occurs. Seek medical help right away.
- new symptoms occur

Continued on next page

Excedrin Extra Strength—Cont.

- symptoms do not get better or worsen
- ringing in the ears or loss of hearing occurs
- painful area is red or swollen
- pain gets worse or lasts for more than 10 days
- fever gets worse or lasts for more than 3 days

If pregnant or breast-feeding, ask a health professional before use. It is especially important not to use aspirin during the last 3 months of pregnancy unless definitely directed to do so by a doctor because it may cause problems in the unborn child or complications during delivery.

Keep out of reach of children.

Overdose warning: Taking more than the recommended dose can cause serious health problems, including serious liver damage. In case of overdose, get medical help or contact a Poison Control Center right away. Quick medical attention is critical for adults as well as for children even if you do not notice any signs or symptoms.

Directions:

- do not use more than directed (see **overdose warning**)
- drink a full glass of water with each dose
- adults and children 12 years and over: take 2 caplets, tablets, or geltabs every 6 hours; not more than 8 caplets, tablets, or geltabs in 24 hours
- children under 12 years: ask a doctor

Other Information:

- store at room temperature
- read all product information before using.

Inactive Ingredients:**Tablets/Caplets**

benzoic acid, carnauba wax, FD&C blue #1*, hydroxypropyl cellulose, hypromellose, microcrystalline cellulose, mineral oil, polysorbate 20, povidone, propylene glycol, simethicone emulsion, sorbitan monolaurate, stearic acid, titanium dioxide*

* may also contain these ingredients.

Inactive Ingredients:**Geltabs**

benzoic acid, D&C yellow #10 lake, disodium EDTA, FD&C blue #1 lake, FD&C red #40 lake, ferric oxide, gelatin, glycerin, hydroxypropyl cellulose, hypromellose, maltitol solution, microcrystalline cellulose, mineral oil, pepsin, polysorbate 20, povidone, propylene glycol, propyl gallate, simethicone emulsion, sorbitan monolaurate, stearic acid, titanium dioxide

Questions or comments?

1-800-468-7746

How Supplied: Caplets available in 24 ct., 50 ct., 100 ct., and 250 ct. cartons. Tablets available in 2 ct., 10 ct., 24 ct., 50

ct., 100 ct. and 250 ct. cartons. Geltabs available in 24 ct., 50 ct. and 100 ct. cartons.

Shown in Product Identification Guide, page 505

EXCEDRIN[®] MIGRAINE PAIN RELIEVER/PAIN RELIEVER AID (Novartis Consumer Health, Inc.)

Drug Facts

Active Ingredients (in each caplet/tablet/geltab):
 Acetaminophen 250 mg Pain reliever
 Aspirin 250 mg Pain reliever
 Caffeine 65 mg Pain reliever aid

Purposes:**Use:**

- treats migraine

Warnings:

Reye's syndrome: Children and teenagers who have or are recovering from chicken pox or flu-like symptoms should not use this product. When using this product, if changes in behavior with nausea and vomiting occur, consult a doctor because these symptoms could be an early sign of Reye's syndrome, a rare but serious illness.

Allergy alert: Aspirin may cause a severe allergic reaction, which may include:

- hives • facial swelling
- asthma (wheezing) • shock

Alcohol warning: If you consume 3 or more alcoholic drinks every day, ask your doctor whether you should take acetaminophen and aspirin or other pain relievers/fever reducers. Acetaminophen and aspirin may cause liver damage and stomach bleeding.

Caffeine warning: The recommended dose of this product contains about as much caffeine as a cup of coffee. Limit the use of caffeine-containing medications, foods, or beverages while taking this product because too much caffeine may cause nervousness, irritability, sleeplessness, and, occasionally, rapid heartbeat.

Do not use

- if you have ever had an allergic reaction to any other pain reliever/fever reducer
- with any other products containing acetaminophen. (see **Overdose Warning**)

Ask a doctor before use if you have

- never had migraines diagnosed by a health professional
- a headache that is different from your usual migraines
- the worst headache of your life
- fever and stiff neck
- headaches beginning after or caused by head injury, exertion, coughing or bending
- experienced your first headache after the age of 50
- daily headaches
- a migraine so severe as to require bed rest

- asthma • bleeding problems
- ulcers
- stomach problems such as heartburn, upset stomach, or stomach pain that do not go away or recur
- problems or serious side effects from taking pain relievers or fever reducers
- vomiting with your migraine headache

Ask a doctor or pharmacist before use if you are

- taking a prescription drug for:
 - anticoagulation (thinning of the blood)
 - diabetes • gout • arthritis
- under a doctor's care for any serious condition
- taking any other drug
- taking any other product that contains aspirin, acetaminophen, or any other pain reliever/fever reducer

Stop use and ask a doctor if

- an allergic reaction occurs. Seek medical help right away.
- your migraine is not relieved or worsens after first dose
- new or unexpected symptoms occur
- stomach pain or upset gets worse or lasts
- ringing in the ears or loss of hearing occurs

If pregnant or breast-feeding, ask a health professional before use. It is especially important not to use aspirin during the last 3 months of pregnancy unless definitely directed to do so by a doctor because it may cause problems in the unborn child or complications during delivery.

Keep out of reach of children.

Overdose warning: Taking more than the recommended dose can cause serious health problems, including serious liver damage. In case of overdose, get medical help or contact a Poison Control Center right away. Quick medical attention is critical for adults as well as for children even if you do not notice any signs or symptoms.

Directions:

- do not use more than directed (see **Overdose Warning**)
- adults: take 2 tablets, caplets or geltabs with a glass of water
- if symptoms persist or worsen, ask your doctor
- do not take more than 2 tablets, caplets or geltabs in 24 hours, unless directed by a doctor
- under 18 years of age: ask a doctor

Other Information:

- store at 20°-25°C (68°-77°F)
- read all product information before using. Keep the box for important information.

Inactive Ingredients:**Tablets/Caplets**

benzoic acid, carnauba wax, FD&C blue #1*, hydroxypropyl cellulose, hypromellose, microcrystalline cellulose, mineral oil, polysorbate 20, povidone, propylene



PDR[®]

for Nonprescription Drugs,
Dietary Supplements, and Herbs

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NOVARTIS CONSUMER HEALTH, INC.

NOVARTIS CONSUMER HEALTH, INC. P. 694



Nasal Gel™ Gel Swabs™



Zicam® No-Drip Liquid Nasal Gel Allergy Relief



Fast Acting Available in 1.2 oz. and 1 oz. atomizers. Metered sprays in 1.2 oz. atomizer. Also available: 1 oz. Saline Moistening Mist.

4-Way® Nasal Spray



Orange Creme available in 36 ct. and 100 ct. bottles. Assorted Fruit available in 100 ct. bottles.

Benefiber® Fiber Supplement Chewable Tablets

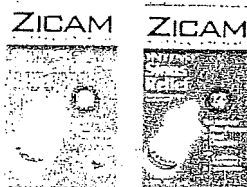


Oral Mist™

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NOVARTIS CONSUMER HEALTH, INC. P. 695



Zicam® No-Drip Liquid Nasal Gel Decongestants



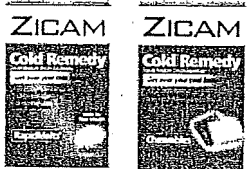
Available in 72 ct. (24 servings) and 114 ct. (38 servings).

Benefiber® Fiber Supplement Caplets



Powder available in 48 servings bottles. Caplets available in 60 ct. bottles.

Benefiber® Fiber Supplement Plus B Vitamin & Folic Acid

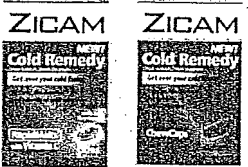


RapidMelts® Chewables™

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NOVARTIS CONSUMER HEALTH, INC. P. 694

NOVARTIS CONSUMER HEALTH, INC. P. 617



RapidMelts® with Vitamin C ChewCaps™



Zicam® Sinus RapidMelts® with Vapor Action



Available in 20 servings, 38 servings, 62 servings, 90 servings, and 125 servings bottles. Non-Thickening Powder.

Benefiber® Fiber Supplement Powder



Regular Strength available in cartons of 39 ct., 66 ct., and 130 ct. tablets. Also available in Extra Strength.

Bufferin®

OTC MATRIX INITIATIVES, INC. P. 613

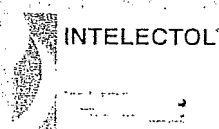
OTC MEMORY SECRET P. 693

NOVARTIS CONSUMER HEALTH, INC. P. 696



Cough Spray Cough Melts

Zicam® Cough Max



Intellectol®



Available in 90 ct. bottles Wild Cherry chewable tablets.

Benefiber® Plus Calcium Chewable Tablets

SEEKING AN ALTERNATIVE? Check the Product Category Index, where you'll find alphabetical listings of all the products in each therapeutic class.

PRODUCT IDENTIFICATION GUIDE/505

OTC NOVARTIS P. 619 & 620
CONSUMER HEALTH, INC.



Desenex
Powder Available in 1.5 & 3 oz bottles.
Desenex
Spray Powder Available in 4 oz cans.



Desenex
Antifungal Cream Available in 15 g.

Desenex®

OTC NOVARTIS P. 623
CONSUMER HEALTH, INC.



Caplets available in 24 ct., 50 ct., and 100 ct. cartons.
Tablets available in 2 ct., 10 ct., 24 ct., 50 ct., and 100 ct. cartons.

Excedrin® PM

OTC NOVARTIS P. 621
CONSUMER HEALTH, INC.



Caplets available in 24 ct., 50 ct., 100 ct., and 250 ct. cartons.
Tablets available in 2 ct., 10 ct., 24 ct., 50 ct., 100 ct., and 250 ct. cartons.
Geltabs in 24 ct., 50 ct., and 100 ct. cartons.

Excedrin® Extra Strength

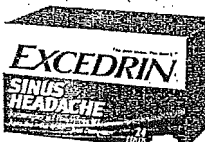
OTC NOVARTIS P. 622
CONSUMER HEALTH, INC.



Caplets in 24 ct., 50 ct., 100 ct., and 250 ct. cartons.
Tablets in 2 ct., 24 ct., 50 ct., 100 ct., and 250 ct. cartons.
Geltabs in 24 ct., 50 ct., and 100 ct. cartons.

Excedrin® Migraine

OTC NOVARTIS P. 623
CONSUMER HEALTH, INC.



Caplets available in 2 ct., 24 ct., 50 ct., 100 ct., and 250 ct. cartons.
Tablets in 24 ct., 50 ct., and 100 ct. cartons.

Excedrin® Sinus Headache

OTC NOVARTIS P. 621
CONSUMER HEALTH, INC.



Caplets available in 2 ct., 24 ct., 50 ct., 100 ct., and 250 ct. cartons.
Tablets in 24 ct., 50 ct., 100 ct., and 250 ct. cartons.
Geltabs in 24 ct., 50 ct., and 100 ct. cartons.

Excedrin® Tension Headache

OTC NOVARTIS P. 620
CONSUMER HEALTH, INC.



Caplets available in 2 ct., 24 ct., 50 ct., and 100 ct. cartons.

Excedrin® Back & Body

OTC NOVARTIS P. 625
CONSUMER HEALTH, INC.

LOOKING FOR A PARTICULAR COMPOUND?

In the Active Ingredients Index (Yellow Pages), you'll find all the brands that contain it.

OTC NOVARTIS P. 625
CONSUMER HEALTH, INC.

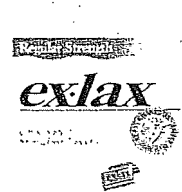


Regular Strength



Maximum Strength

OTC NOVARTIS P. 626
CONSUMER HEALTH, INC.



Available in Regular Strength 8's and 30's; Maximum Strength 24's, 48's, and 90's; and Regular Strength Chocolate Laxative 18's and 48's.

Ex-Lax®

OTC NOVARTIS P. 626
CONSUMER HEALTH, INC.



Available in Cherry, 36 ct. cartons. Also available in Peppermint 36 ct. and 60 ct. cartons.

Gas-X®

OTC NOVARTIS P. 626
CONSUMER HEALTH, INC.



Available in Extra Strength Cherry 18 ct. and 48 ct. cartons. Extra Strength Peppermint available in 18 ct. cartons.

Gas-X®

OTC NOVARTIS P. 626
CONSUMER HEALTH, INC.



Extra Strength Softgels in cartons of 10's, 30's, and 72's.

Gas-X®

OTC NOVARTIS P. 626
CONSUMER HEALTH, INC.



Maximum Strength Softgels in cartons of 50's.

Gas-X®

OTC NOVARTIS P. 626
CONSUMER HEALTH, INC.



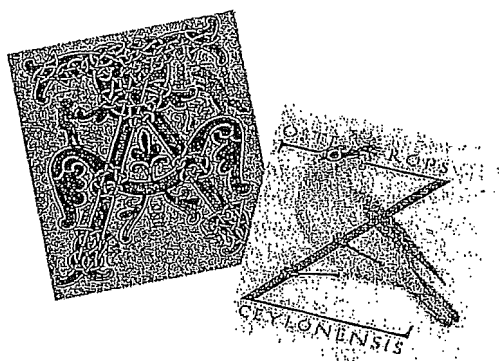
Peppermint flavors available in cartons of 16 ct. and 30 ct. Cinnamon available in 16 ct. cartons.

Gas-X® Thin Strips™

EXHIBIT
G

The
**American
Heritage[®] Dictionary**
of the English Language

FOURTH EDITION



Wilmington Institute



HOUGHTON MIFFLIN COMPANY
Boston New York

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able at geologic time. ♀ *n.* The Ordovician Period. [From Latin *Ordovicia*, an ancient Celtic tribe of Wales, from Celtic *Ordovices*. See *Welsh* in Appendix I.]

ordure (ôr'jôr) *n.* 1. Excrement; dung. 2. Something morally offensive; filth. [Middle English, from Old French, from *ord*, filthy, from Latin *ordidus*, frightful, from *horre*, to shudder.]

Ordžho•ni•kid•ze (ôr'jôn-i-kid'zə, ər-jə-ni-kye'tdʒi) See *Vladikavkaz*.

ore (ôr, ôr) *n.* A mineral or an aggregate of minerals from which a valuable constituent, especially a metal, can be profitably mined or extracted. [Middle English, from Old English *ora* and from Old English *ær*, brass, copper, bronze.]

Ore, *abbr.* Oregon

ôre (œ'ra) *n.* See table at currency. [Swedish, from Old Norse *eyrir*, from Latin *aureus*, gold coin, from *aurum*, gold.]

ôre (œ'ra) *n.* See table at currency. [Danish and Norwegian, both from Old Norse *eyrir*. See *ORE*.]

ôre•ad (ôr'ê-äd', ôr'-) *n.* Greek Mythology Any of a group of mountain nymphs. [Latin *Orēas*, *Orēad-*, from Greek *Oreias*, from *oreios*, of a mountain, from *oros*, mountain.]

ôre•bro (œ'ra-brô') A city of south-central Sweden west of Stockholm. Known since the 11th century, it has often been the site of national assemblies. Population: 123,188.

ôre•gano (ə-rég'a-nô', ô-rég'-) *n.* 1. A perennial Eurasian herb (*Origanum vulgare*) of the mint family, having aromatic leaves. 2. The leaves of this plant used as a seasoning. [Spanish *orégano*, wild marjoram, from Latin *origanum*, from Greek *origanon*, probably of North African origin.]

ôre•gan (ôr'i-gan, -gôn', ôr'-) *abbr.* OR or Ore. A state of the northwest United States in the Pacific Northwest. It was admitted as the 33rd state in 1859. Claimed by the United States after Capt. Robert Gray explored the mouth of the Columbia River in 1792, the area was further explored by Lewis and Clark in 1805 and was soon the site of fur-trading posts. The Oregon Country, a region encompassing all the land from the California border to Alaska and the Pacific Ocean to the Rocky Mountains, was held jointly by Great Britain and the United States from 1818 until 1846, when the international boundary was fixed at the 49th parallel. In 1848 the Oregon Territory was created, including all of present-day Washington and Idaho. The state's current boundaries were established in 1853. Salem is the capital and Portland the largest city. Population: 2,853,733. —*Or'e•go•ni'an* (-gô'nē-ən) *adj. & n.*

ôre•gan grape *n.* Any of various evergreen shrubs of the genus *Madhūia*, especially *M. aquifolium* of northwest North America, having compound leaves with spiny-toothed leaflets and black berries with blue bloom.

ôre•gan myrtle *n.* See California laurel.

ôre•gan pine *n.* The wood of the Douglas fir.

ôre•gan Trail A historical overland route to the western United States extending from various cities on the Missouri River to the Oregon Country and later Oregon Territory. The trail was opened in 1842, and by 1845 more than 3,000 migrants had made the arduous journey. After the coming of the railroad, the trail fell into disuse and was finally abandoned in the 1870s.

ôre•ide (ôr'ê-id', ôr'-) *n.* Variant of *oroïde*.

ôre•kho•vo•Zu•ye•vo (ôr'i-kôv'ə-zôö-yé'vô, ə-rye'khozə-zôö-yi'və) A city of west-central Russia east of Moscow. Its textile industry dates from the 18th century. Population: 134,538.

ôre•l (ô-rêl', ô-rêl', ôr-yôl') A city of western Russia on the Oka River south of Moscow. Founded in 1564 as a fortified settlement to protect the southern border of Muscovy against the Tartars, it is today an industrial center and a railroad junction. Population: 342,846.

ôre•m (ôr'm, ôr'-) A city of north-central Utah north-northwest of Provo. It is a manufacturing center in an irrigated farming area. Population: 67,561.

ôre•n•burg (ôr'an-bûrg', ôr', ə-rin-bôörk') Formerly (1938–1957) *Chka•lov* (cha-kä'lôf, chkä'-). A city of western Russia on the Ural River. Founded as a fortress in 1735, it is a rail junction and processing center. Population: 554,144.

ôre•n•se (ô-rên'sê) A city of northwest Spain east of Vigo. Its hot sulfur springs have been known since Roman times. Population: 103,042.

ôre•o•dont (ôr'ê-ə-dônt') *n.* Any of various extinct sheep-sized ruminant artiodactyls of the family Merycoidodontidae, widespread during the Eocene through the Miocene epochs in North America. [From New Latin *Oreodon*, type genus: Greek *oros*, *ore-*, mountain + Greek *odont-*, *-odont-*.]

ôre•tes (ô-rês'têz) *n.* Greek Mythology The son of Agamemnon and Clytemnestra, who with his sister Electra avenged the murder of his father by murdering his mother and her lover Aegisthus.

ôre•sund or *ôre•sund* (œ'ra-sün', -sônd') A narrow strait between southern Sweden and eastern Denmark connecting the Baltic Sea with the Kattegat.

ôrf (ôr'), Carl 1895–1982. German composer and educator who developed a well-known system of music instruction for children, using percussion instruments and motion.

ôrfay (ôr'frä') *n.* Variant of *orphrey*.

ôrg, *abbr.* 1. organic 2a. organization b. organized

ôrg, *abbr.* organization (in Internet addresses)

ôrgan (ôr'gan) *n.* 1. Music a. An instrument consisting of a number of pipes that sound tones when supplied with air and a keyboard that operates a mechanism controlling the flow of air to the pipes. Also called *pipe organ*. b. Any one of various other instruments, such as the elec-

tronic organ, that resemble a pipe organ either in mechanism or sound. 2. Biology A differentiated part of an organism, such as an eye, wing, or leaf, that performs a specific function. 3. An instrument or agency dedicated to the performance of specified functions: *The FBI is an organ of the Justice Department*. 4. An instrument or a means of communication, especially a periodical issued by a political party, business firm, or other group. [Middle English, from Old French *organe* and from Old English *organe*, both from Latin *organum*, tool, instrument, from Greek *organon*. See *werg-* in Appendix I.]

ôrgan- *pref.* Variant of *organo-*.

ôrgan•na¹ (ôr'gə-nə) *n.* A plural of *organon*.

ôrgan•na² (ôr'gə-nə) *n.* A plural of *organum*.

ôrgan•dy also **ôrgan•die** (ôr'gan-dê) *n., pl. -dies* A stiff transparent fabric of cotton or silk, used for trim, curtains, and light apparel. [French *organdi*, perhaps after Old French *Organzi* (Urgançh), a city of western Uzbekistan.]

ôrgan•elle (ôr'gə-nêl') *n.* A differentiated structure within a cell, such as a mitochondrion, vacuole, or chloroplast, that performs a specific function. [New Latin *organella*, diminutive of Medieval Latin *organum*, organ of the body, from Latin, implement, tool. See *ORGAN*.]

ôrgan grinder *n.* A musician who plays a hurdy-gurdy and usually performs on the street.

ôrganic (ôr-găn'ik) *adj.* 1. Of, relating to, or derived from living organisms; *organic matter*. 2. Of, relating to, or affecting a bodily organ; *an organic disease*. 3a. Of, marked by, or involving the use of fertilizers or pesticides that are strictly of animal or vegetable origin; *organic vegetables; an organic farm*. b. Raised or conducted without the use of drugs, hormones, or synthetic chemicals; *organic chicken; organic cattle farming*. c. Serving organic food; *an organic restaurant*. d. Simple, healthful, and close to nature; *an organic lifestyle*. 4a. Having properties associated with living organisms. b. Resembling a living organism in organization or development; interconnected; *society as an organic whole*. 5. Constituting an integral part of a whole; fundamental. 6. Law Denoting or relating to the fundamental or constitutional laws and precepts of a government or an organization. 7. Chemistry Of or designating carbon compounds. ♀ *n.* 1. A substance, especially a fertilizer or pesticide, of animal or vegetable origin. 2. Chemistry An organic compound. —*ôrgan'ic•al•ly* *adv.* —*ôrgan'ic'ity* (ôr'gə-nis'itē) *n.*

ôrganic brain syndrome *n.* Any of various disorders of cognition caused by permanent or temporary brain dysfunction and characterized especially by dementia.

ôrganic chemistry *n.* The chemistry of carbon compounds.

ôrganic•ism (ôr-găn'i-siz'am) *n.* 1. The concept that society or the universe is analogous to a biological organism, as in development or organization. 2. The doctrine that the total organization of an organism, rather than the functioning of individual organs, is the principal or exclusive determinant of every life process. 3. Pathology The theory that all disease is associated with structural alterations of organs. —*ôrgan'ic•ist* *n.*

ôrganic•ism (ôr'gə-niz'am) *n.* 1. An individual form of life, such as a plant, animal, bacterium, protist, or fungus; a body made up of organs, organelles, or other parts that work together to carry on the various processes of life. 2. A system regarded as analogous in its structure or functions to a living body; *the social organism*. —*ôrgan'is'mal* (-niz'məl), *ôrgan'is'mic* (-mik) *adj.* —*ôrgan'is'mi•cal•ly* *adv.*

ôrganic•ist (ôr'gə-nist) *n.* A musician who plays the organ.

ôrganic•iza•tion (ôr'gə-ni-zā'shən) *n.* 1a. The act or process of organizing. b. The state or manner of being organized; *a high degree of organization*. 2. Something that has been organized or made into an ordered whole. 3. Something made up of elements with varied functions that contribute to the whole and to collective functions; an organism. 4. A group of persons organized for a particular purpose; an association; *a benevolent organization*. 5a. A structure through which individuals cooperate systematically to conduct business. b. The administrative personnel of such a structure. —*ôrgan'ic•iza'tion•al* *adj.* —*ôrgan'ic•ize* *ôrgan'ic•ly* *adv.*

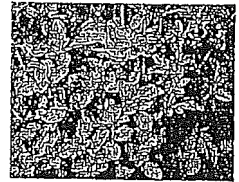
ôrganize (ôr'gə-niz') *v.* -ized, -iz'ing, -iz'es —*tr.* 1. To put together into an orderly, functional, structured whole. 2a. To arrange in a coherent form; systematize; *organized her thoughts before speaking*. b. To arrange in a desired pattern or structure; *"The painting is organized about a young reaper enjoying his noontime rest"* (William Carlos Williams). 3. To arrange systematically for harmonious or united action; *organize a strike*. See synonyms at *arrange*. 4a. To establish as an organization; *organize a club*. See synonyms at *found*. b. To induce (employees) to form or join a labor union. c. To induce the employees of (a business or an industry) to form or join a union; *organize a factory*. —*in•tr.* 1. To develop into or assume an organic structure. 2. To form or join an activist group, especially a labor union. [Middle English *organisen*, from Old French *organiser*, from Medieval Latin *organizare*, from Latin *organum*, tool, instrument. See *ORGAN*.] —*ôrgan'iz'er* *n.*

ôrganized (ôr'gə-niz'd') *adj.* 1. Functioning within a formal structure, as in the coordination and direction of activities. 2. Affiliated in an organization, especially a union. 3. Efficient and methodical.

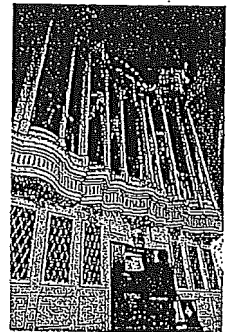
organized crime *n.* 1. Widespread criminal activities, such as prostitution, interstate theft, or illegal gambling, that occur within a centrally controlled formal structure. 2. The people and the groups involved in such criminal activities.

ôrgano- or **ôrgan-** *pref.* 1. Organ: *organotherapy*. 2. Organic: *organomercurial*. [Greek, from *organon*. See *ORGAN*.]

ôrgano•chlo•rine (ôr-găn'ə-klôr'ên', -in, -klôr'-) *n.* Any of various hydrocarbon pesticides, such as DDT, that contain chlorine. —*ôrgan'ô•chlo'rine* *adj.*



oregano
Origanum vulgare



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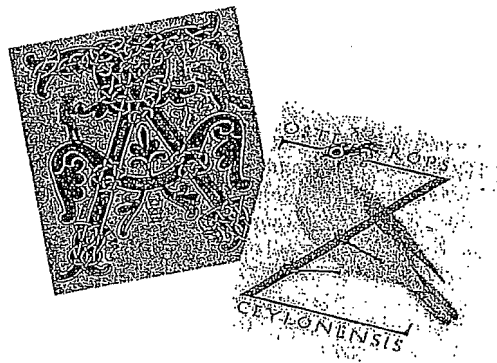
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EXHIBIT

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The
**American
Heritage® Dictionary**
of the English Language

FOURTH EDITION



Wilmington Institute



HOUGHTON MIFFLIN COMPANY
Boston New York

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1. English language—Dictionaries

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Latin *aspergēs* (mē), you will sprinkle (me), the first words of the rite, second person sing. future tense of *aspergere*, to sprinkle. See ASPERSE.]

as·per·gill (ās'pār-jil) *n.* Variant of aspergillum.

as·per·gill·o·sis (ās'pār-jā-lō'sis) *n.* An infection or disease caused by fungi of the genus *Aspergillus*. [ASPERGILL(US) + -OSIS.]

as·per·gill·ium (ās'pār-jil'əm) or **as·per·gill** (-jil) *n., pl. -gill·ia* (-jil'ya) or **gill·iums** *Roman Catholic Church* An instrument, such as a brush or a perforated container, used for sprinkling holy water. [New Latin, from Latin *aspergere*, to sprinkle. See ASPERSE.]

as·per·gill·us (ās'pār-jil'əs) *n., pl. -gill·i* (-jil'i) Any of various fungi of the genus *Aspergillus*, which includes many common molds. [New Latin *Aspergillus*, genus name, from *aspergillum*, aspergillum (from its resemblance to an aspergillum brush). See ASPERGILLUM.]

as·per·i·ty (ā-spēr'i-tē) *n., pl. -ties* 1a. Roughness or harshness, as of surface, sound, or climate: *the asperity of northern winters*. b. Severity; rigor. 2. A slight projection from a surface; a point or bump. 3. Harshness of manner; ill temper or irritability. [Middle English *asperite*, from Old French *asperte*, from Latin *asperitas*, from *asper*, rough.]

as·perse (ə-spərs') *tr.v. -persed, -persing, -perses* 1. To spread false or damaging charges or insinuations against. See synonyms at **mal·ign**. 2. To sprinkle, especially with holy water. [Middle English, to be sprinkled, from Latin *aspergere*, *aspers-*: *ad-*, *ad-* + *spargere*, to strew.]

as·per·sive (-siv, -ziv) *adj.*

as·per·sion (ə-spŏr'zhən, -shən) *n.* 1a. An unfavorable or damaging remark; slander: *Don't cast aspersions on my honesty*. b. The act of defaming or slandering. 2. A sprinkling, especially with holy water.

as·phalt (ās'fōlt') *n.* 1. A brownish-black solid or semisolid mixture of bitumens obtained from native deposits or as a petroleum byproduct, used in paving, roofing, and waterproofing. 2. Mixed asphalt and crushed stone gravel or sand, used for paving or roofing. *tr.v. -phal·t·ed, -phal·ting, -phalts* To pave or coat with asphalt. [Middle English *asphalt*, from Medieval Latin *asphaltus*, from Greek *asphaltos*.] — **as·phal·tic** *adj.*

as·phal·tite (ās'fōlt'it') *n.* A solid, dark-colored complex of hydrocarbons found in natural veins and deposits.

asphalt jungle *n.* A large city or an urban or inner-city area, especially when characterized as congested and crime-ridden.

as·pher·ic (ā-sfir'ik, ā-sfēr'-) also **as·pher·i·cal** (-i-kəl) *adj.* Varying slightly from sphericity and having only slight aberration, as a lens.

as·pho·del (ās'fā-dēl') *n.* 1a. Any of several chiefly Mediterranean plants of the genera *Asphodeline* and *Asphodelus* in the lily family, having linear leaves and elongate clusters of white, pink, or yellow flowers. b. Any of several other plants, such as the bog asphodel. 2. In Greek poetry and mythology, the flowers of Hades and the dead, sacred to Persephone. 3. In early English and French poetry, the daffodil. [Latin *asphodelus*, from Greek *asphodelos*.]

as·phyx·i·a (ās'fik'sē-ə) *n.* A condition in which an extreme decrease in the concentration of oxygen in the body accompanied by an increase in the concentration of carbon dioxide leads to loss of consciousness or death. Asphyxia can be induced by choking, drowning, electric shock, injury, or the inhalation of toxic gases. [New Latin, from Greek *asphyxia*, stopping of the pulse: *a-*, not; see *A-* + *sphuxis*, heartbeat (from *sphuzein*, *sphug-*, to throb).]

as·phyx·i·ant (ās'fik'sē-ənt) *adj.* Inducing or tending to induce asphyxia. *n.* A substance, such as a toxic gas, or an event, such as drowning, that induces asphyxia.

as·phyx·i·ate (ās'fik'sē-ət') *v. -at·ed, -at·ing, -ates —tr.* To cause asphyxia in; smother. — *intr.* To undergo asphyxia; suffocate.

as·phyx·i·a·tion *n.* — **as·phyx·i·a·tor** *n.*

as·pic (ās'pik) *n.* A clear jelly typically made of stock and gelatin and used as a glaze or garnish or to make a mold of meat, fish, or vegetables. [French, from *aspic* asp (from the resemblance of the jelly's coloration to an asp's). See ASPIC².]

as·pic (ās'pik) *n.* Archaic An asp. [French, from Old French, alteration of *aspe*, from Latin *aspis*. See ASP.]

as·pi·dis·tra (ās'pi-dis'tra) *n.* Any of several eastern Asian plants of the genus *Aspidistra* in the lily family, especially *A. elatior*, which has large evergreen basal leaves and small, brownish bell-shaped flowers and is widely cultivated as a houseplant. Also called *cast-iron plant*. [New Latin *Aspidistra*, genus name, from Greek *aspis*, *aspid-*, shield.]

as·pi·rant (ās'pār-ənt, ə-spīr'-) *n.* One who aspires, as to advancement, honors, or a high position. *adj.* Seeking recognition, distinction, or advancement.

as·pi·rate (ās'pə-rāt') *tr.v. -rat·ed, -rat·ing, -rates* 1. *Linguistics* *a.* To pronounce (a vowel or word) with the initial release of breath associated with English *h*, as in *hurry*. *b.* To follow (a consonant, especially a stop consonant) with a puff of breath that is clearly audible before the next sound begins, as in English *pit* or *kit*. 2. To draw (something) into the lungs; inhale. 3. *Medicine* To remove (liquids or gases) by means of a suction device. *n.* (—por-ſt) 1. *Linguistics* *a.* The speech sound represented by English *h*. *b.* The puff of air accompanying the release of a stop consonant. *c.* A speech sound followed by a puff of breath. 2. *Medicine* Matter removed by aspiration. [Latin *aspirare*, *aspirāt-*, to breathe: *as-*, *ad-* + *spirare*, to breathe.]

as·pi·ra·tion (ās'pə-rā'shən) *n.* 1. Expulsion of breath in speech. 2. *Linguistics* *a.* The pronunciation of a consonant with an aspirate. *b.* A speech sound produced with an aspirate. 3. The act of breathing in; inhalation. 4. *Medicine* The process of removing fluids or gases from the body with a suction device. 5a. A strong desire for high achievement. *b.* An object of such desire; an ambition.

as·pi·ra·tor (ās'pə-rā'tər) *n.* 1. A device for removing liquids or gases by suction, especially an instrument that uses suction to remove

substances, such as mucus or serum, from a body cavity. 2. A suction pump used to create a partial vacuum.

as·pir·a·to·ry (ə-spīr'ə-tōr'ē, -tōr'ē) *adj.* Of, relating to, or suited for breathing or suction.

as·pire (ə-spīr') *intr.v. -pired, -pir·ing, -pires* 1. To have a great ambition or ultimate goal; desire strongly: *aspired to stardom*. 2. To strive toward an end: *aspiring to great knowledge*. 3. To soar. [Middle English *aspiren*, from *aspirer*, from Latin *aspirāre*, to desire. See ASPIRATE.] — **as·pir·er** *n.* — **as·pir·ing·ly** *adv.*

as·pi·rin (ās'pār-in, -prīn) *n., pl. aspirin* or **-rins** 1. A white, crystalline compound, $\text{C}_9\text{H}_8\text{O}_4$, derived from salicylic acid and commonly used in tablet form to relieve pain and reduce fever and inflammation. It is also used as an antiplatelet agent. Also called *acetylsalicylic acid*. 2. A tablet of aspirin. [Originally a trademark.]

as·squit (ə-skwīt') *adv. & adj.* With a sidelong glance. [Middle English: *n-*, on; see *A-* + *-squint*; akin to *skwyn* (in *of skwyn*, obliquely).]

As·quith (ās'kwīth), Herbert Henry. First Earl of Oxford and Asquith. 1852–1928. British Liberal politician and prime minister (1908–1916) who introduced unemployment insurance and old-age pensions and supported the Parliament Act of 1911, which established salaries for elected members and restricted the power of veto in the House of Lords.

ASR *abbr.* air-sea rescue

as regards *prep.* In regard to.

ass¹ (ās) *n., pl. ass·es (ās'ēz) 1. Any of several hoofed mammals of the genus *Equus*, resembling and closely related to the horses but having a smaller build and longer ears, and including the domesticated donkey. 2. A vain, self-important, silly, or aggressively stupid person. [Middle English *asse*, from Old English *assa*, perhaps of Celtic origin, ultimately from Latin *asinus*.]*

ass² (ās) *n., pl. ass·es (ās'ēz) *Vulgar Slang* 1a. The buttocks. *b.* The anus. 2. Sexual intercourse. [Middle English *ars*, from Old English *ears*. See *ors-* in Appendix I.]*

As·sad (ā-sād'), Hafez al- 1928?–2000. Syrian political leader who seized control of the government in 1970 and was elected president in 1971.

as·sa·gai (ās'a-gī') *n.* Variant of assegai.

as·sai¹ (ā-sī') *n., pl. -sais* 1. Any of several feather-leaved South American palms, especially *Euterpe edulis* and *E. oleracea*, that are important sources of heart of palm. 2. A beverage made from the fleshy purple fruit of one of these palms. [Portuguese *assai*, from Tupi *assahi*.]

as·sai² (ā-sī') *adv.* *Music* Very. Used in tempo directions: *allegro assai*. [Italian, from Vulgar Latin **ad snis*, to sufficiency. See ASSET.]

as·sail (ə-sāl') *tr.v. -sailed, -sail·ing, -sails* 1. To attack with or as if with violent blows; assault. 2. To attack verbally, as with ridicule or censure. See synonyms at **attack**. 3. To trouble; beset; was *assailed by doubts*. [Middle English *assailen*, from Old French *asailir*, *asail-*, from Vulgar Latin **assallire*, variant of Latin *assillire*, to jump on: *ad-*, onto; see *AD-* + *salire*, to jump; see *sel-* in Appendix I.] — **as·sail·a·ble** *adj.* — **as·sail·a·ble·ness** *n.* — **as·sail·er** *n.* — **as·sail·ment** *n.*

as·sail·ant (ə-sāl'ənt) *n.* A person who attacks another.

As·sam (ā-sām') A former kingdom of extreme northeast India, now a state separated from the rest of the country by Bangladesh. The kingdom was founded by invaders from Burma and China in the 13th century.

As·sam·ese (ās'a-mēz', -mēs') *adj.* Of or relating to Assam or its people, language, or culture. *n., pl. Assamese* 1. A native or inhabitant of Assam. 2. The Indic language of the Assamese.

as·sas·sin (ə-sās'in) *n.* 1. One who murders by surprise attack, especially one who carries out a plot to kill a prominent person. 2. *Assassin* A member of a secret order of Muslims who terrorized and killed Christian Crusaders and others. [French, from Medieval Latin *assassinus*, from Arabic *ḥashāshīn*, pl. of *ḥashāsh*, hashish user, from *ḥashīsh*, hashish. See HASHISH.]

Word History At first glance, one would be hard-pressed to find a link between pleasure and the acts of assassins. Such was not the case, however, with those who gave us the word *assassin*. They were members of a secret Islamic order originating in the 11th century who believed it was a religious duty to harass and murder their enemies. The most important members of the order were those who actually did the killing. Having been promised paradise in return for dying in action, the killers, it is said, were made to yearn for paradise by being given a life of pleasure that included the use of hashish. From this came the name for the secret order as a whole, *ḥashāshīn*, "hashish users." After passing through French or Italian, the word came into English and is recorded in 1603 with reference to the Muslim Assassins.

as·sas·si·nate (ə-sās'ə-nāt') *tr.v. -nat·ed, -nat·ing, -nates* 1. To murder (a prominent person) by surprise attack, as for political reasons. 2. To destroy or injure treacherously: *assassinate a rival's character*. — **as·sas·si·na·tion** *n.* — **as·sas·si·na·tive** *adj.* — **as·sas·si·na·tor** *n.*

assassin bug *n.* Any of various predatory bugs of the family Reduviidae, which have short, curved, powerful beaks used to prey on other insects or, in certain genera, modified to suck blood from mammals. Also called *reduviid*.

As·sa·teague Island (ās'a-tēg') A long narrow island along the coast of Maryland and Virginia separating Chincoteague Bay from the Atlantic Ocean. It is a popular resort area.

as·sault (ə-sōlt') *n.* 1. A violent physical or verbal attack. 2a. A military attack, such as one launched against a fortified area or place. *b.* The

ə	pāt	oi	boy
ə	bāy	ou	out
ə	gāre	oo	took
ə	fāther	oo	boot
ə	pēl	ū	cut
ē	bē	ur	urge
ī	pīt	ih	thin
ī	pīe	ih	this
ī	pīer	ih	which
ō	pōt	zh	vision
ō	lōg	ə	about, item
ō	paw	ə	regionalism

Stress marks: / (primary); (secondary), as in dictionary (dik'shən-ē-ē)

EXHIBIT

I

**THIS OPINION IS NOT A
PRECEDENT OF THE TTAB**

Mailed:
March 25, 2009
Bucher

UNITED STATES PATENT AND TRADEMARK OFFICE

Trademark Trial and Appeal Board

In re Victoria Principal Productions, Inc.

Serial No. 78245283

Marnie Wright Barnhorst of The Trademark Group, APLC for
Victoria Principal Productions, Inc.

John Dwyer, Trademark Examining Attorney, Law Office 116
(Michael W. Baird, Managing Attorney).

Before Walters, Bucher and Kuhlke, Administrative Trademark
Judges.

Opinion by Bucher, Administrative Trademark Judge:

Victoria Principal Productions, Inc. seeks registration
on the Principal Register of the mark **SILVER BIRCH** (*in
standard character format*) for goods identified in the
application as follows:

"skin and body care preparations namely, skin
cleansers, skin moisturizers, skin lotions,
skin soaps, sun screen preparations,
cosmetics, non-medicated hair care
preparations, nail care preparations,
colognes, perfumes and tooth whitening
preparations" in International Class 3.¹

¹ Application Serial No. 78245283 was filed on May 2, 2003
based upon applicant's allegation of a *bona fide* intention to use
the mark in commerce.

The Trademark Examining Attorney refused registration on the ground that the term is merely descriptive under Section 2(e)(1) of the Trademark Act, 15 U.S.C. § 1052(e)(1), or in the alternative, registration was refused under Section 2(a) of the Trademark Act, 15 U.S.C. § 1052(a), on the ground that the mark is deceptive as to the material content of the goods. The Trademark Examining Attorney also refused registration based upon applicant's failure to provide information about the goods as required under Trademark Rule 2.61(b), 37 C.F.R. § 2.61(b).

After the Trademark Examining Attorney made the refusals final, applicant appealed to this Board. We affirm the refusals to register.

Requirement under 37 C.F.R. § 2.61(b)

In the Office action of June 18, 2007, the Trademark Examining Attorney asserted that applicant must provide additional information (e.g., promotional matter of applicant's or competitors' products, the nature and purpose of the goods, etc.) in order to properly examine the application. He cited as authority for this request 37 C.F.R. § 2.61(b).

In its response of December 17, 2007, applicant declined to provide any information about the goods, saying

that it "fails to see why more information regarding the nature of the goods is necessary."

In his Final Office action, the Trademark Examining Attorney made this response a second basis for finally refusing registration:

To permit proper examination of the application, applicant must submit additional product information about the goods. 37 C.F.R. §2.61(b); *In re DTI P'ship LLP*, 67 USPQ2d 1699, (TTAB 2003); TMEP § 814. The requested product information should include fact sheets, instruction manuals, and/or advertisements. If these materials are unavailable, applicant should submit similar documentation for goods of the same type, explaining how its own product will differ. If the goods feature new technology and no competing goods are available, applicant must provide a detailed description of the goods.

The submitted factual information must make clear whether the goods will contain silver birch as an ingredient. Conclusory statements regarding the goods will not satisfy this requirement.

Failure to respond to a request for information is an additional ground for refusing registration. *DTI*, 67 USPQ2d at 1701. Merely stating that information about the goods is available on applicant's website is an inappropriate response to a request for additional information and is insufficient to make the relevant information of record. *In re Planalytics, Inc.*, 70 USPQ2d 1453, 1457-58 (TTAB 2004).

At this stage of the prosecution, applicant appears to be hewing carefully to narrowly-drawn semantics:

Applicant has shown through the Examining Attorney's evidence that the term "silver birch" is a general one that can refer to any of several species of birch tree that happens to be silver in color. Even if some of Applicant's products did contain birch tree oil or betulinic acid, it is unrealistic to expect, or for Applicant to falsely state in its application, that all of the birch trees used to obtain the birch tree oil or betulinic acid were "silver" in color.

This approach suggests that applicant is being evasive because it fears that a totally truthful response might well support the statutory refusals under Section 2(e)(1) or Section 2(a), thereby hurting its chances of getting a registration. The purpose of the Trademark Examining Attorney's request for more information was most clear. Yet applicant's hair-splitting responses on the merits combined with a strategic refusal to supply the requested information seemed calculated to interject just enough ambiguity into the record to avoid a falsehood while defeating the ability of the Trademark Examining Attorney to prove descriptiveness or deceptiveness in an Intent-to-Use application without an allegation of use, specimens, etc. Clearly, applicant's responses did not satisfy the Trademark Examining Attorney's request under Trademark Rule 2.61(b).

Merely Descriptive under Section 2(e)(1)

Although acknowledging that "an extract of a 'Birch' tree may be present as an ingredient in at least some of

Applicant's goods to which the mark is applied," applicant argues that the term "Silver Birch" is a suggestive term that applicant "uses to evoke the image of a silvery-leaved birch tree so that consumers will imagine the feelings of shimmering beauty, lightness and serenity." Applicant's brief at 7. Consistent with the evidence that the Trademark Examining Attorney has placed into the record, applicant admits that betulinic acid, extracted from a variety of birch bark including the silver birch tree, is thought to have therapeutic value. Yet applicant concludes that there is no evidence in the record that betulinic acid, if indeed it is derived from a birch tree, would have necessarily been extracted "from a 'silver' colored birch tree." Applicant's brief at 2. Applicant criticizes many of the articles put into the record by the Trademark Examining Attorney because, it argues, the word "cosmetics" does not actually appear in the articles.

By contrast, the Trademark Examining Attorney argues that the evidence of record clearly demonstrates that the commercial impression of applicant's alleged mark, examined in its entirety in relation to applicant's identified goods, immediately conveys information about an ingredient in applicant's cosmetics, soaps, lotions, sun screens, and similar skin care products.

A mark is merely descriptive, and therefore unregistrable pursuant to the provisions of Section 2(e)(1) of the Trademark Act, 15 U.S.C. § 1052(e)(1), if it immediately conveys "knowledge of a quality, feature, function, or characteristic of the goods or services." *In re Bayer Aktiengesellschaft*, 488 F.3d 960, 82 USPQ2d 1828, 1831 (Fed. Cir. 2007) [ASPIRINA is merely descriptive of analgesic product]. See also *In re MBNA America Bank N.A.*, 340 F.3d 1328, 67 USPQ2d 1778, 1780 (Fed. Cir. 2003) [MONTANA SERIES and PHILADELPHIA CARD are merely descriptive of applicant's "affinity" credit card services; a "mark is merely descriptive if the ultimate consumers immediately associate it with a quality or characteristic of the product or service"]; *In re Nett Designs, Inc.*, 236 F.3d 1339, 57 USPQ2d 1564, 1566 (Fed. Cir. 2001) [THE ULTIMATE BIKE RACK is merely descriptive for bicycle racks]; *In re Gyulay*, 820 F.2d 1216, 3 USPQ2d 1009, 1009 (Fed. Cir. 1987) [APPLE PIE is merely descriptive for a potpourri mixture]; and *In re Quik-Print Copy Shops, Inc.*, 616 F.2d 523, 205 USPQ 505, 507 (CCPA 1980). To be "merely descriptive," a term need only describe a single significant quality or property of the goods. *Gyulay*, 3 USPQ2d at 1009. Descriptiveness of a mark is not considered in the abstract, but in relation to the

particular goods or services for which registration is sought. That is, when we analyze the evidence of record, we must keep in mind that the test is not whether prospective purchasers can guess what applicant's goods are after seeing only applicant's mark. *In re Abcor Development Corp.*, 588 F.2d 811, 200 USPQ 215, 218 (CCPA 1978) [GASBADGE merely descriptive of a "gas monitoring badge"; "Appellant's abstract test is deficient - not only in denying consideration of evidence of the advertising materials directed to its goods, but in failing to require consideration of its mark 'when applied to the goods' as required by statute."]. Rather, the question is whether someone who knows what the goods are will understand the mark to convey information about them. *In re Tower Tech, Inc.*, 64 USPQ2d 1314, 1316-1317 (TTAB 2002); *In re Patent & Trademark Services Inc.*, 49 USPQ2d 1537, 1539 (TTAB 1998).

In addition to considering the applied-for mark in relation to the goods or services for which registration is sought, the proper test for descriptiveness also considers the context in which the mark is used and the significance that the mark is likely to have on the average purchaser encountering the goods or services in the marketplace. *In re Omaha National Corp.*, 819 F.2d 1117, 2 USPQ2d 1859 (Fed. Cir. 1987); *In re Pennzoil Products Co.*, 20 USPQ2d 1753

(TTAB 1991); and *In re Engineering Systems Corp.*, 2 USPQ2d 1075 (TTAB 1986).

Hence, the ultimate question before us is whether the term **SILVER BIRCH** conveys information about a significant feature, characteristic or ingredient of applicant's goods with the immediacy and particularity required by the Trademark Act.

A mark is suggestive, and therefore registrable on the Principal Register without a showing of acquired distinctiveness, if imagination, thought or perception is required to reach a conclusion on the nature of the goods or services. "Whether a given mark is suggestive or merely descriptive depends on whether the mark 'immediately conveys ... knowledge of the ingredients, qualities, or characteristics of the goods ... with which it is used,' or whether 'imagination, thought, or perception is required to reach a conclusion on the nature of the goods.'" (citation omitted) *In re Gyulay*, 3 USPQ2d at 1009; *In re Home Builders Association of Greenville*, 18 USPQ2d 1313 (TTAB 1990); and *In re American Greetings Corp.*, 226 USPQ 365 (TTAB 1985).

Applicant expresses the issue before us as

... whether the terms "SILVER" and "BIRCH" when combined and used on skin and body care preparations, hair care preparations, colognes, perfumes, nail care preparations and tooth whitening preparations can function as an

indication of more than a "mere description" of the ingredients or purpose of the goods on which the mark is used. It is clear that an extract of a "BIRCH" tree may be present as an ingredient in at least *some* of Applicant's goods to which the mark is applied.

Applicant's brief at 2. Furthermore, applicant argues that "it cannot be said that 'SILVER' is descriptive of an ingredient or purpose of any of the goods." *Id.*

However, it seems somewhat disingenuous for applicant to dissect its mark and act as if each of these words alone must convey information about the involved goods. The record clearly establishes that the combined term "Silver Birch" has a readily understood meaning as applied to applicant's goods.

Specifically, the "Silver Birch" is a deciduous tree having smooth, silvery-white bark that is native to the Northern Hemisphere. Located in the family *Betulaceae*, the Silver Birch is closely related to the beech and oak tree family. The specific Latin nomenclature that shows up repeatedly in the record is *Betula* (genus) *pendula* (species) (also formerly *Betula alba*).

silver birch -- sil-ver birch (*plural* silver birches *or* silver birch) noun
Definition: tree with silvery-white bark: a deciduous tree with peeling silvery white bark. Native to: Europe, Asia.
Latin name *Betula pendula*.²

² <http://encarta.msn.com/dictionary/silver%2520birch.html>
ENCARTA WORLD ENGLISH DICTIONARY [North American Edition] 2009.

Silver Birch (Betula Alba)

The **Silver Birch** is a tall tree with smooth, white-coloured bark. The triangular-shaped leaves are often used in phytotherapy and contain flavenoids with diuretic and depurative properties for treating water retention. Recent scientific research has brought to light an active substance, betulinic acid, obtained from Birch bark to help protect the **skin** from serious changes caused by sun exposure.³

Birch

From Wikipedia, the free encyclopedia

Birch is the name of any tree of the genus ***Betula*** (*Bé-tu-la*), in the family Betulaceae, closely related to the beech/oak family, Fagaceae...

Betula pendula - Silver Birch

Betula platyphylla (*Betula pendula* var. *platyphylla*) - Siberian Silver Birch⁴

Plants For A Future: Database Search Results

***Betula pendula* Silver Birch**

Physical Characteristics

A deciduous Tree growing to 20m by 10m at a fast rate. It is hardy to zone 2. It is in flower in April, and the seeds ripen from July to August. The flowers are monoecious (individual flowers are either male or female, but both sexes can be found on the same plant) and are pollinated by Wind. It is noted for attracting wildlife.

The plant prefers light (sandy), medium (loamy) and heavy (clay) soils, requires well-drained soil and can grow in heavy clay and nutritionally poor soils. The plant prefers acid, neutral and basic (alkaline) soils and can grow in very acid soil. It cannot grow in the shade. It requires dry or moist soil. The plant can tolerate strong winds but not maritime exposure...

Medicinal Uses

An oil obtained from the inner bark is astringent and is used in the treatment of various **skin** afflictions, especially eczema and psoriasis ... A decoction of the leaves and bark is used for bathing **skin** eruptions ... ⁵

Birch

Botanical and Common Names

- Family Betulaceae
- *Betula pendula* syn. *B. verrucosa* (Silver Birch)
- *Betula utilis* (Himalayan Silver Birch)

³ <http://sg.clarins.net/main.cfm?PlanteID=193>

⁴ <http://en.wikipedia.org/wiki/Birch>

⁵ <http://www.pfaf.org/database/plants.php?Betula+pendula>

- *Betula alba, Alnus acuminata, Betula pubescens* (White Birch; Spanish: Alamo Blanco, Abedul; Nahuatl: Aylin, Tepeylin)

...

History

The medicinal use of the tree has been known since the earliest of times, but it was also known to have other valuable uses. Its name is thought to have derived from the Sanskrit "bhurga", meaning "tree whose bark is used for writing on".

Although the tree was known to classical writers, it was Hildegard of Bingen, a medieval abbess and mystic who wrote about herbal medicine. She was the first European to document its medicinal properties.

In the Highlands of Scotland, birch sap is tapped in the spring and drunk as a treatment for bladder and kidney complaints.

Its name in the Nahuatl (Aztec) language was derived from the location of the tree. *Aylin* means "birch growing by water". *Tepeylin* means "birch growing in the mountains".

The Aztecs used the leaves in a formula for an enema to treat dysentery. They also used the bark in a liquor to "clear the bowels" and in a salve to heal wounds. In Sonora, the plant is still used for wounds and indigestion.

Medicinal Parts

- Leaves, bark, sap.
- A German study indicated that the leaves were useful in treating bacterial and inflammatory diseases of the urinary tract.

Remedies

- infusion made from the leaves for the removal of waste products in the urine thereby treating kidney and bladder stones, rheumatic conditions, and gout.
- sap as a diuretic
- oil or expressed liquid from the leaves in preparations for eczema, psoriasis, and other chronic skin complaints
- lotions made from decoctions for chronic skin problems
- ointment for rheumatism and gout
- decoction of the bark on chronic skin conditions

Traditional Uses

Birch tar is a clear, dark brown oil obtained through a distillation process and used for parasitic infestations of the skin and other chronic skin complaints. It is also a constituent of *Unguentum contra scabiem* used in the treatment of scabies.

The leaves are used with other diuretic herbs to reduce fluid retention and swellings.

The bark can be macerated in oil and applied to rheumatic joints.

The Himalayan Silver Birch is used in Ayurvedic medicine as a treatment for convulsions, dysentery, hemorrhages, and skin diseases.

Mexicans use the leaves in a diuretic tea.⁶

We reject applicant's hair-splitting arguments about the various Latin and English-language terms for the particular species of birch tree.⁷ That the "silver birch" tree is also known as the "European white birch" (and that the Trademark Examining Attorney, in one reference evidently intended to write "silver birch" and inadvertently wrote "white birch") is not determinative under Section 2(e)(1) of the Act. Rather, it is important to our determination that the term "Silver Birch" is used repeatedly in this record in a manner that immediately conveys information about an ingredient in a variety of skin, hair and body care products.

The record shows the wide range of medicinal uses of Silver Birch, dating back thousands of years to pre-history

⁶ <http://www.innvista.com/health/herbs/birch.htm>

⁷ "The seven Internet articles provided by the Examining Attorney with the June 18, 2007 Office Action actually support Applicant's position that 'silver birch' does not refer to a specific plant or any specific characteristics of a 'silver birch,' but is instead a general term that could refer to any of a number of species of birch plant all with different characteristics."

Applicant's brief at 5.

and spanning the millennia all the way up to the still
unfolding promise for dealing with melanomas and HIV/AIDS:

Herbs Medicinal A guide for healing properties A to B

Birch or silver birch

Betula Family: Betulaceae

Part used: leaves

Other names: Black birch, sweet birch, spice birch.

Actions: Anti-inflammatory Antirheumatic Diuretic Anthelmintic (expel worms) Astringent

Indications: Birch leaves show anti-inflammatory, antispasmodic and diuretic activities. Traditional healers have been using Birch in remedy for skin rashes, hair loss and rheumatic complaints. Sweet Birch can have good results against cellulite; it may help in eliminating toxins and has a diuretic mild action.

Qualities: cold, dry.

Dosage and preparation:

INFUSION: 1 teaspoonful leaves to ½ cup of hot water, steep 2-3 min, strain and drink 1 cup per day, 1 mouthful at a time.

Caution: Salicylate sensitivity.

PREPARATION AND DOSAGE:

INFUSION: For one cup of boiling water use 1-2 teaspoonfuls of the dried herb, leave to infuse 10-15 minutes. should be drunk twice daily⁸



Birch essential oil information

Birch oil is extracted from *Betula alba* (also known as *B. alba* var. *pubescens*, *B. odorata*, *verrucosa* or *pendula*), of the *Betulaceae* family and is also known as European white birch or **silver birch**.

Oil properties

Birch oil has a balsamic smell and is pale yellow in color.

Origin of birch oil

This decorative tree is native to the northern hemisphere and grows up to 15-20 meters in height. It has slender branches, silver-white bark broken into scales and light green oval leaves. Birch buds were formerly used as a tonic in hair preparations.

In Scandinavia, young birch leaflets and twigs are bound into bundles and used in the sauna to tone the skin and promote the circulation. The sap is also tapped in the Spring and drunk as a tonic.

Extraction

White birch oil is extracted from the leaf-buds by steam distillation.

Crude birch tar is extracted by slow destructive distillation from the bark; this is subsequently steam-distilled to yield a rectified birch tar oil.

⁸ http://reviews.ebay.com.au/Herbs-Medicinal-A-guide-for-healing-properties-A-to-B_W0QQugidZ10000000003202987

Therapeutic properties

The therapeutic properties of birch oil are analgesic, antiseptic, astringent, depurative, disinfectant, diuretic, febrifuge, insecticide and tonic.

Chemical composition

The main components of birch oil are salicylic acid, methyl salicylate, betulene and betulenol.

Precautions

White birch oil is generally non-toxic, non-irritant and non-sensitizing but should be avoided during pregnancy due to possible irritation occurring.

Uses

White birch oil is useful for dermatitis, dull or congested skin, eczema, hair care and psoriasis, although it could irritate the skin.

It is also helpful in cases of poor circulation, the accumulation of toxins in the muscles, for arthritis, rheumatism, muscular pains, edema and cellulite.

- **Vapor therapy or used in a bath**
 - As vapor therapy or diluted in the bath, White Birch oil can help with muscular aches and pains, arthritis and rheumatism.
- **Cream and ointment**
 - The crude tar from birch is used in pharmaceutical preparations for dermatological diseases.

Birch oil blends well with

Although most essential oils blend well together, birch oil blends particularly well with benzoin, jasmine, sandalwood and rosemary.⁹

The British Journal of Dermatology state that '*Background Actinic keratoses (AKs) are among the most common cutaneous malignancies and have previously been classified as in situ squamous cell carcinoma with reported progression rates of up to 20% over 10 years.*' A study published in the Journal of the German Dermatological Society concluded. '*In this pilot study, a standardized birch bark extract was effective in the treatment of actinic keratoses. This therapy is easy to perform and it has no side effects. Birch bark ointment may be a new therapeutic option for actinic keratoses.*'

The New York Times

Birch Used To Shrink Melanoma In Mice (28th March 1995)

'A substance derived from birch bark shrank some human melanoma tumors that had been placed in mice and virtually eliminated others, a study has found. Indeed, the substance worked better than the drug most commonly used on people to treat melanoma, a deadly skin cancer, said the study's author, Dr. John Pezzuto, head of medicinal chemistry at the Pharmacy School of the University of Illinois at Chicago.'

Journal of the German Society of Dermatology
Treatment of actinic keratoses with birch bark extract: a pilot study
Available online at www.Blackwells-Synergy.com: Volume 4 Issue 2
Page 132 - February 2006 - Journal of the German Society of Dermatology

⁹ <http://www.essentialoils.co.za/essential-oils/birch.htm>

Summary: Background: Birch bark contains a variety of apoptosis-inducing and anti-inflammatory substances such as betulinic acid, betulin, oleanolic acid and lupeol. Therefore, birch bark extract may be effective in the treatment of actinic keratoses. To address this issue, a pilot study using a standardized birch bark ointment was performed. (The Skincare Foundation describe Actinic keratosis (AK) as follows *'also known as solar keratosis, is the result of prolonged exposure to sunlight. It is a small crusty, scaly or crumbly bump or horn that arises on the skin surface. The base may be light or dark, tan, pink, red, or a combination of these... or the same color as your skin (www.skincancer.org).*

Methods: Twenty-eight patients with actinic keratoses were enrolled in this prospective, non-randomized pilot study. Fourteen patients were treated with birch bark ointment only; fourteen patients received a combination therapy with cryotherapy and birch bark ointment. Treatment response was assessed clinically after two months.

Results: Clearing of more than 75 % of the lesions was seen in 79 % of the patients treated with birch bark ointment monotherapy. The response rate of the combined treatment modality was 93 %. Therapy with birch bark ointment was well tolerated.

Conclusion: In this pilot study, a standardized birch bark extract was effective in the treatment of actinic keratoses. This therapy is easy to perform and it has no side effects. Birch bark ointment may be a new therapeutic option for actinic keratoses.

*This study was presented at the 43rd meeting of the DDG from 20-23 April 2005.

<http://www.blackwell-synergy.com/doi/abs/10.1111/j.1610-0387.2006.05906.x>

RSC | Advancing the
Chemical Sciences

Birch bark research & development

Published by the Royal Society of Chemists (www.rsc.org) 18th

September 2006

Pavel A Krasutsky

Received (in Cambridge) 15th May 2006

The review will detail progress made in the previous decade on the chemistry and bioactivity of birch bark extractive products. Current and future applications of birch bark natural products in pharmaceuticals, cosmetics, and dietary supplements for the prevention and treatment of cancer, HIV and other human pathogens are reviewed.

'Birch bark extract is currently undergoing trials by the US National Institute of Health as an anti-cancer compound trialled as a compound to fight skin cancer (malignant melanoma) as well as having anti-bacterial and anti-fungal properties.'

'Native Americans and native Siberians used Birch Bark as a source of folk medicine. This historically recognised internal use of birch bark coupled with the scientifically measured low toxicity of triterpenoids support the use of birch bark chemicals not only in drugs, but as

dietary supplements, cosmetics, biocides and washing materials.
Source 'Birch Bark Research & Development'

White Birch (Silver Birch in UK)

Birch bark, buds, and leaves are used as folk medicines but have not been studied to find out if they are safe or effective for these uses. However, betulinic acid (found in birch bark) may hold promise as an anticancer agent. Some studies have reported antitumor activity in the lab and in some animal tests for betulinic acid. Additional studies are underway to determine its potential role in treating melanoma and certain brain cancers. Some researchers believe that betulinic acid, which can be extracted from birch bark and other sources, causes some types of tumor cells to start a process of self-destruction called apoptosis. They also believe that betulinic acid slows the growth of melanoma and other types of tumor cells, as well as the human immunodeficiency virus (HIV). They also think that it has antibacterial properties. Clinical studies are now being done to test these claims.

American Cancer Society

http://www.cancer.org/docroot/ETO/content/ETO_5_3x_White_Birch.asp?sitearea=ETO¹⁰

Substantially all of the many articles and advertisements that the Trademark Examining Attorney has drawn from the Internet searches of "Silver Birch" go immediately to the therapeutic benefits of various parts of the tree, namely, the bark with its extracted tar oil, the sap from the trunk of the tree as well as the leaves.

Betula pendula

Materials derived from birch are used in the pharmaceutical, food, cosmetic and chemical sectors. Worldwide 240 different pharmaceutical products contain silver birch. The **leaves** are used for urological treatments, mouthwashes, treatment of the alimentary tract and in cardiovascular applications. They are used dried, as extracts or as an essential oil. Birch **tar oil** is used in skin applications for the treatment of psoriasis and eczema. A chewing gum made from the **bark** is used in dental hygiene. Intravenous solutions containing xylitol from birch **sap** are used medically. In the food sector the **sap** is used in the production of fruit wines. Highland Wineries uses some 3800 gallons of birch sap per year. Also from the sap, a sugar, xylitol, is extracted, and is used as a natural sweetener by diabetics. In the cosmetics industry the sap and **leaves** form a basis

¹⁰ http://www.poppyorganic.co.uk/index.php?pname=FAQ&option=static&page_id=1281

for shampoos. In the chemical sector a **tar oil** produced from birch is used in the treatment of leather, in photography, and in insect repellents. The tar oil is derived from the stem bark of the tree by destructive distillation.¹¹

It is also instructive to look at the array of third-party uses the Trademark Examining Attorney has placed into the record, and to group them together around the very goods identified by applicant.¹²

skin cleansers, skin moisturizers, skin lotions

silver birch leaf tincture

Betula alba

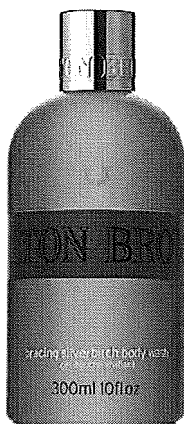
silver birch is traditionally used as a cleansing, diuretic remedy in rheumatic conditions. It is an antiseptic plant and may be used externally as a lotion for chronic skin conditions.¹³

¹¹ http://193.62.154.38/cgi-bin/nph-readbtree.pl/usedata/maxvals=10/firstval=1?SPECIES_XREF=Betula+pendula
Applicant objects to the fact this is a cached web page. However, in its cached form, it is still identical to the text the Trademark Examining Attorney placed into the record, and the information contained in this excerpt merely corroborates information available from less transient sites.

¹² We note that some of these excerpts are from foreign, English-language websites. Given the growing availability and use of the Internet as a resource for news on therapeutic products, we find that the U.K. websites in this record carry probative value with respect to prospective consumer perceptions in the United States, for example, that silver birch extract is used as an ingredient in cosmetics and medicinal products. See *In re Bayer Aktiengesellschaft*, 488 F.3d 960, 82 USPQ2d 1828 (Fed. Cir. 2007); *In re Cell Therapeutics, Inc.*, 67 USPQ2d 1795, 1798] (TTAB 2003); and *In re Remacle*, 66 USPQ2d 1222, 1224 n.5 (TTAB 2002). Moreover, these advertisements and excerpts from Great Britain merely corroborate the same information drawn from websites in the United States.

¹³ http://www.artemisherbs.co.uk/info/Silver_birch_leaf_Tincture_100ml.html

	Able Gardener® ...bringing comfort to gardening
Muscle Soak with Clary Sage & Silver Birch	After Gardening Care Bath & Body
	This muscle soak with Clary Sage and Silver Birch is ideal for tense and tired bodies. Relax in this skin softening, gently cleansing Muscle Soak, with added Milk extract, Clary Sage and Silver Birch for added after gardening care. ¹⁴



Give your senses a blast of bracing energy with this deeply cleansing body wash. Infused with extracts from the bark and leaves of the **Silverbirch** tree, it will instantly enliven and cleanse while treating the skin to a seriously conditioning workout. Oils of Cedarwood, Incense, Cumin and Bergamot help to open your senses to fresh possibilities.

- Opens your senses to the therapeutic benefits
- Deeply refreshing and uplifting. Invigoratingly aromatic
- Cleansing.

¹⁴ <http://www.ablegardener.co.uk/tmenu/home.asp>

¹⁵ <http://www.beautyexpert.co.uk/Bracing-Silver-Birch-Body-Wash-300ml-PRODMOBS17/>

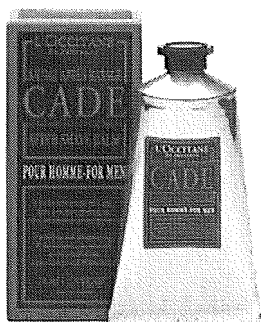


Molton Brown Bracing Silver Birch Body Scrub 200ml

Powerhouse your skin tone with this Silverbirch extract enriched body exfoliator. A fusion of ocean loofah and finely milled Olive stone cleanses and provides a gentle but effective skin buffing effect to remove rough, dry skin to instantly boost its texture. Extracts of **Silverbirch** and oils of Cedarwood, Incense, Cumin and Bergamot combine to instantly invigorate the senses. The Silverbirch tree has long been used for its therapeutic benefits. Its bark and leaves are rich in vitamin C, Flavonoids and Saponins.

- Exfoliating for the complete body (excluding the face)
- Great for Hands and Feet
- Softening and smoothing.
- Skin brightening.¹⁶

L'OCCITANE EN PROVENCE




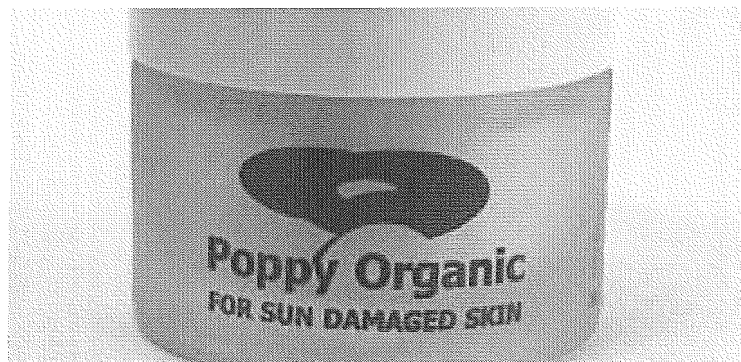
Cade After Shave Balm 75 ml

Extracted from the wild juniper shrub that grows abundantly on the Provencal hillsides, Cade essential oil naturally repairs, protect and purifies the skin. This soothing aftershave balm contains nourishing shea butter, purifying essential oil and firming extract of silver birch to soothe the skin, help prevent redness and to moisturise. This essential balm provides a shield to protect the skin from daily irritants such as pollution, sun and cold winds. To use: Apply to shaved areas until completely absorbed. ¹⁷

¹⁶ <http://www.beautyexpert.co.uk/Bracing-Silver-Birch-Body-Scrub-200ml-PRODMOBC16/>

¹⁷ <http://www.twenga.co.uk/> The Trademark Examining Attorney also found this or a very similar product on web pages drawn from <http://www.dooyoo.co.uk/>, <http://www.greatskin.com/>, and <http://www.drugstore.com/>.

	<p>Weleda Birch Cellulite Oil 100ml (2212) Weleda</p> <p>Birch Cellulite Oil – improves skin tone and appearance. A genuinely natural product that visibly improves the smoothness of the skin after just one month of regular use. Formulated to tone and firm skin, and tackle areas of cellulite, this natural body oil is made from organic silver birch, to encourage elimination processes, flush out toxins and restore skin radiance. Combined with organic rosemary extract to stimulate circulation and metabolic processes, toning ruscus extract, and skin-smoothing oils of revitalising apricot, vitamin-rich wheat germ and replenishing jojoba. This is the lightest oil in the Weleda body oil range, and is readily absorbed by the skin and suitable for use as an all-over revitalising body oil to work at a holistic level, not only nourishing and smoothing the skin but also revitalising the senses with its refreshing citrus fragrance. For detox and to restore a healthy glow to your skin, we recommend using the body oil in conjunction with our organic Birch Juice, a natural health supplement to help cleanse the system and leave skin looking clear and healthy.¹⁸</p>
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WHAT MAKES OUR ORGANIC SKINCARE DIFFERENT?

We are the only Organic Skincare Range to incorporate Birch Bark Extract (BBE); Everyday application of Poppy Organic creams & balms delivers BBE directly onto the skin, in a rich blend of organic oils and butters. We include a **highly purified,**

¹⁸ http://www.amazon.co.uk/Weleda-Birch-Cellulite-100ml-106003/dp/B000T5VUNM/ref=sr_1_1?ie=UTF8&s=kitchen&qid=1237408759&sr=8-1

powdered extract from the **bark of Betula Alba** (containing **betulinic acid**, betulin, oleanolic acid and lupeol) researched for their ability to:

- Act a beneficial aid for Actinic keratoses (i.e a precursor to skin cancer - skin carcinoma caused by sun damage).
- Prevent and help to treat UV-induced skin cancer.
- Prevent sunlight-caused signs of aging, wrinkles and blotches.
- Improve skin homogeneity and pigmentations to achieve skin lightening and improve skin tone and clarity.

Reduce signs of cellulite and stimulate collagen synthesis.¹⁹

sun screen preparations



Self Tanning Milk With Sun Protection SPF 6

Ingredients:

- ...
- Sesame
- Silver Birch
- Vanilla²⁰



Sun Wrinkle Control Cream Moderate (and High) Protection

Ingredients:

- ...
- Pea
- Silver Birch
- Vanilla²¹



¹⁹ <http://www.poppyorganic.co.uk/index.php?pname=FAQ&option=static&page id=1281>

²⁰ <http://int.clarins.com/>

²¹ *Id.* In response to the preceding advertisements for goods with marks such as AbleGardner, Molton Brown, L'Occitane Cade, Weleda, Poppy Organic, Clarins, etc., applicant argues these ads contain "puffery" but not "official" or "comprehensive listing[s] of ingredients." We disagree with such a cavalier dismissal of these ads, and find these promotional materials to be fairly probative on the question of whether or not "silver birch" conveys meaning to potential consumers of skin, hair and body care products.

cosmetics, skin soaps

Silver birch

The birch is a tree of the northern hemisphere and its several species are distributed throughout Europe, America and Asia. Most common on the Continent is the silver birch growing in the wild from Italy to the Balkan Peninsula, northwards beyond the Arctic Circle and eastwards far into Siberia. In central Europe it is plentiful from lowland to foothill elevations.

It attains heights of 20 to 25 metres and develops a slim bole topped with a crown of slender, pendent branches. It has a fairly short life span, attaining an age of 100 to 200 years. The twigs are covered with waxy warts. The bark is white and smooth, becoming blackish and fissured at the base. The flowers appear in April, and the fruits mature in June, being gradually dispersed great distances by the wind until the onset of winter. This, plus the fact that the tree grows well even on poor soils, makes it an important colonist of forest clearings, pastures and fallow land. The silver birch is a light-demanding species and stands up well to both frost and the sun's heat. The white trunk and fresh green of its spring foliage make it an ornamental element in the landscape.

The hard, tough and flexible wood is used for interior woodwork, for wheels and also as fuel. **The sap is used by the cosmetic industry**, and the bark for dressing skins. ²²

Birch

From Wikipedia, the free encyclopedia

Uses

Extracts of birch are used for flavoring or leather oil, and in cosmetics such as soap or shampoo. ...²³

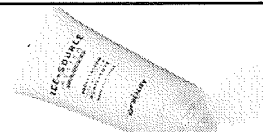
non-medicated hair care preparations

6.7 Fl. Oz.

Directions: Use 1 to 2 times per week.

For the scalp: Apply a thick layer of the formula at the root of dry hair before the shampoo (no need to apply shampoo as usual).

For the face: Apply a thick layer of the formula on clean skin, gently rub and allow to activate for 5 to 10 minutes. Rinse with warm water. It is the perfect preparation before applying Icy



²² http://everything2.com/index.pl?node=silver+birch&lastnode_id=124 Applicant correctly analogizes the "Everything2" website to the more well-known Wikipedia.com website, and complains that its content is not reliable. While we have in the past noted the inherent problems regarding the reliability of purported evidence drawn from wiki-type sites, we find that the several wiki articles in this record merely corroborate information already in the record or drawn from sources on which we can take judicial notice.

²³ <http://en.wikipedia.org/wiki/Birch>

Beauty Firming Treatment for Men.

Ingredients: Water, Actinidia Chinensis (Kiwi) Fruit Water, Cetearyl Alcohol, Kaolin, Butyrospermum Parkii (Shea Butter), Isohexadecane, pEG-20 Stearate, Glycerin, **Betula Alba Sap**, Propylene Glycol, Santalum Album (Sandalwood) Extract, Phellodendron Amurense Bark Extract, Hordeum Distichon (Barley) Extract, Acer Campestre Bud Extract, Algae Extract, Alcohol, Ilex Aquifloium, Hydrolyzed Rice Protein, Sodium Ursolate, Sodium Oeanolate, Behentrimonium Methosulfate Tocopheryl Acetate, Polyquaternium-7, Sodium Lauroyl Glutamate, Fragrance, Xanthan Gum, Methylparaben, Ethylparaben, Propylparaben, Phenoxyethanol, CI 17200 (DC Red 33), CI 19140 (FD&C Yellow 5).²⁴

tooth-whitening preparations, etc.

It is not necessary for us to conclude that each and every one of applicant's listed products may contain extracts of silver birch in order to affirm the Section 2(e)(1) refusal made by the Trademark Examining Attorney. Provided the term "Silver Birch" is descriptive of any of the International Class 3 goods for which registration is sought, it is proper to refuse registration as to the entire class. *In re Analog Devices Inc.*, 6 USPQ2d 1808 (TTAB 1988), *aff'd without pub. op.*, 871 F.2d 1097, 10 USPQ2d 1879 (Fed. Cir. 1989). Accordingly, even if we cannot be sure from this record that silver birch extracts would ever be found in enumerated items such as "nail care preparations, colognes, perfumes and tooth whitening preparations," that does not help applicant's position. In any case, as to tooth whitening preparations, we do note that various articles that the Trademark Examining Attorney placed into the record suggest the usefulness of silver birch extract in

²⁴ <http://beautyexclusive.stores.yahoo.net/icybeicesosy1.html>

dental hygiene (text at footnote 11) and in the lightening of skin pigmentation (Poppy Organic ad at footnote 19, and in U.S. Patent No. 5559146).

Conclusion: Mere Descriptiveness

We find on this record that informed consumers paying the price for Principal Secret skin care products will know about the therapeutic claims for silver birch extracts. They will have seen the types of uses demonstrated by the Trademark Examining Attorney herein for skin and body care preparations such as skin cleansers, skin moisturizers, skin lotions, skin soaps, sun screen preparations, cosmetics and non-medicated hair care preparations, for example. Hence, to the extent applicant's goods contain extracts of silver birch trees, this proposed mark is barred by Section 2(e)(1) of the Lanham Act.

In the alternative, Deceptive under Section 2(a)

In order for a term to be held deceptive as applied to particular goods, the Trademark Examining Attorney must submit evidence which would support an answer of "yes" to each of the following three questions: (1) Is the term misdescriptive of the character, quality, function, composition or use of the goods? (2) If so, are prospective purchasers likely to believe that the misdescription

actually describes the goods? (3) If so, is the misdescription likely to affect the decision to purchase the goods? *In re Budge Manufacturing*, 857 F.2d 773, 8 USPQ2d 1259, 1260 (Fed. Cir. 1988); and *In re ALP of South Beach Inc.*, 79 USPQ2d 1009, 1010 (TTAB 2006).

In this case, applicant's proposed mark is made up of the term "Silver Birch," which, as discussed above at some length, indicates that the goods contain silver birch extracts. This ingredient is important to a purchasing decision because silver birch is believed to have beneficial cosmetic and medicinal benefits including, cleansing, moisturizing, whitening, and sun screening. As seen above in the online advertisements for products such as L'Occitane Cade, Clarins and Icy Beauty, merchants and manufacturers tout the beneficial attributes of silver birch extracts. In the event that applicant's goods do not contain silver birch extracts, this designation is misdescriptive.

The second part of the *Budge* test is whether any prospective purchaser is likely to believe the misdescription. *Id.* at 1010-11. *In re Quady Winery Inc.*, 221 USPQ 1213, 1214 (TTAB 1984). Given the extraordinary cosmetic and medicinal benefits allegedly imparted by these ingredients, informed and intelligent prospective purchasers

are the ones most likely to believe that the misdescription actually describes applicant's goods.

We turn then to the third and final prong for deceptiveness under the *Budge* test. *In re ALP of South Beach Inc.*, 79 USPQ2d at 1013. Having found that prospective purchasers of applicant's skin and body care preparations are likely to believe that the misdescription actually describes the goods, we must still determine whether the misdescription is likely to affect the decision to purchase.

With ever more scientific information about the range of benefits of these extracts, including as treatment for deadly melanomas and HIV/AIDS, the perceived benefits of "Silver Birch" as an ingredient in the identified goods also promise to increase beyond its current elevated level. Accordingly, we find that such a misdescription is likely to affect the decision to purchase the goods.

Decision: The Trademark Examining Attorney's refusal to register the term **SILVER BIRCH** on the ground that it is merely descriptive of the identified goods under Section 2(e)(1) of the Lanham Act is hereby affirmed. In the alternative, in the event that applicant's goods do not have within them silver birch extracts, then the refusal to

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register under Section 2(a) of the Act is hereby affirmed. Finally, we also affirm the refusal to register based upon applicant's failure to provide information about the goods as repeatedly required by the Trademark Examining Attorney under Trademark Rule 2.61(b).