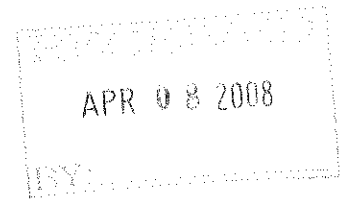




Nourishing the Potential of Mind and Body™

April 4, 2008



**SENT VIA ELECTRONIC MAIL AND
CERTIFIED MAIL, RETURN RECEIPT REQUESTED**

Domain Proxy Service Administrator
Domains by Proxy, Inc.
DomainsByProxy.com
15111 N. Hayden Rd., Ste 160, PMB 353
Scottsdale, Arizona 85260
e-mail: Criticalorie.com@domainsbyproxy.com

Re: Natrol® Tonalin® CLA Product Review

To Whom It May Concern:

It has come to our attention that Domains by Proxy, Inc. is the privacy company for the owners of the website www.criticalorie.com. Please note that this website includes a product review dated March 31, 2008 for Natrol® Tonalin® CLA ("the Review") which contains information that is false and misleading.¹

As the manufacturer of this product, Natrol, Inc. ("Natrol") requests that you inform the website owners to reconcile this matter by: (1) removing the Review from the website by April 11, 2008, (2) issuing a retraction approved by Natrol to be prominently displayed on the website by April 18, 2008; and (3) refraining from posting any information about Natrol products in the future without the prior consent of Natrol.

Based on a review of the website on April 3, 2008, the following was noted:

1. The Review fails to accurately describe the product's claims

The Review falsely states the product's benefit is, in part, to help "build muscle." The product's action, in part, relates to its ability to help increase muscle retention, which is substantiated by competent and reliable research. By contrast, no product claim is made to help "build muscle," which is a false, misleading and unsubstantiated claim. Truthful, not misleading and substantiated product claims are prominently displayed on the Natrol website (www.natrol.com).

1. Criticalorie.com Website. Tonalin CLA Review. March 31, 2008. Available at: <http://www.criticalorie.com/2008/tonalin-cla-review>. Accessed April 2, 2008.

2. The Review presents Natrol in a disparaging manner based on false information

The Review includes the following statement:

“While Natrol claims that Tonalin CLA helps build muscle, that is patently false. It has nothing to do with muscle building.”

As described above, Natrol does not make such a claim and the review’s attempt to link such a false claim to a product manufactured or distributed by Natrol impugns the company’s reputation.

3. The Review includes an unsubstantiated superlative claim

The Review includes the following advertising claim (*emphasis* added):

“Looking for *a better alternative* to Tonalin? We recommend Anoretix, a research-backed formulation packed with patented ingredients necessary for metabolic enhancement, appetite suppression, and energy augmentation.”

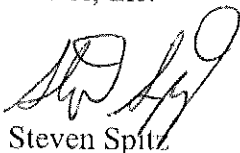
This superlative claim is false, misleading and unsubstantiated. Competent and reliable research comparing the relative benefits of each product for any purpose is lacking, including research comparing the relative value of each product for the intended purpose (e.g., to reduce body fat and increase muscle retention).

4. The Review fails to properly display intellectual property

The Review inaccurately displays intellectual property owned and/or licensed by Natrol and its supplier, Cognis Corporation. Tonalin[®] is a trademark owned by Cognis Corporation, which was registered with the U.S. Patent and Trademark Office on May 26, 1998.

We appreciate your attention to this matter and look forward to a timely resolution.

Natrol, Inc.



Steven Spitz
Vice President and General Counsel

Attachment: Criticalorie.com Natrol[®] Tonalin[®] Product Review (Printed on 4/3/08)

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a rogue diet pill critic speaks out

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Mar 31 2008

Tonalin CLA Review

Cal @ 3:50 pm



Tonalin CLA is made by Natrol with the claim to “help you reduce your body fat and increase muscle retention.” We reviewed [Tonalin](#) a while back, as it’s included as an ingredient in a few diet pills [we recommend](#). All in all, we like Tonalin. It’s been supported by research.

We’ll recap quickly what Tonalin does in relation to weight management:

- Tonalin is not a stimulant.
- Tonalin is a CLA, or conjugated linoleic acid, a naturally occurring fatty acid in meat, eggs, cheese, milk, etc.
- Tonalin (CLA) limits the uptake of dietary fat by your fat cells.

From our Tonalin Review:

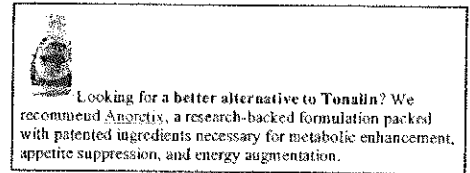
“[Conjugated Linoleic Acid Reduces Body Fat in Healthy Exercising Humans](#)” - the gist of the study is that the CLA group saw a decrease in their body fat from 21.3% to 17.0% with a few pounds reduction in body weight. You may wonder why the body weight loss wasn’t more when their BFP dropped by 20%? The probable reason is that their lean muscle increased.

So What Does Natrol’s Tonalin CLA Have to Offer?

Tonalin CLA contains 1000 mg (1 g) of a “Tonalin Proprietary Blend”. The blend consists of:

- Conjugated linoleic acid
- Oleic acid
- Palmitic acid
- Stearic acid
- Linoleic acid

1g of Tonalin is on the very high end for Tonalin dosage, which allows us to give Natrol’s Tonalin CLA a thumbs up in that regard. However...



Tonalin CLA - Anything Else to Offer?

Tonalin CLA, while relatively inexpensive, doesn't have anything else to offer. I think they should keep the relatively high dose of Tonalin in there but also try and work on the fat *burning* side of things as well. While Natrol claims that Tonalin CLA helps build muscle, that is patently false. It has nothing to do with muscle building.

Tonalin CLA Review Conclusion

We like that Natrol was aggressive in the dosage amount of Tonalin in Tonalin CLA. We just wish they would have stacked the pill with a few thermogenic compounds such as green tea, caffeine, or even synephrine. If you're looking for a bit of weight loss without any stimulants, Tonalin CLA may work for you. If you're looking for something with which you can be a bit more aggressive, you should probably look for a more comprehensive formula.

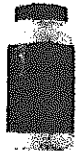
Tonalin's Ingredients: Tonalin

(Click on an ingredient to find other diet pills with the same ingredient.)

Try Tonalin at:

- [Bodybuilding.com](#)
- [FitFuel.com](#)

Top-Rated Diet Pills



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