



May 7, 2009

URGENT DIETARY SUPPLEMENT RECALL

ATTENTION DISTRIBUTORS AND RETAILERS OF HYDROXYCUT-BRANDED PRODUCTS

Iovate Health Sciences Inc. of Ontario, Canada is voluntarily recalling the following Hydroxycut-branded products sold in the United States: Hydroxycut Regular Rapid Release Caplets, Hydroxycut Caffeine-Free Rapid Release Caplets, Hydroxycut Hardcore Liquid Caplets, Hydroxycut Max Liquid Caplets, Hydroxycut Regular Drink Packets, Hydroxycut Caffeine-Free Drink Packets, Hydroxycut Hardcore Drink Packets, Hydroxycut Max Drink Packets, Hydroxycut Liquid Shots, Hydroxycut Hardcore RTDs, Hydroxycut Max Aqua Shed, Hydroxycut 24, Hydroxycut Carb Control, and Hydroxycut Natural.

These products are being recalled since Iovate became aware that the U.S. Food and Drug Administration's assessment of 23 reports it received about consumers having experienced liver-related problems, as well as a small number of published case reports, was different than Iovate's analysis. On May 1, 2009, the FDA issued an advisory which states that, "Although the liver damage appears to be relatively rare, FDA believes consumers should not be exposed to unnecessary risk."

Please note that Hydroxycut Hoodia and Hydroxycut Cleanse products are not included in this recall, nor are any other Iovate products, because the formulas of these products are substantially different from the recalled products.

The recalled products are sold in multiple-count caplet and capsule boxes and bottles. Hydroxycut-branded products with the following UPC codes are affected by this recall action:

HYDROXYCUT RAPID RELEASE REGULAR CAPLETS

631656893649 Hydroxycut 140ct Cap US
631656833621 Hydroxycut 60 GNC US
631656600988 Hydroxycut 300ct Caplets US
631656890129 Hydroxycut 36ct Cap US "with CARDS"
631656282245 Hydroxycut 160ct Cap US *Discontinued*
631656873214 Hydroxycut 58ct Cap US
631656813418 Hydroxycut 70ct Cap US
631656808612 Hydroxycut 70ct Caps US *Discontinued*
631656808117 Hydroxycut 100 cap US *Discontinued*
631656818642 Hydroxycut 140ct Cap US *Discontinued*
631656882414 Hydroxycut 80ct Caps US *Discontinued*

631656843262 Hydroxycut 210ct Cap US
631656828665 Hydroxycut 210 cap US *Discontinued*
631656600582 Hydroxycut 60ct + 1 Hydroxycut Sachet WB US
631656600476 Hydroxycut 72ct + Hydroxycut Sachet WB US
631656600483 Hydroxycut 100ct Caplets US
631656600506 Hydroxycut 150ct Caplets US
631656601251 Hydroxycut 170 Caplets US
631656600452 Hydroxycut 30ct Caplets US
631656500585 Hydroxycut 60 ct Caplets US
631656001501 Hydroxycut 280ct-3 Pak Kit *Discontinued*
631656001563 Hydroxycut 280ct-6 Pak Kit *Discontinued*
631656000658 Hydroxycut 100ct-6 month supply (7 bottles+ 4 free) Kit
631656600896 Hydroxycut 2x60ct Club Pack US Kit
631656000672 Hydroxycut 100ct-1 month supply (1 bottle+1 free) Kit *Discontinued*
631656874693 Hydroxycut 58 cap 12-pack Target US Kit *Discontinued*
631656000665 Hydroxycut 100ct-3 month supply (4 bottles+2 free) Kit *Discontinued*

HYDROXYCUT HARDCORE LIQUID CAPSULES

631656600650 Hydroxycut Hardcore 120ct US
631656600834 Hydroxycut Hardcore 210ct US
631656001778 Hydroxycut Hardcore 30ct US
631656601435 Hydroxycut Hardcore 252ct US
631656601848 Hydroxycut Hardcore 30ct US Trial
631656601749 Hydroxycut Hardcore NEW FORMULA 120ct US
631656601763 Hydroxycut Hardcore NEW FORMULA 252ct US
631656601756 Hydroxycut Hardcore NEW FORMULA 210ct US
631656600623 Hydroxycut Hardcore Shredded Stack Kit120ct

HYDROXYCUT CAFFEINE-FREE CAPLETS

631656801224 Hydroxycut Caffeine Free 140ct Cap US
631656821246 Hydroxycut Caffeine Free 330ct Cap US
631656801217 Hydroxycut Caffeine Free 100ct Cap US
631656801231 Hydroxycut Caffeine Free 58ct Cap US
631656899122 Hydroxycut Caffeine Free 36ct Cap US
631656600544 Hydroxycut Caffeine Free 60ct US
631656600551 Hydroxycut Caffeine Free 72ct US
631656600568 Hydroxycut Caffeine Free 100ct US

HYDROXYCUT MAX CAPLETS

631656601466 Hydroxycut Max 120ct bonus + 1Hyd Max Sachet WB US
631656601633 Hydroxycut Max 210ct Bonus + 1 Hyd Max Sachet WB US

HYDROXYCUT REGULAR DRINK PACKET

631656860191 Hydroxycut Weight Loss Drink Mix 21pk Sachet - Wild Berry US
631656860313 Hydroxycut Weight Loss Drink Mix 21pk Sachet - Country Lemonade US
631656002362 Hydroxycut Sachet Twin Pack US Kit

HYDROXYCUT HARDCORE DRINK PACKET (IGNITION STIX)

631656701326 Hydroxycut Hardcore Drink Mix 2.7g Sachet - Blue Raspberry US
631656701319 Hydroxycut Hardcore Drink Mix 2.6g Sachet - Fruit Punch US
631656760118 Hydroxycut Hardcore Drink Mix 40pk x 2g Sachet - Fruit Punch US

631656760125 Hydroxycut Hardcore Drink Mix 40pk x 2g Sachet - Blue Raspberry US

HYDROXYCUT CAFFEINE-FREE DRINK PACKET

631656760095 Hydroxycut Caffeine Free Drink Mix 21pk x 3.6g Sachet - Raspberry Ice US

HYDROXYCUT MAX DRINK PACKET

631656860375 Hydroxycut Max Drink Mix 40pk x 2.4g Sachet - Wild Berry US

631656860382 Hydroxycut Max Drink Mix 40pk x 2.7g Sachet - Lemonade US

HYDROXYCUT LIQUID SHOT

631656800159 Hydroxycut Weight Loss Single Shot 2oz - Wild Berry US

631656860207 Hydroxycut Weight Loss Shot 2 x 2oz Pk - Wild Berry US

631656860498 Hydroxycut Instant Weight Loss Shot 12 x 2oz - Wild Berry US

631656860498 Hydroxycut Instant Weight Loss Shot 12 x 2oz - Wild Berry US Kit

HYDROXYCUT MAX AQUA SHED

631656601855 Hydroxycut Max Aqua Shed 60ct Capsules US

HYDROXYCUT HARDCORE RTD

631656860436 Hydroxycut Hardcore 4 x8oz RTD - Grape Infusion US

631656860399 Hydroxycut Hardcore 4 x 8oz RTD - Triple Wild Berry US

631656860665 Hydroxycut Hardcore 12-pack RTD - Grape Infusion US

631656860467 Hydroxycut Hardcore 3 x 4-pack RTD - Grape Infusion US

631656860443 Hydroxycut Hardcore 3 x 4-pack RTD - Triple Wild Berry US

631656860443 Hydroxycut Hardcore 3 x 4-pack RTD - Triple Wild Berry US

631656860568 Hydroxycut Hardcore 12-pack RTD - Triple Wild Berry US

631656800265 Hydroxycut Hardcore 8 fl. oz., Grape Explosion

631656800210 Hydroxycut Hardcore 8 fl. oz. Triple Wild Berry

HYDROXYCUT 24

631656600933 Hydroxycut 24 (96 caps/ blister pack) US

HYDROXYCUT CARB CONTROL

631656800036 Hydroxycut Carb Control 58ct Cap US

631656800029 Hydroxycut Carb Control 100ct Cap US

631656800012 Hydroxycut Carb Control 140ct Cap US

HYDROXYCUT NATURAL

631656600889 Hydroxycut Natural 100ct US

Because the safety of consumers is Iovate's top priority, Iovate has initiated the voluntary recall to occur immediately.

Distributors should take an inventory of the affected Hydroxycut products in their stock and report it to Iovate. Distributors should cease distributing the products immediately and notify their customers of this recall action right away.

Retailers should remove all of the above-referenced products from their shelves and return the products to:

Iovate Health Sciences USA, Inc.
3880 Jeffrey Boulevard
Blasdell, NY 14219

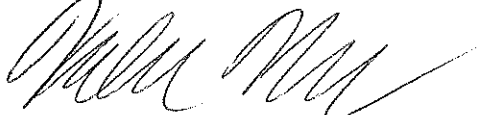
Alternately, distributors and retailers may dispose of the product directly (render the product unusable) and provide verification of destruction to Iovate at the above address. Distributors and retailers should post this recall notice at point of sale or a prominent location to alert customers.

Distributors and retailers will be reimbursed for any outstanding inventories of these items by refund, credit memo, or other agreed-upon method.

Please complete the attached Return Response card as soon as possible. If you have any questions, please contact the company at 888-305-6937.

This recall is being made with the knowledge of the U.S. Food and Drug Administration.

Thank you very much for your assistance and cooperation.



Iovate Health Sciences USA, Inc.

Enclosures Recall Return Response Form