

**UNITED STATES OF AMERICA
BEFORE FEDERAL TRADE COMMISSION**

In the Matter of

NATURAL ORGANICS, INC., a corporation, and
GERALD A. KESSLER, individually and as an officer of the corporation.

DOCKET NO. 9294

ANSWER

Natural Organics, Inc. ("Natural Organics") and Gerald A. Kessler ("Kessler"), individually and as an officer of Natural Organics, respondents in this proceeding, by their attorneys Kaplan, Thomashower & Landau LLP and Milton A. Bass, Esq., answer the Complaint filed against them by the Federal Trade Commission and allege as follows:

1. Deny each and every allegation of paragraph 1 of the Complaint except admit that respondent Natural Organics is a New York corporation with its principal place of business at 548 Broadhollow Road, Melville, New York 11747-3708, and that Natural Organics uses the trade name "Nature's Plus."

2. Deny each and every allegation of paragraph 2 of the Complaint, except admit that respondent Gerald A. Kessler is Chief Executive Officer of Natural Organics and that he maintains his principal office or place of business at 545 Broadhollow Road, Melville, New York 11747-3708.

3. Deny each and every allegation of paragraph 3 of the Complaint, except admit that Respondent Natural Organics, Inc. manufactures, sells and distributes various products,

including Pedi-Active A.D.D. (Advanced Dietary Delivery System) (hereinafter the "Product") and that the Product is a dietary supplement.

4. Deny, each and every allegation of paragraph 4 of the Complaint except admit, upon information and belief, that the American Psychiatric Association has published the manual referenced in the Complaint and refer thereto for its full and complete contents.

5. Deny each and every allegation of paragraph 5 of the Complaint, except admit that the Product is sold throughout the United States.

6. Respondents deny each and every allegation of paragraph 6 of the Complaint except admit that Respondent Natural Organics, has advertised the Product and refer to the advertisements for their full and complete contents.

7. Respondents deny each and every allegation of paragraph 7 of the Complaint, except admit that Respondent Natural Organics has advertised the Product and refer to the advertisements for their full and complete contents.

8. Respondents deny each and every allegation of paragraph 8 of the Complaint, except admit that Respondent Natural Organics has advertised the Product, and otherwise refer to the advertisements for their full and complete contents, and admit that Respondents at all relevant times, have possessed and relied upon a reasonable basis to substantiate any representations or claims made by them with respect to the Product.

9. Respondents deny each and every allegation of paragraph 9 of the Complaint.

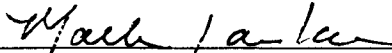
10. Respondents deny each and every allegation of paragraph 10 of the Complaint.

DEFENSES

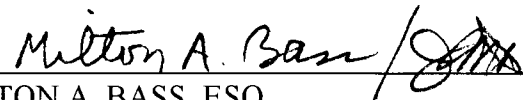
1. Respondents' advertisements for the Product were and are truthful and not misleading.
2. Respondents possessed at all relevant times a reasonable basis to substantiate the representations contained in their advertisements for the Product.
3. The Product is lawfully sold as a dietary supplement and is not a drug.
4. Neither ADHD nor ADD are diseases or disease entities; there are no specific physical symptoms uniquely associated with ADD or ADHD; there is no physical test that can detect the supposed existence of ADHD or ADD; and none of the behaviors associated with ADHD or ADD are in themselves necessarily abnormal.

Dated: September 19, 2000

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and as an officer of Natural Organics, Inc.

CERTIFICATE OF SERVICE

The undersigned, one of the attorneys representing the respondents in Natural Organics, Inc., et al (FTC Docket No. 9294), hereby certifies that he/she duly caused a copy of the foregoing document to be served upon Counsel Supporting the Complaint by facsimile and by delivering said document to Federal Express for next-day delivery on September 18, 2000.



MARK LANDAU, ESQ.
JOHN M. DESIDERIO, ESQ.
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