

November 20, 2012

Dear valued patron,

We sincerely thank you for your continued patronage of Perma Healthcare and Seatone™ Green Lipped Mussel Extract.

We apologize for the non-availability of our product 'Seatone' during the last few weeks and are pleased to inform you that **Seatone 500mg x 60 capsules** is now back in stock.

As informed in our earlier notification, the disruption in the supplies had been due to circumstances beyond our control, and due to the following reasons:

1. New labelling requirements of Food Safety Standards Authority of India (FSSAI) in relation to any Imported Food
2. Requirement of NOC from Product Approval Committee of FSSAI for any proprietary food product (which includes food supplements)

In order to comply with the new norms laid out by FSSAI, we are now importing the raw-material in bulk from 'Vitaco Health (NZ) Ltd' and having it packed in India. We would like to assure you that the manufacturing process in India confirms to the strict international standards and is subject to the audit by our principal company – M/s Vitaco Health (NZ) Ltd – to ensure the same quality and efficacy of the Seatone Capsules that has been the hallmark of 'Healtheries' & 'Seatone' brands across 30 countries worldwide (see attached communication from M/s Vitaco Health (NZ) Ltd).

We would also like to inform you that while it has always been our sincerest effort to make our products available to the consumers at an affordable & reasonable cost and had not increased the price of Seatone in India since last 8 years, but due to recent INR depreciation against USD & increase in total custom duty applicable on this product, we are forced to increase the price marginally.

- The price of one bottle of Seatone which was earlier sold for Rs. 1500/- is being increased to Rs. 1625/-.
- The 3-bottle pack which was earlier sold at 20% discount for Rs. 3600/- (i.e. Rs 1200/- per bottle) will now be available for Rs. 3900/- (i.e. Rs. 1300/- per bottle).

In case you have any feedback for us where we can improve our services, please do not hesitate to get back to us through email [admin@permahealthcare.com](mailto:admin@permahealthcare.com) or our helpline 011-47222777.

We thank you once again for your patience and support.

For Perma Healthcare Pvt Ltd



(Nikhil Rai)  
Director

Encl.

Letter of 'M/s Vitaco Health (NZ) Ltd' dated 20<sup>th</sup> November 2012

**HELPLINES**

**Delhi & NCR** : (011) 47222 777  
**Bangalore** : (080) 4173 2020, 4171 5162  
**Kolkata** : (033) 4006 2788  
**Mumbai** : Toll Free 1800-103-9700  
**Meerut** : (0121) 6546 534 /35 /36



20 November 2012

To whom it may concern

We wish to assure the patrons of Perma Healthcare that Vitaco Health (NZ) Limited continues to supply the Biolane powder for Seatone 500mg capsules now manufactured in India on our behalf.

Please be assured that our Biolane powder is produced and tested to the highest quality and grade.

The manufacturing premises are licensed to international GMP manufacturing standards and is fully approved for the manufacture of Healtheries Seatone 500mg Capsules meeting the strict quality control requirements of Vitaco Health (NZ) Limited.

Yours faithfully

Vitaco Health (NZ) Limited