



Michael R. Pence
Governor

William C. VanNess II, MD
State Health Commissioner

DATE: March 21, 2013
TO: All Local Health Departments
Attn: Chief Food Inspection Officer
FROM: *DSG*
A. Scott Gilliam, MBA, CP-FS
Director, Food Protection Program
SUBJECT: New Chapter, Inc. Recall

SUGGESTED

ACTION: Unclassified Recall; A limited number of packages of its 90 count Probiotic Elderberry dietary supplement because it may contain an undeclared allergen - soy; Recommend notification of affected stores via phone, fax or e-mail.

From the information provided by FDA, the recalled product was distributed in the State of Indiana. The one lot of affected New Chapter Probiotic Elderberry was distributed nationwide. It reached consumers through retail stores, mail order, and direct delivery. Detail store information is not available at this time. In addition, if any recalled products are found, please notify this office at 317-233-8475.

Recall -- Firm Press Release

FDA posts press releases and other notices of recalls and market withdrawals from the firms involved as a service to consumers, the media, and other interested parties. FDA does not endorse either the product or the company.

New Chapter, Inc. Issues Voluntary Recall
Undeclared soy identified in one lot of Probiotic Elderberry dietary supplement

Contact

Consumer:
1-800-543-7279

Media:
Sue Harris
800-543-7279>

FOR IMMEDIATE RELEASE – March 20, 2013 – New Chapter, Inc. is voluntarily recalling a limited number of packages of its 90 count Probiotic Elderberry dietary supplement because it may contain an undeclared allergen - soy. People who have an allergy or severe sensitivity to soy run the risk of serious or life-threatening allergic reaction if they consume this product. There have been no illnesses reported to date in connection with this product. This product is a food safety concern only for people who are allergic to soy.

The affected product is packaged in a 90-count amber glass jar with an outer cardboard carton marked with:

Probiotic Elderberry

Lot#: 01230049332

Expiration date: 01/31/15 (located on the bottom of the box and on the side of the bottle)

UPC: 7-27783-00123-8

This voluntary recall is limited only to packages of New Chapter Probiotic Elderberry bearing the above UPC, expiration date and lot number. No other New Chapter products are affected.

The one lot of affected New Chapter Probiotic Elderberry was distributed nationwide. It reached consumers through retail stores, mail order, and direct delivery.

Consumers who have purchased Probiotic Elderberry from this affected lot may return it to the place of purchase for a full refund. Consumers with questions may contact New Chapter at 1-800-543-7279.

New Chapter is also issuing an alert through the Food Allergy & Anaphylaxis Network (FAAN) in an effort to notify any potentially impacted consumers.

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[RSS Feed for FDA Recalls Information¹ \[what's this?²\]](#)

[Photo: Product Labels³](#)