



Ohio Department of Agriculture
and
Ohio Department of Health



Governor Ted Strickland
Lieutenant Governor Lee Fisher

ODA Director Robert J. Boggs
ODH Director Alvin D. Jackson, M.D.

To: Health Commissioners, Environmental Health Directors, Nursing Directors, ODA Food Safety Specialists, and Other Interested Parties

Subject: Recall Announcement (ODA/ODH) 2009-48

Date: July 10, 2009

Liquid Supplements Recalled By Protica Inc.

July 06, 2009 - On July 5, 2009, FDA alerted consumers that Protica Inc. of Whitehall, PA, had undertaken a voluntary recall of its liquid protein dietary supplements and high energy products marketed under the IDS Sports' New Whey™ and iSatori's Hardcore Energize Bullet™ brands, respectively. This recall is limited to specific lots of the two branded products.

The FDA notice of July 5 warned consumers not to buy or use New Whey™ Fruit Punch lot 1960; New Whey™ Blue Raspberry lot 1944; Hardcore Energize Bullet Blue Rage lots 1961, 1962, and 1794; and Hardcore Energize Bullet Black Rush lot 1963. Several lots of potentially affected product distributed in the United States were inadvertently not included in the FDA notice. The additional lots are:

Lot Code	Product Identification
1750	New Whey, Orange 42g (12 pack)
1887	New Whey, Orange 42g (12 pack)
1924	New Whey, Orange 42g (12 pack)
1928	New Whey, Orange 42g (12 pack)
1934	New Whey, Orange 42g (12 pack)
1946	New Whey, Orange 42g (12 pack)
1920	New Whey, Blue Raspberry 42g (12 pack)
1930	New Whey, Blue Raspberry 42g (12 pack)
1936	New Whey, Blue Raspberry 42g (12 pack)
1925	New Whey, Grape 42g (12 pack)
1949	New Whey, Grape 42g (12 pack)
1972	New Whey, Fruit Punch 42g (12 pack)
1973	New Whey, Fruit Punch 42g (12 pack)
1932	New Whey, Fruit Punch 25g (12 pack)
1900	New Whey, Blue Raspberry 25g (12 pack)
1959	New Whey, Blue Raspberry 25g (12 pack)
1945	Energize Bullet; Blue Rage flavor (12 pack)

"Our primary concern is ensuring our customers' health and safety," said James Duffy, founder and president of Protica. "Fortunately, no reports of injury have been received. We have been working with the FDA and its OCI (Office of Criminal Investigations) and are cooperating fully with investigations initiated by the FDA and Health Canada."

All potentially affected lots of New Whey™ and Hardcore Energize Bullet™ were shipped in January 2009. The caps of tampered products are devoid of any print – the ‘best by’ date and lot code that appear on the cap of every container do not appear on caps from the tampered products.

Consumers who have purchased any of the above products can return them to the place of purchase or to Protica for a full refund. Consumers with any questions should contact Protica at 1-800-PROTICA (1-800-776-8422) between 8a and 5p, Monday through Friday.

Any adverse reactions experienced with the use of these products should be reported to the FDA's MedWatch Program by phone at 1-800-FDA-1088, by fax at 1-800-FDA-0178, by mail at MedWatch, HF-2, FDA, 5600 Fishers Lane, Rockville, MD 20852-9787, or on the MedWatch website at www.fda.gov/medwatch.

Protica, founded in 2001, is headquartered in Whitehall, PA. The company relocated from Horsham, PA, to the Lehigh Valley in January 2009, occupying and rehabilitating the former vacant Lehigh Valley Dairy Plant near Allentown. Protica has approximately 60 employees and is privately held.