**Exhibit 7-1**
**MODEL EFFECTIVENESS CHECK LETTER (INDUSTRY)**

Consignee
Name and Address Date

(Pressure Sensitive
Label)

Dear Sir:

On (date), you were notified by letter that John Doe Company, Someplace, Somewhere 12345, is recalling (product name), container size, code number. All products were manufactured by John Doe Company and distributed solely under the manufacturer's label.

Recall of the product was initiated following a change in their formulation which resulted in products in distribution channels having the same brand name but different ingredients. The old formulation contained X and there is concern that consumers may receive the old formula. Use of the old formulation by some consumers represents a potential health hazard.

The recall notice from John Doe Company requested consignees (wholesalers and retailers) to discontinue selling their existing stock of the old formulations and return existing inventories of the recalled formulations to John Doe Company.

In order to advise the Food and Drug Administration about the effectiveness of this John Doe Company recall, you are requested to complete and return the enclosed questionnaire promptly using the prepaid self-addressed envelope.

If you have any questions or problems with this request, please call (name and telephone number).

Thank you for your cooperation.

Sincerely,

NOTE: If this letter is sent to distributors who may have further sold the product to other distributors or to retail outlets, the third paragraph should include the fact that the recall notice requested the direct consignees to conduct sub-recalls by notifying their customers of the recall situation.