

a list of deficiency symptoms. Check them and you will probably quickly realize the need for a QUALITY dietary supplement. CHECK LIST OF DEFICIENCY SYMPTOMS It must be realized that while these conditions can be brought about by prolonged multi-vitamin and mineral deficiencies, they can also be due to external causes, or to organic or functional diseases not related to nutritional deficiencies. Fatigue Lethargy or weakness Lowered body efficiency Hypersensitivity to noise Distorted heart rhythm Skin spots or inflammation Dim night vision Emotional irritability Digestive Upsets Muscular weakness Mental confusion Nervousness Loss of weight Depression Dental caries Loss of muscle tone Dizziness Irritation of gums Constipation Loss of appetite Loss of manual dexterity Rough dry hair and skin Diarrhea Headache Fear complex Insomnia Neuritis Sores on corners of lips Swelling and redness of tongue Eyes sensitive to light Anemia Slow healing cuts Poor blood coagulation Multi-vitamin and multi-mineral supplementation will not, of course, remedy diseases not due to nutritional deficiencies. However, a nutritional deficiency does retard the body's ability to overcome both acute and chronic conditions," which statements were false and misleading in that they suggested that the average person with any such symptoms very possibly could obtain relief by the use of Vi-San, whereas in the overwhelming majority of cases, most such symptoms and conditions are due to external causes or to organic or functional diseases, and not to nutritional deficiencies.

PLEA: Nolo contendere.

DISPOSITION: 4-25-60. \$1,500 fine.

6215. Cowlserpa (reserpine) tablets, atropine sulfate tablets, digitalis tablets, and Salamin tablets. (F.D.C. No. 42435. S. Nos. 64-348 M, 8-544 P, 8-785 P, 11-955 P.)

INFORMATION FILED: 4-30-59. Dist. Mass., against Cowley Pharmaceuticals, Inc., and Benjamin (Ben) C. Cowley, president, Auburn, Mass.

SHIPPED: Between 7-19-57 and 3-12-58, from Massachusetts to New York and Michigan.

LABEL IN PART: "1000 Tablets COWLSERPA (Brand of Reserpine) * * * Distributed and Sold Exclusively by ZIEGLER PHARMACAL CORP. BUFFALO 2, N.Y. 6531"; "45,000 Tablets ATROPINE SULFATE" [or "5000 TABLETS DIGITALIS RED" or "1000 tablets SALAMIN PAS TIMED DIS-INTEGRATION] * * * COWLEY PHARMACEUTICALS, INC."

CHARGE: 502(a)—the statements on the labels of the articles, namely, (*Cowlserpa tablets*) "Each tablet contains: Reserpine 0.25 mg.," (*atropine sulfate tablets*) "Each Tablet contains: Atropine Sulfate $\frac{1}{300}$ gr.," and (*digitalis tablets*) "Digitalis * * * $1\frac{1}{2}$ gr." were false and misleading since each *Cowlserpa tablet* contained less than 0.25 milligram of reserpine, each *atropine sulfate tablet* contained less than $\frac{1}{300}$ grain of atropine sulfate, and each *digitalis tablet* contained less than $1\frac{1}{2}$ grains of digitalis; and the statement on the label of the *Salamin tablets*, namely, "Each tablet contains: 0.5 gm. Para-Aminosalicylic Acid Dihydrate For a timed release over a period of 6-8 hours," was false and misleading since each *Salamin tablet* failed to release 0.5 gram of para-aminosalicylic acid in an 8-hour period.

The information alleged also that another product, namely, Metavites tablets, was misbranded under the provisions of the law applicable to foods as reported in notices of judgment on foods.

PLEA: Guilty.

DISPOSITION: 5-23-60. Corporation—\$500 fine; Cowley—\$1,000 fine, \$500 of which was suspended, and probation for 1 year.

6216. Victorvita Food Supplement. (F.D.C. No. 44555. S. No. 39-001 R.)

QUANTITY: 100 180-tablet boxes at St. Louis, Mo.

SHIPPED: 9-3-59, from Sepulveda, Calif., by Victor Vitamin Co.

LABEL IN PART: (Box) "Victorvita The Food Supplement for the feel of Youth Victor's Multi Vitamins and Minerals * * * composed largely from extracts and concentrates of organic substances, such as yeast, liver, alfalfa, buckwheat, parsley, watercress, oranges, lemons, bone meal, kelp, and many, many, others * * * further fortified with added amounts of the highest quality pure crystalline vitamins and various minerals so necessary to the human diet * * * This package contains 60 vitamin tablets and 120 mineral tablets. Packaged in 60 individual airtight packets. Each packet contains one vitamin (brown) and two mineral (red) tablets. Victor Vitamin Co., Palms Station Box 34804 Los Angeles 34, California."

ACCOMPANYING LABELING: White leaflets entitled "Have a Brighter Future . . . Victorvita The Food Supplement for the Feel of Youth"; pink leaflets entitled "Have a Brighter Future"; and a letter dated 7-20-59, from the Victor Vitamin Co. with a 13-page enclosure.

LIBELED: 5-3-60, E. Dist. Mo.

CHARGE: 502(a)—when shipped, the labeling of the article contained false and misleading representations that the article was adequate and effective for the treatment and prevention of nervous tension; irritability; fatigue; tiredness; digestive discomforts and difficulties; premature aging; loss of appetite; lowered resistance to infection of mucous membranes of the eyes, nose, mouth, and throat; night blindness; anemia; defective teeth; muscle weakness; tooth decay; bone disorders; rickets; poor bone and tooth development in children; neuritis; loss of muscle tone; mental depression; vague aches and pains; constipation; dryness of the hair and skin; reddening of the lips; inflammation of the mouth and soreness about the angles of the mouth; minor skin eruptions; insomnia; paleness; difficulty in breathing; growth failure in children; dizziness; headaches; unpleasant body odors and bad breath; lack of energy; obesity; goiter; and that the article would produce a brighter future; feel of youth; health; pep; attractiveness; better thinking; regular bowel movements; build blood; and clot blood.

The article was alleged also to be misbranded under the provisions of the law applicable to foods, as reported in notices of judgment on foods.

DISPOSITION: 6-6-60. Default—destruction.

6217. Abundavita vitamin tablets, Abundavita mineral tablets, and Abundagreen. (F.D.C. No. 44197. S. Nos. 50-087/8 P, 50-622 P, 71-058/9 P.)

QUANTITY: 14 cases, each containing 12 btl., of *Abundavita mineral tablets*; 6 cases, each containing 24 1-lb. bags of *Abundagreen*; and 104 btl. of *Abundavita vitamin tablets* at Cincinnati, Ohio, in possession of Bruce Helvie.

SHIPPED: On various dates during the latter part of 1959 and in January 1960, from Long Beach, Calif., by Abundavita Corp. of America.

LABEL IN PART: (Btl.) "Abundavita Food Supplement Mineral Tablets Natural or Organic * * * In an exclusive *Hunza Base (*Specially Prepared Selected Grasses Grown on the Hunza Farm in Natural Occurring Glacial Silt) * * *