

7027. Abunda Beauty device. (F.D.C. No. 46640. S. No. 23-719 T.)

QUANTITY: 19 cases, each containing 20 individually ctnd. devices, and 4 cases, each containing 23 plastic display units, at Albuquerque, N. Mex.

SHIPPED: 10-17-60, from Menlo Park, Calif., by Pam-Pro Plastics.

LABEL IN PART: (Case) "From: Pam-Pro Plastics 1075 O'Brien Drive Menlo Park, Calif. To: Joseph Ruffino 3109 San Pedro N.E. Albuquerque, New Mexico Qty. 20 Units Weight 32# 18 of 25" and (ctn.) "Abunda Beauty by Abunda Products 20 Forty First Avenue—San Mateo, California."

RESULTS OF INVESTIGATION: Examination showed that the article was a plastic cup-shaped device with a water hose attachment. In use, the cup was intended to be placed over the female breast with the hose attachment connected to the household water service. The water was caused to be diffused or "swirled" in passing through a perforated disc in the cup base and the swirling water within the cup reportedly served to massage the bust.

LIBELED: 12-1-61, Dist. N. Mex.

CHARGE: 502(a)—when shipped, the name of the device "Abunda Beauty" was false and misleading as applied to the device since such name represented and suggested that the device was beneficial to the development of the female breast, whereas, the device was not beneficial to such development; and 502(f) (1)—the labeling of the article failed to bear adequate directions for use for the purposes for which it was intended, namely, for use on the female breast.

DISPOSITION: 1-10-62. Default—destruction.

7028. Abunda Beauty device. (F.D.C. No. 46936. S. No. 23-043 T.)

QUANTITY: 98 individually ctnd. devices and 34 plastic display cases at Albuquerque, N. Mex., in possession of James E. Henderson.

SHIPPED: 9-7-60, from Menlo Park, Calif., by Pam-Pro Plastics.

LABEL IN PART: (Ctn.) "Abunda Beauty by Abunda Products 20 Forty-First Avenue, San Mateo, California"; (display case) "Abunda Beauty" (on sides) and "Abunda Beauty 20 Forty-First Ave. San Mateo, Calif." (on lid).

ACCOMPANYING LABELING: Leaflets entitled "Abunda Beauty . . . A Lovelier You" and "Abunda Beauty Basic Concept of Abunda Beauty"; booklets entitled "Abunda Beauty . . . A Lovelier You" and "Abunda Hydro Massage Bosom Beauty."

RESULTS OF INVESTIGATION: Examination showed that the article was a plastic cup-shaped device with a water hose attachment. In use, the cup was intended to be placed over the female breast with the hose attachment connected to the household water service. The water was caused to be diffused or "swirled" in passing through a perforated disc in the cup base and the swirling water within the cup reportedly served to massage the bust.

LIBELED: 1-24-62, Dist. N. Mex.

CHARGE: 502(a)—when shipped and while held for sale, the name "Abunda Beauty" and statements appearing in its labeling, contained false and misleading representations that the article was adequate and effective for awakening and increasing bosom beauty; encouraging bosom perfection; restoring, healing, and revitalizing the tissues of the bosom; increasing circulation of the bust; providing cell nourishment to firm the tissues; and for providing an