

Sunflower seeds 403(j)—while held for sale, the article purported to be and was represented as a food for special dietary uses by reason of its vitamin, mineral and other dietary properties, and its label failed to bear, as required by regulations, a statement of the proportion of the minimum daily requirement for vitamins A, B₁, C, D, riboflavin, and niacin or niacinamide, and the minerals calcium, phosphorus, iron and iodine, supplied by the article when consumed in a specified quantity during the period of one day; and its label also failed to bear a statement of the number of milligrams of sodium in 100 grams of the article and a statement of the number of milligrams of sodium in an average serving of the article.

The above-mentioned articles, together with certain other articles, were alleged also to be misbranded under the provisions of the law applicable to drugs, as reported in notices of judgment on drugs and devices, No. 6492.

DISPOSITION: 12-5-60. Consent—claimed by Everett J. Niblack, t/a Dietary Specialties, and relabeled.

27746. Vitamin preparations. (F.D.C. No. 45106. S. Nos. 53-221/7 R.)

QUANTITY: Various quantities of Vigran Multi-Vitamins in bottles of 30 or 100 capsules, Vigran M Vitamin-Minerals in bottles of 30 or 100 tablets, Theragran Squibb Therapeutic Formula Vitamin Capsules in bottles of 30 or 100 capsules, Novogran Squibb Stress Formula Water Soluble Vitamins in bottles of 100 capsules, Theragran M Squibb Vitamin-Minerals for Therapy in bottles of 100 tablets, Theragran Liquid 4 fl. oz. Squibb Therapeutic Formula Vitamin Liquid, and Theragran Junior Squibb Vitamins for Therapy in bottles of 100 capsules, at Cambridge, Mass.

SHIPPED: On various dates prior to 11-8-60, from Brooklyn, N.Y., by E. R. Squibb & Sons, Div. of Olin Matheson Chemical Corp.

ACCOMPANYING LABELING: Booklets entitled "Selling Slants on Vitamins" and "Vitamins and Your Sales Success"; envelope entitled "Questions on the Squibb Vitamin Instruction Course," containing separate sheets headed "Questions—Lesson No. I [or "II," "III," "IV," "V" and "VI"]"; leaflets entitled "All Vitamins are not alike!" and "Take Vitamins in the Summer-time?"; and window-streamers headed "V for Vigran Multi-Vitamins Ask Us About the Vigran Vitality Program."

LIBELED: 11-22-60, Dist. Mass.

CHARGE: All articles. 403(a)—when shipped, the above-mentioned booklets, when viewed as a whole, represented and suggested that it is difficult, if not impossible, to obtain adequate nutrition from the diet of ordinary foods due to depleted soil, premature harvesting, faulty storage, processing, overcooking, and chemical destruction, which will result in practically everyone suffering, or being in danger of suffering from inadequate vitamin and mineral nutrition unless a vitamin or mineral supplement is added to the diet, which representations and suggestions were false and misleading since the readily available foods will supply adequate vitamin and mineral nutrition as usually consumed in the ordinary diets, and malnutrition due to inadequate vitamin and mineral intake as supplied by the diet is extremely rare in this country; 403(a)—the above-mentioned booklets also contained statements which represented and suggested that the regular consumption of multiple vitamins and minerals was a suitable corrective for all aspects of inadequate nutrition due to poor eating habits, fad diets, and reducing diets, which statements were false and misleading since continuation of such dietary habits, even with the

addition of vitamins and minerals, may not provide all nutrients needed for adequately balanced nutrition.

Theragran M tablets. 403(a)—when shipped, the above-mentioned booklet entitled "Vitamins and Your Sales Success" also contained statements which represented and suggested that such article was of particular value by reason of the 6 additional vitamins and 9 minerals and trace elements which offered much extra health insurance by vitamin supplementation, which statements were false and misleading when referring to the addition of 5 milligrams per day of potassium, among other minerals, to the diet, since this is an insignificant quantity when compared with either the large amount of potassium present in the body, needed by the body, or supplied to the body by the ordinary diet; and 403(j)—the article purported to be and was represented as a food for special dietary use by reason of its vitamin and mineral content and its label failed to bear, as required by the regulations, a statement of the proportion of the minimum daily requirement of vitamins A, D, B₁, B₂, niacinamide, and C (Sodium Ascorbate), and for calcium, iodine, and iron, supplied by the article when consumed in a specified quantity during a period of one day; and the statement "The need in human nutrition for calcium pantothenate has not been established."

Vigran M tablets. 403(a)—the labeling of the article contained the following statements "Vigran-M is a form of Health Insurance. Millions of people are not getting enough vitamins from the foods they eat because they do not eat enough of the right foods, and because vitamins and minerals in foods get lost in many ways. Taking VIGRAN-M is a form of economical health insurance to help prevent vitamin deficiencies which can make us sick or tired, and if prolonged, lead to more serious illness," which statements were false and misleading since the addition of the article to the diet would not prevent sickness, tiredness, and insure good health.

Theragran Liquid and Theragran Junior. 403(j)—the articles purported to be and were represented as foods for special dietary use by reason of their vitamin content and their labels failed to bear, as required by the regulations, a statement of the proportion of the minimum daily requirement for vitamins A, D, B₁, B₂, niacinamide, and C (ascorbic acid), and the label also failed to bear the statement that the need for calcium pantothenate has not been established.

The articles were alleged also to be misbranded under the provisions of the law applicable to drugs, as reported in notices of judgment on drugs and devices, No. 6493.

DISPOSITION: 4-27-61. Consent—claimed by Olin Matheson Chemical Corp., and relabeled.

27747. Pilco-Vims tablets and Pilnatil tablets. (F.D.C. No. 46908. S. Nos. 45-054 T, 45-059 T.)

QUANTITY: 6 1,000-tablet jars, and 1 jar containing approximately 600 tablets of Pilco-Vims tablets; and 4 1,000-tablet jars of Pilnatil tablets, at Danville, Ill.

SHIPPED: 8-29-61 and 9-20-61, from Cedar Rapids, Iowa.

LIBELED: 1-15-62, E. Dist. Ill.

CHARGE: 402(b)(1)—while held for sale, valuable constituents, namely, vitamin A acetate, thiamine hydrochloride, and ascorbic acid, had been in whole or in part omitted or abstracted from the articles; and 403(a)—the label