

Formulated for and Distributed by Abundavita Corporation of America * * * Long Beach, California"; (bag) "All Purpose Abundagreen Natural Organic From Specially Prepared Selected Grasses Grown on the Hunza Farm in Natural Occurring Glacial Silt * * * Abundavita Corporation of America * * * Long Beach 5, Calif.;" and (btl.) "Abundavita Food Supplement Vitamin Tablets * * * Two tablets daily will supply * * * In an exclusive *Hunza Base (*Specially Prepared Selected Grasses Grown on the Hunza Farm in Natural Occurring Glacial Silt) * * * Abundavita Corporation of America * * * Long Beach 5, Calif."

ACCOMPANYING LABELING: Booklet entitled "A New Way of Life For You and Your Family"; leaflets entitled "A New Way of Life," "The Hunza Farm," "Abundavita Food Supplement," and "Abundavita Beverage"; window sign entitled "Don't Grow Old Too Young! Eat Hunza Grass and Abundavita"; and placards entitled "How Do You Feel . . ." and "Most Economical * * * Abundavita and Hunza."

RESULTS OF INVESTIGATION: The booklet and leaflets were received by the dealer from or on behalf of the Abundavita Corp. of America and the window sign and placards were prepared locally by or on behalf of the dealer.

CHARGE: 502(a)—when shipped and while held for sale, the labeling of the articles contained false and misleading representations that the articles were adequate and effective to produce longevity and superb, perfect, and radiant health, happiness, hardihood, vigor, and good eyesight; resulted in men being active and sexually potent until age 100; resulted in women being beautiful and youthful in their 70's and 80's; prevented chronic illness; produced muscular fitness; conditioned the intestines and aided bowel movements; appeased the appetite and controlled weight; deodorized the body; cleaned and lubricated the intestinal tract, including the colon; allayed putrefaction in the colon; stimulated action of the colon; that the articles were adequate and effective for the treatment and prevention of headaches, irritability, nervousness, and mental depression; fatigue; dizziness; vague aches and pains; neuritis; insomnia; loss of muscle tone; weakness; loss of weight; indigestion; digestive upsets; loss of appetite; diarrhea; constipation; inflammation of the mouth; sores about the angles of the mouth; reddening of the lips; swelling and redness of the tongue; and dryness of hair or skin.

The libel alleged also that the articles were misbranded under the provisions of the law applicable to foods, as reported in notices of judgment on foods.

DISPOSITION: 5-25-60. Consent—claimed by Bruce Helvie, and ordered released under bond for relabeling.

6218. Various vitamin preparations. (F.D.C. No. 44190. S. Nos. 99-261/77 P.)

QUANTITY: 29,951,258 vitamin capsules consisting of *vitamin A capsules, vitamins A & D capsules, vitamin E capsules, wheat germ oil capsules, Adavite capsules, Minaquin capsules, Quin-Kaps capsules, Theracrest capsules, Theravim capsules, and Zel-Kaps capsules*, and 15 5-gal. drums and 525 16-fluid oz. btl. of *wheat germ oil* and *Neo-Vi drops*, at New York, N.Y., in possession of Hudson Vitamin Products, Inc.

SHIPPED: Prior to 1-22-60, from outside the State of New York.

LABEL IN PART: "Hudson Vitamin 'A' 100 [or "250"] capsules Natural [or "Synthetic" or "Water Soluble"] 25,000 [or "50,000"] U.S.P. Units Hudson Vitamin Products, Inc.," "Hudson A & D Vitamins 100 [or "250"] capsules," "Hudson E-Kaps 100 [or "250"] capsules," "Hudson Wheat Germ Oil 100

[or "250"] Capsules 3 minims each [or "4 fluid ounces"], "Hudson Advite 100 [or "250"] capsules Fortified Therapeutic Vitamins," "Hudson Neo-Vi 60 cc. drops New and improved water-dispersible multivitamin drops with Vitamin B-12," "Hudson Minäquin 100 [or "250"] capsules Vitamins with Minerals," "Hudson Quin-Kaps 100 [or "250"] capsules Improved Poly-vitamins," "Hudson Theracrest 100 [or "50" or "250"] capsules Fortified Therapeutic Polyvitamins," "Hudson Theravim 100 [or "250"] capsules Therapeutic Vitamins Minerals Increased Potency," "Hudson Zel-Kaps 100 [or "250"] capsules High Potency Multiple Vitamins."

ACCOMPANYING LABELING: Booklets entitled "Hudson Vitamin Catalog January, 1960."

RESULTS OF INVESTIGATION: The booklets were printed for Hudson Vitamin Products, Inc., for promotional purposes and to explain the use of the articles.

LIBELED: 1-22-60, S. Dist. N.Y.

CHARGE: 502(a)—while held for sale, the labeling which accompanied the articles was false and misleading as follows:

(a) *Vitamin A Natural, Vitamin A Synthetic, Vitamin A Water Soluble*—the labeling of the articles contained representations that infections, low resistance to infections, including infection by the common cold, ophthalmic disorders, retarded growth, low vitality, loss of vigor, and night blindness are commonly and usually caused by deficiencies of vitamin A in the diet; that use of the articles would correct and prevent such conditions; and that the natural sources of vitamin A are limited to green vegetables, tomatoes, eggs, and butter, which representations were false and misleading since the conditions named are rarely, if ever, caused by a deficiency of vitamin A in the diet; use of the articles would not prevent or correct such conditions; and vitamin A is readily available in many foods which comprise the normal diet and not only in those foods listed as supplying the natural sources of vitamin A;

(b) *Vitamins A & D capsules*—the labeling of the article contained representations that infections, low resistance to infections, ophthalmic disorders, retarded growth, low vitality, sterility, loss of vigor, night blindness, tooth decay, bone deformities, and muscular weakness are usually caused by a deficiency of vitamins A and D in the diet; that use of the article would correct and prevent such conditions; and that the natural sources of vitamin A are limited to green vegetables, tomatoes, eggs, and butter and the natural sources of vitamin D are limited to cod liver oil, sunlight, eggs, and milk, which representations were false and misleading since such conditions are rarely, if ever, caused by deficiencies of vitamins A and D in the diet; use of the articles would not prevent or correct such conditions; and vitamins A and D are readily available in many foods which comprise the normal diet and not only in those foods listed in the labeling as supplying the natural sources of vitamins A and D;

(c) *E-Kaps (Vitamin E) Natural, wheat germ oil capsules and wheat germ oil liquid, Neo-Vi drops, Theracrest capsules, Theravim capsules*—the labeling of the articles contained representations that the articles were adequate and effective for the treatment and prevention of sterility, muscular dystrophy, failure of reproduction, abortion, heart conditions and abnormal muscular conditions and to promote muscular mobility; and that the natural sources of vitamin E are limited to wheat germ, whole cereals, and whole wheat, which representations were false and misleading since the articles were not adequate and effective for the treatment and prevention of such conditions or to promote

muscular mobility; and vitamin E is readily available in many articles of the ordinary diet and not only in the foods listed in the labeling, and it is unnecessary to supplement the diet to obtain an adequate amount of vitamin E;

(d) *Adavite capsules, Neo-Vi drops, Minaquin capsules, Quin-Kaps capsules Theracrest capsules, Theravim capsules, and Zel-Caps capsules*—the labeling of the articles represented that infections, low resistance to infection, ophthalmic disorders, retarded growth, low vitality, sterility, loss of vigor, night blindness, poor appetite or loss of appetite, neuritis, poor digestion, digestive disturbances, intestinal disturbances, fatigue, depression, depressed bodily activity, abnormal cell growth and development, nervous disorders and disturbances, disturbances of growth, skin disorders, anemias, tooth decay, hemorrhage, muscular weakness, and bone deformities are commonly and usually caused by deficiencies in the diet of vitamins A, B₁, B₂, niacinamide, B₆, B₁₂, C, and D and that use of the articles would correct and prevent such conditions; and that the natural sources of the named vitamins were limited to (A) green vegetables, eggs, tomatoes and butter, (B₁) yeast, wheat germ, and milk, (B₂) yeast, milk and eggs, (niacinamide) green vegetables, beans, yeast, (B₆) eggs, cabbage, cantaloupe, (B₁₂) liver (beef), (C) lemons, oranges, tomatoes, and grapefruit, (D) cod liver oil, sunlight, eggs and milk, which representations were false and misleading since such conditions are rarely, if ever, caused by a deficiency of these named vitamins; use of the articles would not correct or prevent such conditions; and the named vitamins are readily available in many foods which comprise the normal diet, and not only in those foods listed in the labeling as supplying the natural sources of such vitamins.

Neo-Vi drops—in addition, the labeling of the article represented that adequate and proper nutrition could be obtained by children only by such vitamin-supplementation as provided by *Neo-Vi drops* formula; and that such supplementation would balance an otherwise unregulated or improper diet for children, which representation was false and misleading since adequate nutrition for children can be easily obtained without such a supplement as *Neo-Vi drops*, and the addition of such a supplement alone does not insure a balanced diet, or proper nutrition of children.

Theracrest capsules—in addition, the labeling of the article represented that the average adult in this country is suffering from vitamin deficiencies and poor health and that the article would promote good health and provide sparkle and vigor to daily living, which representation was false and misleading since it was contrary to fact.

Theravim capsules—in addition, the labeling of the article represented and suggested that the average adult in this country is likely to be suffering from a vitamin and mineral deficiency; that the article would improve body tone and provide pep and zest to the average adult; and that a restricted diet would result in the absence of vitamins from such a diet, which representations were false and misleading since they were contrary to fact.

DISPOSITION: 1-28-60. Consent—claimed by Hudson Vitamin Products, Inc., and relabeled.

6219. Vitamin tablets. (F.D.C. No. 44363. S. Nos. 76-778/9 P.)

QUANTITY: 36 ctns., each containing 12,500 tablets and an undetermined number of pliofilm bags of vitamin tablets at Seattle, Wash., in possession of Howe & Co., and 359 boxes each containing one pliofilm bag of *Belle Teinte tablets* at Seattle, Wash., in possession of Sulé, Inc.