

26737. Kelp tablets. (F.D.C. No. 43118. S. No. 50-139 P.)

QUANTITY: 15 drums, each containing 64 lbs. in tablet form, 62 1,000-tablet cans, and 7 500-tablet cans, at Kingsport, Tenn., in possession of Thomas D. Pruitt.

SHIPPED: 12-24-58, from Kalamazoo, Mich.

LABEL IN PART: (Drum) "Each tablet contains: Pacific Kelp 5 gr." and (can) "5 grain tablets * * * Pruitt's Pure Pacific Sea Kelp * * * A Pure Natural Food to be used as a supplement to the regular diet, as nutrition only * * * Packed and Distributed by T. D. Pruitt, * * * Kingsport, Tennessee * * * Average usage: 6 tablets three times daily, 18 tablets (90 grains) supplements the regular diet."

ACCOMPANYING LABELING: Leaflets entitled "Are You Starving" and "Food and Your Body."

RESULTS OF INVESTIGATION: The tablets in the cans were repacked and labeled by the dealer from the tablets in the drum shipped as described above.

The leaflets were furnished for promotion purposes by the dealer to customers.

LIBELED: 4-21-59, E. Dist. Tenn.

CHARGE: 403(a)—while held for sale, the labeling of the article contained false and misleading representations that the article, when used according to directions, would furnish in adequate amounts and in proper proportions, all of the minerals, trace elements, and basic materials necessary to life, and for proper nourishment and good health; that the food supplies generally available were nutritionally deficient and inferior in that they lack the minerals, trace elements, and basic materials contained in the article; that all of the minerals, trace elements, and basic materials contained in the article were required in human nutrition and were in greater amounts than in all other foods; that when taken according to directions the article would insure against so-called "hidden hunger," all nutritive deficiencies, and starvation; that if the article was consumed one could then eat as one pleased and there would be less need for food and it would result in proper nutrition; that poor health was caused by a deficiency of the ingredients of the article; and that its mineral content was identical with that found in the human body and in the same ratio.

The label alleged also that the article was misbranded under the provisions of the law applicable to drugs, as reported in notices of judgment on drugs and devices, No. 6066.

DISPOSITION: 3-1-60. Consent—claimed by Thomas D. Pruitt, and relabeled.

26738. Lecitabs lecithin tablets. (F.D.C. No. 43326. S. No. 52-096 P.)

QUANTITY: 81 90-tablet btls., 91 180-tablet btls., and 36 540-tablet btls. at Minneapolis, Minn., in possession of Pavo Co.

SHIPPED: Between 2-18-59 and 5-12-59, from Chicago, Ill., by National Lecithin, Inc.

LABEL IN PART: "National Lecitabs Lecithin Tablets A Natural Food Product Highly concentrated, extra-rich, soya Lecithin formula of 95% oil-free Phosphatides. Ingredients: Soya Lecithin, in a base of non-fat, dry milk solids and soy protein. Natural flavoring added. Dist. by: National Lecithin, Inc. 2938 N. Halsted St., Chicago 14, Ill. Indicated as a Dietary Supplement. Na-

tional's Lecithin is a dietary supplement of natural lipotropic factors. This soy-based concentrate is a rich natural source of Lecithin, Cephalin, Choline and Inositol Phosphatides."

ACCOMPANYING LABELING: Leaflets entitled "National's Lecitabs * * * Protect Your Heart" and "New Relief for Arthritis"; display card reading in part "Fatty Blood * * * National's Lecitabs"; and banner reading in part "Fatty Blood Fat Rich Meals."

RESULTS OF INVESTIGATION: The accompanying literature was used for promotion purposes by the dealer.

LIBELED: 7-31-59, Dist. Minn.

CHARGE: 403(a)—when shipped and while held for sale, the labeling of the article contained false and misleading representations that the article contained natural lipotropic factors; was a rich source of lecithin, cephalin, choline, and inositol phosphatides, and that their need in human nutrition has been established; that the article would suspend fatty globules of cholesterol in the blood; absorb, distribute and use fats in the body; protect the liver; and, in assimilation of vitamins A and D, would supply choline necessary for nerve pulse transmission, produce a normal chemical balance between blood fats and blood stabilizing substances, regulate the accumulation, mobilization, and infiltration of fats; would keep arteries flexible and elastic; and build the body by supplying adequate quantities of essential unsaturated fatty acids.

The libel alleged also that the article was misbranded under the provisions of the law applicable to drugs as reported in notices of judgment on drugs and devices, No. 6015.

DISPOSITION: 11-4-59. Consent—claimed by Pavo Co., Inc., and relabeled.

26739. Ree-Vita tablets (vitamins). (F.D.C. No. 43285. S. No. 56-241 P.)

QUANTITY: 3,557 30-tablet vials at Kansas City, Mo., in possession of Dr. Reeves' Products, Inc.

SHIPPED: 6-7-59, from Englewood, N.J., by Zenith Laboratories.

LABEL IN PART: (Vial) "Ree-Vita One Tablet Provides: * * * Distributed by Dr. Reeves' Products, Inc. Kansas City 5, Mo."

ACCOMPANYING LABELING: Letters entitled "Dear Friend."

RESULTS OF INVESTIGATION: The "Dear Friend" letters were printed locally for Dr. Reeves' Products and used for promoting sales of the article.

LIBELED: 6-30-59, W. Dist. Mo.

CHARGE: 403(a)—while held for sale, the labeling accompanying the article contained false and misleading representations that the article contained the lipotropic factors of choline, methionine, and inositol which are necessary in human nutrition for safeguarding one against fat-metabolism troubles; which statements are false and misleading in that the need for choline and inositol in human nutrition has not been established, and in that the need for choline, inositol, and methionine as lipotropic factors in human nutrition has not been established; and 403(j)—when shipped and while held for sale, the labeling contained statements which represented the article for special dietary uses by reason of its vitamin content and its label failed to bear such information concerning its vitamin properties as the Secretary has determined to be and by regulations prescribed as, necessary in order fully to inform purchasers as to its value for such uses, since the need in human nutrition for choline and inositol has not been established, and its label failed to bear the statement