

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) * * *

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