

resistance against disease; develop alertness in children; and to produce glowing beauty;

502(a)—the labeling of the "*Atkins Therapeutic M. Vitamin-Mineral Formula*" contained false and misleading representations that the article was an adequate and effective treatment for premature aging; energy failure; tiredness; anemia; rundown conditions; appetite loss; colds; constipation; constant fatigue; soft, easily bleeding gums; gingivitis; hay fever; skin disorders; dry, scaly, or aging skin; nervous irritability; susceptibility to infections; and that the article would extend the prime of life well past retirement; furnish renewed energy, glowing beauty and general, vigorous health; restore a normal and efficient activity of the intestinal tract; and develop resistance to stress and maintain body resistance.

The libel alleged also that the "*Atkins Daily Ration Multiple Vitamins*" was misbranded under the provisions of the Act relating to foods, as reported in notices of judgment on foods.

DISPOSITION: 5-23-60. Default—the articles were delivered to a charitable institution and the advertising mats and booklets were delivered to the Food and Drug Administration.

6224. Vitamin E capsules. (F.D.C. No. 44535. S. No. 91-507 P.)

QUANTITY: 62 100-capsule btls. at Denver, Colo.

SHIPPED: Between 8-28-59 and 4-7-60, from New York, N.Y., by Approved Formulas, Inc.

LABEL IN PART: (Btl.) "Vitamin E * * * 30 [or "100" or "200"] International Units * * * Endorsed and Recommended By Gayelord Hauser Manufactured for Approved Formulas, Inc., New York * * * Each capsule contains d-alpha tocopheryl succinate (from vegetable oils) biologically equivalent to 30 International Units of Vitamin E. * * * Directions: One or two capsules daily as a dietary supplement."

LIBELED: 4-29-60, Dist. Colo.

CHARGE: 502(a)—when shipped, the labeling contained false and misleading representations that the article was an adequate and effective treatment for sterility and as an aid in reproduction; and that it was essential for healthy, germinal tissues.

DISPOSITION: 6-22-60. Default—6 bottles were delivered to the Food and Drug Administration and the remainder was destroyed.

6225. Lecithin granules. (F.D.C. No. 44252. S. No. 53-491 P.)

QUANTITY: 2 200-lb. drums and 80 11-oz. ctns. at Los Angeles, Calif., in possession of Glo-Vita Corp.

SHIPPED: Between 9-29-59 and 12-10-59, from Chicago, Ill.

LABEL IN PART: (Ctn.) "Big 'B' Pure Lecithin Granules Big 'B' Pure Lecithin is a natural, pleasant tasting food product extracted from soybeans * * * Two tbsp. of Big 'B' Pure Lecithin supply over 500 mg. each of Choline and Inositol and 450 mg. Phosphorus, 60% of the minimum daily requirement. Also contains poly-unsaturated fats (linoleic and linolenic). * * * Big 'B' Health Foods, 600 Whittier Blvd. Los Angeles 22, Cal. * * * The Billion Dollar Meal."

ACCOMPANYING LABELING: A number of loose carton labels.

RESULTS OF INVESTIGATION: The article was shipped in bulk drums as described above and after receipt by the dealer a portion of the article was repacked into the above-mentioned cartons.

Analysis showed that the article contained approximately 80 percent of the declared amount of phosphorus.

LIBELED: 2-26-60, S. Dist. Calif.

CHARGE: 502(a)—while held for sale, the carton label contained false and misleading representations that the article was adequate and effective to digest and regulate dietary fats; regulate and lower the cholesterol level of the blood; improve the functioning of the heart and the blood circulatory system; prevent heart disease and atherosclerosis; supply maximum biological benefit to the brain, nerve tissues, blood plasma, and cells of the body; and that a greater need for lecithin by persons over 35 would be satisfied by consuming the article.

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: 4-8-60. Consent—claimed by Bliss Vitamin Supply, Los Angeles, Calif., and relabeled.

6226. Lecithin granules. (F.D.C. No. 44429. S. No. 32-787 R.)

QUANTITY: 216 8-oz. btls. and 96 16-oz. btls. at New York, N.Y.

SHIPPED: 3-14-60 and 4-1-60, from Chicago, Ill., by Central Soya Co., Inc.

LABEL IN PART: (Btl.) "RG Lecithin * * * granules * * * a dietary source of choline, inositol and phosphorus. One tablespoonful provides 250 mg. of choline, 250 mg. of inositol and 225 mg. or 30% of the minimum adult daily requirement of phosphorus. * * * A natural food product extracted from soybeans, RG Lecithin contains both linoleic and linolenic acids, which are known as polyunsaturated fatty acids * * * Directions * * * Mfd. by and packed for Central Soya Company, Inc., Chemurgy Division, 1825 N. Laramie Ave., Chicago 39, Ill."

LIBELED: 4-21-60, S. Dist. N.Y.

CHARGE: 502(a)—the label of the article, when shipped, contained false and misleading representations that the article was adequate and effective to regulate and lower the cholesterol of the blood.

DISPOSITION: 5-24-60. Default—destruction.

6227. Leci-Trate tablets and natural iodine tablets. (F.D.C. No. 44405. S. Nos. 93-221/2 P.)

QUANTITY: 116 100-tablet btls., 77 200-tablet btls., 10 500-tablet btls., and 11 1,000-tablet btls. of *Leci-Trate tablets*, and 12 500-tablet btls. and 288 120-tablet btls. of *natural iodine tablets*, at Seattle, Wash.

SHIPPED: 6-8-59 and 12-22-59, from Los Angeles, Calif., by the Vegetrates Co.

LABEL IN PART: "Vegetrates Leci-Trate Tablets (with Rutin & Safflower seed) [or "with Rutin"] Two tablets three times daily supplies: MDR. 150 mg. Lecithin* 12 mg. Rutin* 30 mg. Vitamin C 100% 60 mg. Rose Hips Powder* In a base of Safflower Seed * * * Formulated and Distributed only by Vegetrates Dependable Products, Los Angeles 29, California * * * Each tablet is composed of 100% pure lecithin extracted from soy beans, rutin from buckwheat and Vitamin C (ascorbic acid) in a chocolate-like flavored coating derived from carob," and "Daily Iodine Unit (Natural Iodine Tablets)