

7027. Abunda Beauty device. (F.D.C. No. 46640. S. No. 23-719 T.)

QUANTITY: 19 cases, each containing 20 individually ctnd. devices, and 4 cases, each containing 23 plastic display units, at Albuquerque, N. Mex.

SHIPPED: 10-17-60, from Menlo Park, Calif., by Pam-Pro Plastics.

LABEL IN PART: (Case) "From: Pam-Pro Plastics 1075 O'Brien Drive Menlo Park, Calif. To: Joseph Ruffino 3109 San Pedro N.E. Albuquerque, New Mexico Qty. 20 Units Weight 32# 18 of 25" and (ctn.) "Abunda Beauty by Abunda Products 20 Forty First Avenue—San Mateo, California."

RESULTS OF INVESTIGATION: Examination showed that the article was a plastic cup-shaped device with a water hose attachment. In use, the cup was intended to be placed over the female breast with the hose attachment connected to the household water service. The water was caused to be diffused or "swirled" in passing through a perforated disc in the cup base and the swirling water within the cup reportedly served to massage the bust.

LIBELED: 12-1-61, Dist. N. Mex.

CHARGE: 502(a)—when shipped, the name of the device "Abunda Beauty" was false and misleading as applied to the device since such name represented and suggested that the device was beneficial to the development of the female breast, whereas, the device was not beneficial to such development; and 502(f) (1)—the labeling of the article failed to bear adequate directions for use for the purposes for which it was intended, namely, for use on the female breast.

DISPOSITION: 1-10-62. Default—destruction.

7028. Abunda Beauty device. (F.D.C. No. 46936. S. No. 23-043 T.)

QUANTITY: 98 individually ctnd. devices and 34 plastic display cases at Albuquerque, N. Mex., in possession of James E. Henderson.

SHIPPED: 9-7-60, from Menlo Park, Calif., by Pam-Pro Plastics.

LABEL IN PART: (Ctn.) "Abunda Beauty by Abunda Products 20 Forty-First Avenue, San Mateo, California"; (display case) "Abunda Beauty" (on sides) and "Abunda Beauty 20 Forty-First Ave. San Mateo, Calif." (on lid).

ACCOMPANYING LABELING: Leaflets entitled "Abunda Beauty . . . A Lovelier You" and "Abunda Beauty Basic Concept of Abunda Beauty"; booklets entitled "Abunda Beauty . . . A Lovelier You" and "Abunda Hydro Massage Bosom Beauty."

RESULTS OF INVESTIGATION: Examination showed that the article was a plastic cup-shaped device with a water hose attachment. In use, the cup was intended to be placed over the female breast with the hose attachment connected to the household water service. The water was caused to be diffused or "swirled" in passing through a perforated disc in the cup base and the swirling water within the cup reportedly served to massage the bust.

LIBELED: 1-24-62, Dist. N. Mex.

CHARGE: 502(a)—when shipped and while held for sale, the name "Abunda Beauty" and statements appearing in its labeling, contained false and misleading representations that the article was adequate and effective for awakening and increasing bosom beauty; encouraging bosom perfection; restoring, healing, and revitalizing the tissues of the bosom; increasing circulation of the bust; providing cell nourishment to firm the tissues; and for providing an

abundant bust through hydrotherapy; and 502(f) (1)—the labeling failed to bear adequate directions for use for the purposes for which it was intended, namely, for use on the female breast.

DISPOSITION: 2-26-62. Default—20 devices and display cases and accompanying labeling were delivered to the Food and Drug Administration; remainder destroyed.

7029. Affinitizer device. (F.D.C. No. 45524. S. No. 68-735 R.)

QUANTITY: 1 device at Dallas, Tex., in possession of Mrs. Yuba G. Freeman, naturopath.

SHIPPED: Sometime during 1952, from Glendale, Calif.

LABEL IN PART: (Embossed on device) "Affinitizer."

ACCOMPANYING LABELING: Booklet entitled "The Diagonometer Seroyal Brands, Inc., Orinda, California."

RESULTS OF INVESTIGATION: The inspector's photographs and description indicated the article to be in the form of a hollow plastic block, about 12 inches square and 1 inch thick. On the face of the block is an indicator dial with inscribed numbers ranging from 0 to 270. The unit contains no electrical circuit, but the dial operation is reportedly magnetic. Three plastic strings are taped to the plastic block. For diagnostic purposes, one string is held over the area of the patient's heart, one string is placed in the area of the gland or organ to be checked, and one string is held over the dial of the device.

LIBELED: 3-24-62; amended libel 4-26-61, N. Dist. Tex.

CHARGE: 502(b) (1)—while held for sale, the article failed to bear a label containing the name and place of business of the manufacturer, packer, or distributor; 502(f) (1)—its labeling failed to bear adequate directions for the purposes for which it was intended, namely, in the treatment of diabetes, and in the diagnosing of the condition of the pituitary, liver, thyroid, and pancreas glands, the purposes for which the article was used by Mrs. Freeman; and 502(a)—when shipped and while held for sale, the labeling accompanying the article, contained false and misleading representations that the article was adequate and effective for diagnosing practically all diseases and conditions including, but not limited to, the following diseases and conditions; pneumonia, tuberculosis, diphtheria, cancer, malaria, syphilis, trichina, meningitis, tapeworm, fibroid tumor, anthrax, kidney stone, gallstone, polio, colitis, tularemia, blood sugar, bronchitis, asthma, rheumatic fever, gastric ulcer, botulism, sinusitis, nephritis, psoriasis, infectious mononucleosis, Vincent's angina, Banti's disease, filariasis, tetanus, hay fever, eczema squamosum, eczema madidans, cirrhosis of the liver, influenza, smallpox, impetigo; and that the article was adequate and effective for (a) determining where spinal adjustments were needed; (b) determining the locations of adhesions in the abdomen; (c) determining whether food contains poison; (d) determining whether the subject's heart and bloodstream are in a normal or subnormal condition; (e) determining the acid-alkaline balance of the body; (f) pointing out the foods which increase vitality in the body and foods which decrease vitality; and (g) pointing out the organs that have succumbed to toxicity and the nature and extent of the disease.