2230. Misbranding of Pyrozide Tooth Powder. U. S. v. Web Distributing Co., Inc. Plea of guilty. Fine, $50. (F. D. C. No. 14289. Sample Nos. 60707-F, 81771-F.)

INFORMATION FILED: December 21, 1945, District of New Jersey, against the Web Distributing Co., Inc., Newark, N. J.

ALLEGED SHIPMENT: On or about January 3 and April 6, 1944, from the State of New Jersey into the State of New York.

PRODUCT: Analysis disclosed that the product consisted essentially of calcium carbonate, magnesium carbonate, borax, soap, small amounts of plant materials, phenolic material, and essential oils.

LABEL, IN PART: "Pyrozide Tooth Powder * * * Sole Manufacturer National Dental Co., Newark, N. J."

NATURE OF CHARGE: Misbranding, Section 502 (a), certain statements on the label of the article were false and misleading. These statements represented and suggested that the article would be efficacious in the maintenance of firm, healthy gums; that it would keep the gums healthy; and that it would be efficacious in the cure, mitigation, treatment, and prevention of pyorrhea, gingivitis, Vincent's angina (trench mouth), and all other diseases of the oral tissue. The articles would not be efficacious for such purposes.

DISPOSITION: June 20, 1947. A plea of guilty having been entered, the court imposed a fine of $25 on each of the 2 counts of the information.

2231. Misbranding of Chlorydent Tooth Paste. U. S. v. 168 Dozen Tubes * * *. (F. D. C. No. 22735. Sample No. 91040-H.)

LIBEL FILED: March 28, 1947, Southern District of New York.

ALLEGED SHIPMENT: On or about February 25, 1947, by Welco, Inc., from Newark, N. J.

PRODUCT: 168 dozen 2-ounce tubes of *Chlorydent Tooth Paste* at New York, N. Y. Examination showed that the product consisted essentially of calcium phosphate, chlorophyll, water, and flavoring compounds.

LABEL, IN PART: "Chlorydent Green Tooth Paste."

NATURE OF CHARGE: Misbranding, Section 502 (a), the statements on the tube label "Chlorydent's active ingredients are recognized by the dental profession as a * * * preventor of bleeding gums and the formation of Tartar" and the statements in the circular enclosed with each tube "The actual function of Chlorophyll is converting Carbon Dioxide and similar disagreeable gases into Oxygen, which of itself is a deodorant and a preventative * * * Chlorydent prevents the formation of Tartar. Chlorydent will aid the healing of bleeding gums" were false and misleading since the article would not prevent or aid in the healing of bleeding gums, prevent the formation of tartar, or convert gases in the mouth into oxygen.

DISPOSITION: April 25, 1947. Default decree of condemnation. Product ordered delivered to a charitable institution.

2232. Misbranding of No Equal Tooth Paste. U. S. v. 123 Tubes * * * and a number of circulars. (F. D. C. No. 22705. Sample No. 39540-H.)

LIBEL FILED: March 24, 1947, Eastern District of Wisconsin.

ALLEGED SHIPMENT: On or about February 3, 1947, by the No Equal Products Co., from Chicago, Ill. The product was shipped on or about February 3, 1947, and the circulars were received by the consignee on or about February 17, 1947.

PRODUCT: 123 tubes of *No Equal Tooth Paste* at Milwaukee, Wis., together with 150 circulars entitled "No Equal The World's Greatest Tooth Paste." Analysis indicated that the product consisted essentially of bentonite, water, calcium carbonate, and small amounts of fixed oil and methyl salicylate. No statement of the quantity of the contents appeared on the tube label.

LABEL, IN PART: "No Equal Tooth Paste * * * The Great Colloidal Mineral Tooth Paste."

NATURE OF CHARGE: Misbranding, Section 502 (a), certain statements in the circulars were false and misleading since they represented and suggested that the article would be effective in the treatment of rheumatic and pulmonary affections, disorders of the scrofulous and eczematous type, abscesses, sores, wounds, toothache, pyorrhea, mouth sores, bleeding gums, abscessed teeth, inflamed