

as applied to an article which was not an adequate and effective treatment for arthritis, and which contained no potassium bichromate; 502(b) (2)—the article failed to bear a label containing an accurate statement of the quantity of contents; 502(j)—the article was dangerous to health when used in the dosage, or with the frequency or duration prescribed, recommended, or suggested in its labeling; and 505(a)—the article was a new drug within the meaning of the law, and an application filed pursuant to law was not effective with respect to the article.

**DISPOSITION:** 11-3-59. Default—destruction.

**6082. Allure bust development device.** (F.D.C. No. 43795. S. No. 23-186 P.)

**QUANTITY:** 4 crated devices at Los Angeles, Calif.

**SHIPPED:** 10-6-59, from Tulsa, Okla., by Mrs. Mabel Ward.

**LABEL IN PART:** (Device) "Allure Mfd. by Allure Incorporated, Hollywood, California, Model 1097, Serial No. 7959 [or other numbers]."

**RESULTS OF INVESTIGATION:** The article consisted of rubber-ringed plastic cups of various sizes which had small openings for connection to rubber hoses attached to an air compressor or electrically operated pump. Attached to the compressor was a pressure regulator, vacuum gauge, and a valve to regulate the amount of vacuum produced in each of the two breast cups while in use. The plastic cups were pressed over the breasts against the chest and the rubber-ringed edge formed an airtight seal. The air compressor was then operated to form a vacuum inside the cups to exercise the breasts by contraction and relaxation. The air compressor and accessory equipment were contained in a metal cabinet 36" x 22" x 18".

**LIBELED:** 11-6-59, S. Dist. Calif.

**CHARGE:** 502(f) (1)—when shipped, the labeling of the article failed to bear adequate directions for use for the purpose for which it was intended, namely, for developing the human breasts; and 502(j)—the article was dangerous to health when used in the dosage, or with the frequency or duration prescribed, recommended, or suggested in its labeling.

**DISPOSITION:** 12-3-59. Default—destruction.

**6083. Allure bust development device.** (F.D.C. No. 43331. S. No. 53-228 P.)

**QUANTITY:** 2 devices at Phoenix, Ariz., in possession of Allure Salon.

**SHIPPED:** During December 1958, from Hollywood, Calif., by Allure, Inc.

**LABEL IN PART:** "Allure Mfd. Allure Incorporated, Hollywood, Calif. Model 1053 [or "1052"] Serial No. 9358 [or "82058"]" and "Allure Inc. Switzer Machines."

**ACCOMPANYING LABELING:** White cards containing the words "I the undersigned do hereby request 'Allure Salon' to administer to me that certain treatment known as 'Switzer Method for Bust Development.'"; pink colored folders headed "Free Consultation and Demonstration."; and leaflet entitled "Be Proud of Your Bust."

**RESULTS OF INVESTIGATION:** The article consisted of rubber-ringed plastic cups of various sizes which have small openings for connection to rubber hoses attached to an air compressor or electrically operated pump. Attached to the compressor is a pressure regulator and a vacuum gauge, and a valve to regulate the amount of vacuum produced in each of the two breast cups while in use. The plastic cups are pressed over the breasts against the chest and the

rubber-ringed edge forms an airtight seal. The air compressor is then operated to form a vacuum inside the cups to exercise the breasts by contraction and relaxation. The air compressor and accessory equipment are contained in a metal cabinet 36'' x 22'' x 18''.

The pink-colored folders were printed locally for the dealer.

**LIBELED:** 8-3-59, Dist. Ariz.; libel amended 9-10-59.

**CHARGE:** 502(a)—when shipped and while held for sale, the labeling of the article contained false and misleading representations that the article was a safe, adequate and effective treatment for increasing the size of the breasts, for underdeveloped, sagging breasts, and to increase circulation to feed the underfed breast tissues so that they would grow naturally and normally; 502(f) (1)—the labeling of the article failed to bear adequate directions for use; 502(j)—the article was dangerous to health when used in the dosage, or with the frequency or duration prescribed, recommended, or suggested in the labeling thereof.

**DISPOSITION:** 12-3-59. Default—delivered to the Food and Drug Administration.

**6084. Allure bust development device.** (F.D.C. No. 43605. S. No. 82-812 P.)

**QUANTITY:** 3 devices at Kansas City, Mo.

**SHIPPED:** 7-10-59 and 7-14-59, from Alhambra, Calif., by Allure, Inc.

**LABEL IN PART:** (Front panel) "Allure Inc. Switzer Machine" and (back panel) "Allure Mfd. by Allure Incorporated Hollywood, Calif. Model 1100 [or "1099" or "1098"] Serial No. 7959."

**ACCOMPANYING LABELING:** Booklet entitled "Allure."

**RESULTS OF INVESTIGATION:** The article consisted of rubber-ringed plastic cups of various sizes which had small openings for connection to rubber hoses attached to an air compressor or electrically operated pump. Attached to the compressor was a pressure regulator, a vacuum gauge, and a valve to regulate the amount of vacuum produced in each of the two breast cups while in use. The plastic cups were pressed over the breasts against the chest and the rubber-ringed edge formed an airtight seal. The air compressor was then operated to form a vacuum inside the cups to exercise the breasts by contraction and relaxation. The air compressor and accessory equipment were contained in a metal cabinet 35'' x 22'' x 18''.

**LIBELED:** On or about 10-20-59, W. Dist. Mo.

**CHARGE:** 502(a)—when shipped, the labeling of the article contained false and misleading representations that the article was a safe, adequate and effective treatment for increasing the size of the breasts; for under-developed, sagging breasts; for developing the breasts; improving the appearance of the breasts; inverted nipples; and to increase circulation to feed the underfed breast tissues so that they would grow naturally and normally; that it was capable of bringing about complete bust correction and a beautiful bust line; that it would restore youth, beauty, and glamour and that its use would prevent cancer in the breasts; 502(f) (1)—the labeling of the article failed to bear adequate directions for use; and 502(j)—the article was dangerous to health when used in the dosage, or with the frequency or duration prescribed, recommended, or suggested in its labeling.

**DISPOSITION:** 12-7-59. Default—delivered to the Food and Drug Administration.