

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 btl. 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.