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Bendectin advertisement.

[s.l.]: [s.n.], 1960

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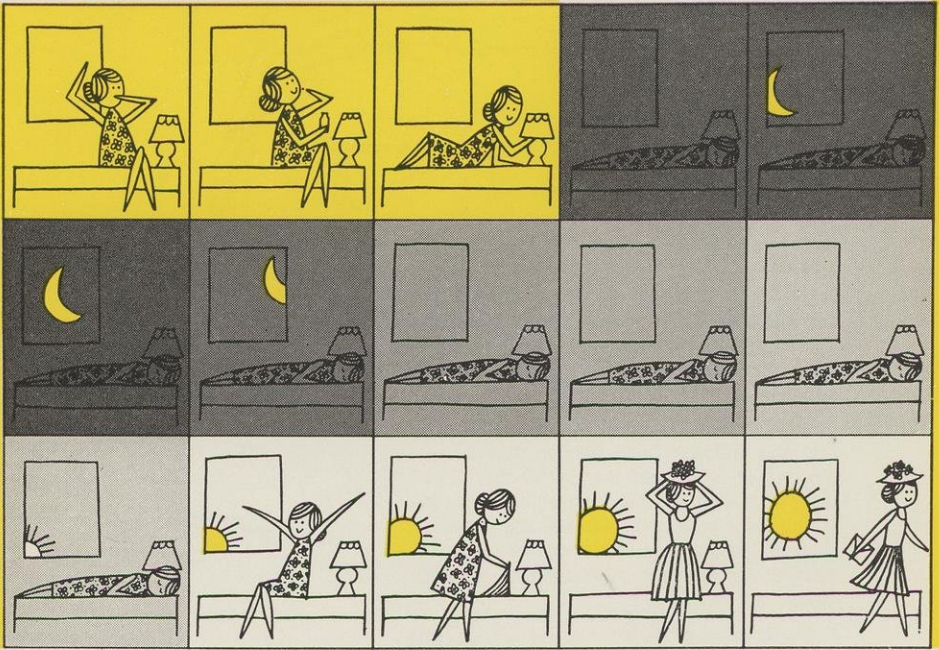
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BENDECTIN

at bedtime ↴



prevents
morning sickness
here!

*"... I have gained the best results with [Bendectin]... Because these tablets have a protective coating... the dose taken at night becomes effective in the morning."*¹

NEW DOUBLE-BLIND STUDY SHOWS BENDECTIN EFFECTIVE IN 94% OF PATIENTS²

Medication	Number of patients	Complete relief	Partial relief	Failure
Bendectin	52	23 (44%)	26 (50%)	3 (6%)
		TOTAL 94%		
Placebo	57	13 (23%)	24 (42%)	20 (35%)
		TOTAL 65%		

"Bendectin was administered in a preliminary study to 146 patients and later, in a controlled, double-blind study to 52 patients, or to a total of 198 patients suffering from nausea and vomiting of pregnancy. A very gratifying therapeutic response was obtained in 178 or 90 per cent. In a double-blind portion of this study, the response of 52 patients treated with Bendectin was compared with that of 57 other patients treated with a placebo. In this group of 109 patients, there was a favorable response to Bendectin in 94 per cent and to the placebo in only 65 per cent."²

Measure Bendectin against your present Rx:

Q. Has your present Rx been shown to relieve morning sickness — before it starts — in more than 9 out of 10 patients?²⁻⁵

Q. Is your present Rx free of phenothiazine-like side effects and habituating properties?

Q. Is it economical? Does it cost less per day, for example, than a quart of milk?

With Bendectin, the answer to all three is YES.

FORMULA:

Each white, specially coated tablet contains:
 Bentyll (dicyclomine) hydrochloride 10 mg.
 Decapryn (doxylamine) succinate 10 mg.
 Pyridoxine hydrochloride 10 mg.

DOSAGE: Two tablets at bedtime.

SUPPLY: Bottles of 100 and 500.

1. Middleton, T. F.: Postgrad. Med. 24:699, 1958.
2. Geiger, C. J., et al.: Obst. & Gynec. 5:688, 1959.
3. Nulsen, R. O.: Ohio State M. J. 53:665, 1957.
4. Personal communications, 1956-57.
5. Towne, J. E.: Internat. Rec. Med. 171:583, 1958.

TRADEMARKS: BENDECTIN®, BENTYL®, DECAPRYN®



The Wm. S. Merrell Company
 Cincinnati, Ohio • St. Thomas, Ontario