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Livitamin advertisement.

[s.l.]: [s.n.], 1962

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when
handbags
feel
heavier...

replacing depleted iron reserves can make the difference!

LIVITAMIN[®]

...the hematinic with built-in nutritional support

When iron requirements are high, as in women of menstrual age and in many growing children, dietary iron is often inadequate to maintain normal hemoglobin levels. At such times, iron deficiency anemia may occur.

Livitamin will benefit patients with low iron reserves because it provides a well tolerated, efficiently utilized iron. Added B-complex vitamins and liver provide essential nutritional support—an important aspect of iron deficiency.

Well tolerated, efficiently utilized, palatable, easy to take—Livitamin is recommended for children and adults.

*Consult PDR, pages 739-741
for more detailed information.*

THE S. E. MASSENGILL COMPANY

Bristol, Tennessee

New York • Dallas • Kansas City • Chicago • San Francisco

INDICATIONS: Treatment of iron-deficiency anemia and nutritional deficiencies; also secondary anemias due to loss of blood, intestinal parasites, hemolytic toxins, pregnancy, lactation, surgery, prolonged illness, puberty and advanced age.

DOSAGE: Adults: In severe iron-deficiency anemia, 2 capsules or 1 tablespoonful 3 times daily after meals. As dietary supplement, 1 capsule or 1 tablespoonful morning or night. Children: 1 or 2 teaspoonfuls, according to age.

FORMULAS: *Capsules*—Each pink capsule contains Desiccated Liver 150 mg.; Ferrous Fumarate, 100 mg. (equiv. to 33 mg. elemental iron); Ascorbic Acid, 100 mg.; Thiamine Mononitrate, 3 mg.; Riboflavin, 3 mg.; Nicotinamide (Niacinamide), 10 mg.; Pyridoxine Hydrochloride, 3 mg.; Calcium Pantothenate, 2 mg.; Cobalamin, 5 mcg.

Liquid: Each fluidounce (30 cc.) represents Iron Peptonized 420 mg. (equiv. to 71 mg. elemental iron); Manganese Citrate, Soluble, N.F.X., 158 mg.; Thiamine Hydrochloride 10 mg.; Riboflavin, 10 mg.; Nicotinamide (Niacinamide), 50 mg.; Pyridoxine Hydrochloride, 1 mg.; Pantothenic Acid, 5 mg.; Liver Fraction I, 1 Gm.; Rice Bran Extract, U.S.P. XIV, 1 Gm.; Cobalamin, 20 mcg.; Inositol, 30 mg.; Choline, 60 mg.

SUPPLIED: *Capsules*—Bottles of 100, 500 and 1000 capsules. *Liquid*—8-oz., pint and gallon bottles.