



LIBRARIES
UNIVERSITY OF WISCONSIN - MADISON

Emetrol advertisement.

[s.l.]: [s.n.], 1948

<https://digital.library.wisc.edu/1711.dl/YPCYPHDGX6NSO8V>

<http://rightsstatements.org/vocab/InC/1.0/>

The libraries provide public access to a wide range of material, including online exhibits, digitized collections, archival finding aids, our catalog, online articles, and a growing range of materials in many media.

When possible, we provide rights information in catalog records, finding aids, and other metadata that accompanies collections or items. However, it is always the user's obligation to evaluate copyright and rights issues in light of their own use.

A Proved Therapeutic Resource for the Control of Nausea and Vomiting of Gastrointestinal Origin



EMETROL[®]

PHOSPHORATED CARBOHYDRATE SOLUTION

EMETROL (Phosphorated Carbohydrate Solution) quickly inhibits the smooth-muscle contractions of the small intestine and the pars pylorica, involved in the vomiting mechanism.¹ A concomitant lowering of blood-sugar levels is believed to indicate that EMETROL helps restore the deranged carbohydrate metabolism often observed in emesis.

Clinical experience² in 243 cases of nausea and vomiting, including 172 cases of epidemic vomiting, 43 cases of regurgitation in infants, 17 cases of toxic vomiting, and 11 cases of motion sickness, has demonstrated the impressive efficacy of this novel therapeutic approach.

EMETROL presents balanced amounts of levulose and dextrose in coacting association with orthophosphoric acid, stabilized at a physiologically adjusted hydrogen-ion concentration. It appears to provide the proper chemical environment for reducing hypermotility of the gut and promoting zymogen activation.

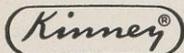
supplied: Bottles of 3 fl.oz. and 16 fl.oz.

1. Bradley, J. E.: Address before the Clinical Session, A. M. A., Washington, Dec. 6, 1949.

2. Bradley, J. E.; et al.: J. Pediat. 38: 41 (Jan.) 1951.

FEATURES:

- Physiologic—not pharmacologic—action
- Free of antihistaminics, barbiturates, narcotics, and stimulants
- Nontoxic—no distressing side-effects
- Works quickly—often with a single dose
- Very agreeable taste
- Simple regimen



KINNEY & COMPANY, Prescription Products, COLUMBUS, INDIANA