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## Provell advertisement.

[s.l.]: [s.n.], 1953

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From *Veratrum Album*



**NEW**

a

**NEW**

**hypotensive**

**agent**

**V**ERATRUM ALBUM, a species of *Veratrum* indigenous to southern Europe, yields the ester alkaloid 'Provell Maleate.' 'Provell Maleate' is many times more potent than the mixture of substances from which it is isolated. Its uniformity and purity permit better control of the hypertensive patient than is possible with mixtures of alkaloids.

Hoobler\* states that protoveratrine is superior to the alkaloids from *Veratrum viride* in that blood pressure can be reduced from six to eight hours daily without producing nausea, vomiting, or tolerance to the medication. The purity of the alkaloid allows for the accurate dosage so necessary to continuing good results over extended periods of time.

Careful adjustment of the dosage schedule to fit the need of each patient is mandatory. Overdosage may result in distressing, although usually not serious, symptoms. 'Provell Maleate' is a potent drug to be administered only under the close supervision of a physician.

'Provell Maleate,' 0.5 mg., is available in cross-scored tablets (to facilitate careful individualization of dosage) in bottles of 100. Your pharmacist has it. Be sure to evaluate carefully this important hypotensive drug. Ask the Lilly representative . . . or write Eli Lilly and Company, Indianapolis 6, Indiana, U. S. A., for more complete pharmacologic and clinical data.

\**Annals of Internal Medicine*, 37:465, 1952.

## PROVELL MALEATE

(PROTOVERATRINE A AND B MALEATES, LILLY)

*lowers blood pressure*

*consistently, safely*

