



## Livitamin advertisement.

[s.l.]: [s.n.], 1959

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*Patients prefer Livitamin  
because it is highly  
palatable  
and  
non-irritating.*

*Clinical studies\*  
show peptonized iron  
has these advantages:*

- Rapid response in iron-deficiency anemias
- Non-astringent
- Absorbed as well as ferrous sulfate
- Better gastric toleration than ferrous sulfate
- Less constipating than ferrous sulfate

# LIVITAMIN®

*with  
Peptonized  
Iron*

... the preferred  
hematinic

\*Keith, J.H.: Utilization and Toxicity of Peptonized Iron and Ferrous Sulfate, Am. J. Clin. Nutrition 1:35 (Jan.-Feb., 1957).

THE S. E. **M**ASSENGILL COMPANY Bristol, Tennessee • New York • Kansas City • San Francisco

women of childbearing age.  
and growing children...

are  
depleting their  
iron  
reserves



Iron deficiency anemias occur most often among women of childbearing age and growing children. Unless extra iron is provided, children's high growth requirements and women's iron loss from menstruation may dangerously deplete iron reserves. Many clinicians regularly prescribe a hematinic for six weeks each year during a woman's reproductive years. Children and adolescents are kept on intermittent iron therapy.

Livitamin, with peptonized iron and B complex, provides effective iron therapy with minimal side effects. Unlike many hematinics, Livitamin is pleasant tasting and well tolerated. Peptonized iron has as high a rate of absorption and storage, and is much less irritating than ferrous sulfate. B complex and other ingredients provide integrated nutritional support.

# LIVITAMIN®

*with Peptonized Iron*

**FORMULA:** Each fluidounce contains:

Iron peptonized	420 mg.	Nicotinamide	50 mg.
(Equiv. in elemental iron to 71 mg.)		Pyridoxine hydrochloride	1 mg.
Manganese citrate, soluble	158 mg.	Pantothenic acid	5 mg.
Thiamine hydrochloride	10 mg.	Liver fraction 1	2 Gm.
Riboflavin	10 mg.	Rice bran extract	1 Gm.
Vitamin B <sub>12</sub> Activity	20 mcg.	Inositol	30 mg.
(Derived from Cobalamin conc.)		Choline	60 mg.

SUPPLIED IN LIQUID OR CAPSULE

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