

Squibb Basic Formula Vitamin Tablets advertisement.

[s.l.]: [s.n.], 1943

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Therapy in Nutritive Failure

IN MANY, if not most disease states, the therapy of nutritive failure is important in hastening convalescence and restoring the patient to a state of health.

The four essentials for therapy in nutritive failure include . . .

- 1. DIET:** 4,000 calories, 150 gram protein, rich in vitamins and minerals.
- 2. BASIC THERAPY:** Thiamine, riboflavin, niacinamide, ascorbic acid, orally.
- 3. ADDITIONAL MEDICATION:** Synthetic vitamins as indicated orally or parenterally.
- 4. NATURAL B COMPLEX:** Brewers' Yeast or extract, or rice bran extract, and/or liver extract orally or parenterally.

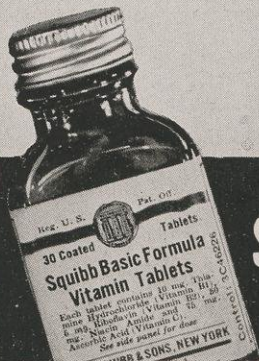
The Squibb Laboratories provide three of the four essentials for such therapy. They provide **BASIC FORMULA VITAMIN TABLETS** for intensive **BASIC THERAPY**—note their content:

10 mg. Thiamine Hydrochloride
50 mg. Niacinamide
5 mg. Riboflavin
75 mg. Ascorbic Acid

This is the basic formula used by Drs. N. Jolliffe and T. D. Spies and described by the latter in his paper on Nutritional Rehabilitation of 100 American workers for Industry.

Squibb also provides the synthetic vitamins indicated for *additional medication* as well as the *natural B Complex* factors—the fourth essential therapy of nutritive failure.

Sold to druggists in bulk. . . . Prescribe as few or as many tablets as may be needed. . . . The cost per tablet is surprisingly low. . . . Write for literature.



Squibb Basic Formula Vitamin Tablets