

Perdiem advertisement.

[s.l.]: [s.n.], 1995

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For relief of constipation...

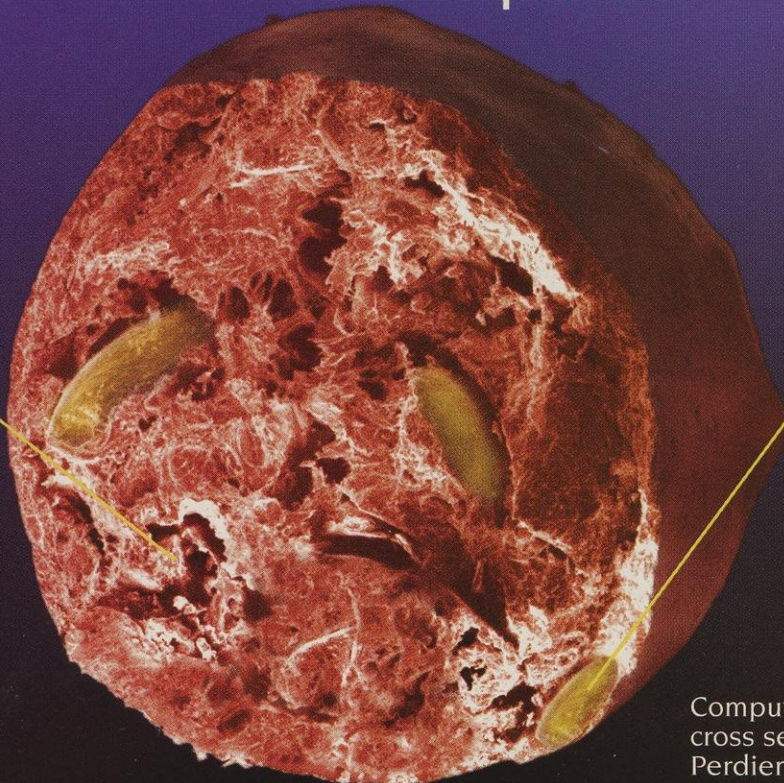
**82%
psyllium**

fiber for natural,
bulking action

18%

senna

for next-
day relief



Computer color-enhanced
cross section of magnified
Perdiem granule.

PERDIEM. Designed for faster bulk fiber performance

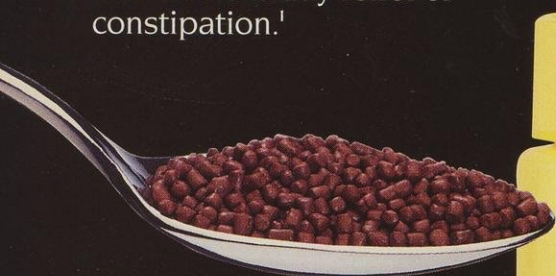
**The bulk fiber that provides
next-day relief of constipation**

**Initiated normal, physiological bowel
evacuation in 92% of patients, within
24 hours.¹** With uniquely formulated
PERDIEM, you can give patients all the
benefits of the psyllium you trust — and
more. The psyllium provides natural
bulking action, while the addition of
senna ensures mild peristaltic stimula-
tion for next-day relief of
constipation.¹

**Unique form that's comfortable
to take**

We also designed PERDIEM for patient
acceptance. Its unique, coated granules
slow the release of senna over time to
minimize cathartic side effects.¹ PERDIEM
granules prevent premature swelling which
can cause gas and bloating.¹ Patients also
avoid the messy mixing, unpleasant
flavors, or gritty textures of other fibers.

Now, all it takes for next-
day relief is a spoonful of
minty PERDIEM granules
swallowed with water.



**The bulk fiber
designed for
faster relief**

ciba

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PER50051 3/96 Printed in USA

Reference: 1. Data on file, Ciba Self-Medication, Inc.