

## Perdiem advertisement.

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

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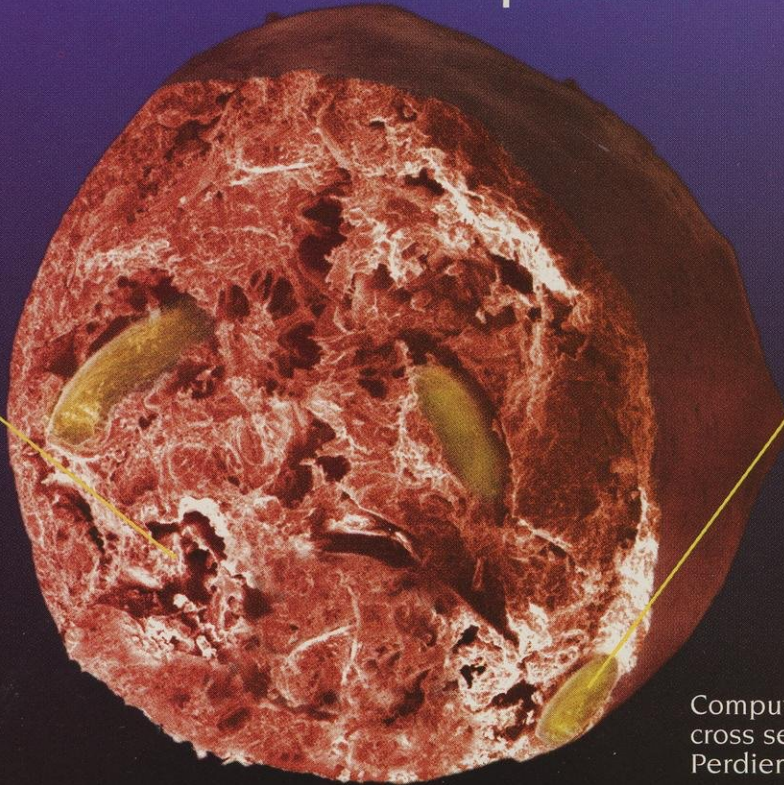
For relief of constipation...

**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**

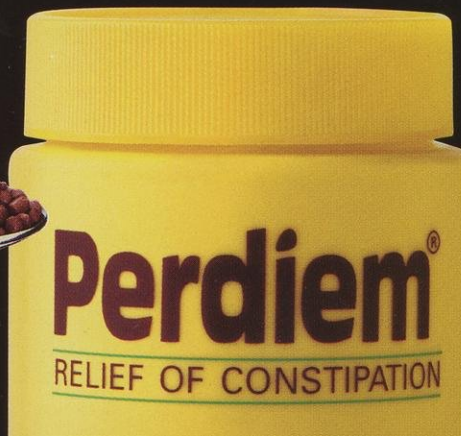
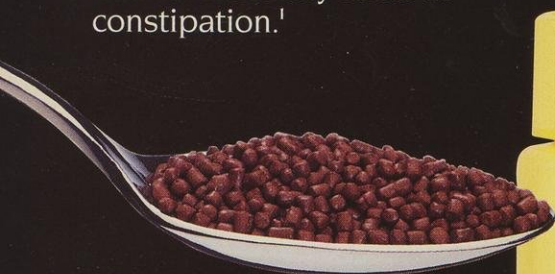
**The bulk fiber that provides  
next-day relief of constipation**

**Initiated normal, physiological bowel  
evacuation in 92% of patients, within  
24 hours.<sup>1</sup>** 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.<sup>1</sup>

**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.<sup>1</sup> PERDIEM  
granules prevent premature swelling which  
can cause gas and bloating.<sup>1</sup> 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.