



IBeret-500 advertisement.

[s.l.]: [s.n.], 1964

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What's new
in the treatment of
iron deficiency and
nutritional anemias?



Concomitant use of large oral doses of vitamin C to increase iron absorption

It has been demonstrated¹ that with daily doses of 500 mg. of ascorbic acid, the absorption of ferrous sulfate in the gastrointestinal tract increased an average of 48%.

In its 1966 edition of *New Drugs*, the Council on Drugs of the American Medical Association² states: "Unless ascorbic acid is added in rather large quantities (500 mg.), iron ab-

sorption is not facilitated appreciably."

To insure optimal absorption, Iberet-500—the only hematinic to do so—provides 500 mg. of ascorbic acid along with 105 mg. of elemental iron. The iron is in controlled-release form because it has been shown³ that Gradumet® iron minimizes side effects, even in cases intolerant to conventional oral iron. This permits Iberet-500 to be taken on an empty stomach (when absorption is greater⁴) with virtually no gastric irritation.

In addition to high potency vitamin C and controlled-re-

lease iron, Iberet-500 provides therapeutic amounts of the B-complex. This comprehensive hematinic helps to insure maximal therapy for your patients.

Dosage is once a day.

1. Brise, H. and Hallberg, L., *Acta Med. Scand.*, 171:51, 1962, Suppl. 376. 2. *New Drugs*, 1966, Council on Drugs, A.M.A., page 309. 3. Webster, J. J., *Curr. Therap. Res.*, 4:130, 1962. 4. Brise, H., *Acta Med. Scand.*, 171:39, 1962, Suppl. 376. Iberet-500—500 mg. Vitamin C, B-Complex and Controlled-Release Iron, Abbott, Gradumet—Controlled-release dose form, Abbott: U. S. Pat. No. 2,987,445.



IBERET®-500

(High Potency C, Gradumet Iron, Therapeutic B-Complex)