

Citrucel advertisement.

[s.l.]: [s.n.], 1997

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for free samples and patient materials. Point them to the Fiber therapy that helps enhance compliance



Citrucel—the brand with the patient-preferred formula

PREFERRED + PREFERRED + EXCESS TASTE TEXTURE GAG

COMPLIANCE

- Taste and texture preferred over Metamucil^{®*} by a majority of patients'
- Psyllium free—does not cause excess gas or bloating

Recommend the fiber therapy they prefer

CITRUCEL ALL THE FIBER, WITHOUT THE EXCESS GAS

*Metamucil is a registered trademark of Procter & Gamble. Reference: 1. Data on file, SmithKline Beecham Consumer Healthcare.

SB SmithKline Beecham Consumer Healthcare, L.P. Jan. 1999 ©SmithKline Beecham, 1999

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