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Neobon Liquid advertisement.

[s.l.]: [s.n.], 1956

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* Protein deficiency among the aging apparently stems from their excessive intake of white-flour foods which furnish incomplete protein of low biologic value. White bread protein, for example, has been shown by nutrition studies in animals⁵ to be deficient only in the amino acid, lysine. In human subjects metabolic determinations indicate that the addition of supplemental lysine to a basal white-flour protein diet can convert a negative nitrogen balance into a positive one.⁶



A WORD ABOUT SYMPTOMATOLOGY

In spite of jokes to the contrary, the patient who states in the professional office that "old age is creeping up" is a rare bird indeed.

Seldom is old age the presenting complaint. Thus the physician, after correcting the specific complaints, must re-evaluate the whole person to judge his candidacy for "preventive geriatrics."

Such people have much to gain from NEOBON therapy. The rewards are fuller, more active, more pleasurable years for patients past 40. The daily dose (3 capsules) of NEOBON provides:

L-lysine	150 mg.
Methyltestosterone	3 mg.
Ethinyl Estradiol	0.018 mg.
Pancreatic Substance***	150 mg.
Glutamic Acid	90 mg.
Rutin	15 mg.
Vitamin A (Palmitate)	6,000 U.S.P. Units
Vitamin D (Irradiated Ergosterol)	600 U.S.P. Units
Vitamin E (as Tocopheryl Acetate)	15 I.U.
Calcium Pantothenate	15 mg.
Thiamine Mononitrate (Vitamin B ₁)	1.5 mg.
Riboflavin (Vitamin B ₂)	1.5 mg.
Pyridoxine Hydrochloride (Vitamin B ₆)	1.5 mg.
Niacinamide	150 mg.
Ascorbic Acid (Vitamin C)	150 mg.
Vitamin B ₁₂ (Oral Concentrate)	3 mcg.
Folic Acid	0.3 mg.
Liver-Stomach Substance**	300 mg.
Iron (from Ferrous Gluconate)	10.2 mg.
Cobalt (from Cobaltous Sulfate)	0.1 mg.
Molybdenum (from Sodium Molybdate)	2 mg.
Copper (from Cupric Sulfate)	1 mg.
Manganese (from Manganous Sulfate)	1 mg.
Magnesium (from Magnesium Sulfate)	6 mg.
Iodine (from Potassium Iodide)	0.15 mg.
Potassium (from Potassium Sulfate)	5 mg.
Zinc (from Zinc Sulfate)	1.2 mg.

**Enzymatically active defatted material obtained from 1,500 mg. whole fresh liver and stomach.

***Enzymatically active defatted material obtained from 750 mg. of whole fresh pancreas.

Dosage: 3 capsules daily, with meals.

Supplied: Bottles of 60 capsules, prescription only.

NEW NEOBON[®] LIQUID

A GERIATRIC TONIC

Now also available for your consideration is NEOBON LIQUID, which provides hematinic action, improved carbohydrate and protein utilization, gonadal and thyroid hormone supplementation and a mild antidepressant action.

The pleasant tasting liquid is especially indicated when a combined attack against nutritional, physiological and mental depression is indicated. Each tea-

spoonful (5 cc.) of pleasant-tasting NEOBON LIQUID contains:

Ferrous Gluconate	30 mg.
Ascorbic Acid	50 mg.
d-Amphetamine Sulfate	0.5 mg.
Folic Acid	167 mcg.
Vitamin B ₁₂	2.5 mcg.
I-Thyroxine	0.1 mg.
Ethinyl Estradiol	1 mcg.
Methyltestosterone	1 mg.
Liver Fraction I	25 mg.
Ethyl Alcohol	0.5 cc.

Dosage: One teaspoonful twice daily before meals, or as required.

Supplied: In 16 fluid ounce bottles, prescription only.

Bibliography

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