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Desoxyn advertisement.

[s.l.]: [s.n.], 1967

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DOCTOR,

Here is the expanded Abbott
anorectic program designed to
meet the individual needs of
your overweight patients.



THE PRODUCT

ABBOTT
ANORECTIC
PROGRAM

DESOXYN® Gradumet®

METHAMPHETAMINE HYDROCHLORIDE IN LONG-RELEASE DOSE FORM

5 mg



10 mg.



15 mg



DESBUTAL® 10 Gradumet

10 mg. METHAMPHETAMINE HYDROCHLORIDE, 60 mg. SODIUM PENTOBARBITAL

FRONT



SIDE



DESBUTAL 15 Gradumet

15 mg. METHAMPHETAMINE HYDROCHLORIDE, 90 mg. SODIUM PENTOBARBITAL

FRONT



SIDE



MOOD ELEVATION

DESOXYN Gradumet

Smooth appetite control plus mood elevation

Typically, the obese patient is a repeat dieter. And with each failure, the task looks more hopeless. Therefore, it is often just as important to lift the mood as to curb the appetite. Desoxyn Gradumet does just that. It gently elevates and sustains the mood. And no other product—amphetamine or non-amphetamine—is more effective in suppressing appetite.

DESBUTAL Gradumet

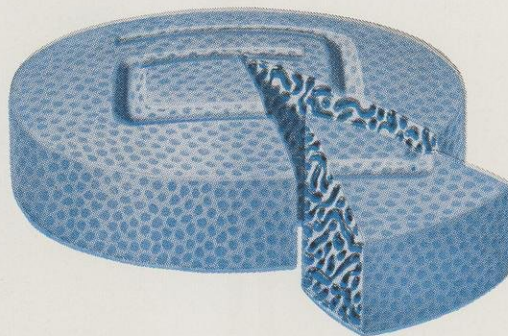
For patients who can't take plain amphetamine

Desbutal Gradumet contains 2 drugs, each in its own tablet section, combined back to back to form a single tablet. One section contains Desoxyn to suppress the appetite and lift the mood; the other contains Nembutal® (pentobarbital) to soothe the patient and counteract any excessive stimulation. The drugs are released in an effective dosage ratio throughout the day.

CONTROLLED-RELEASE

HOW IT DIFFERS FROM LONG-RELEASE

The Gradumet is made up of thousands of interconnecting channels, much like a sponge. These channels—filled with a drug—end at the outer surface of the tablet. When fluid comes in contact with the Gradumet, the drug in the outer ends of the channels dissolves. As the fluid makes its way up the channels, there is a continuous release of medication.



**THIS IS A RELEASE
YOU CAN COUNT ON**

Since the rate of release is rigidly determined by the size and number of channels, the Gradumet is able to provide controlled-release as well as long-release. Patients get a measured amount of medication, moment by moment, throughout the day—from a single oral dose.

THE PROGRAM

ABBOTT
ANORECTIC
PROGRAM

WEIGHT CONTROL BOOKLET

To help your obese patients understand why they are overweight—and what they can do about it—Abbott has a booklet called "The Secret of Controlling Your Weight." *It is available to your patients only through you.*

Here is a partial list of the topics covered :

- Why you are overweight
- Rewards of weight reducing
- Balanced meals
- Helpful hints
- Hunger between meals
- Snacks
- Weekly weighings
- Exercise
- Holidays, vacations, special events
- Leanness and longevity

Each topic is covered on one page in simple and easy-to-understand language. At the back of the booklet, there is a list of 160 foods showing their caloric content.



FOOD DIARY

The Food Diary is designed to help the overweight patient follow your eating instructions. Space is provided for breakfast, lunch, supper, and even snacks. By writing everything down that's eaten each day, the patient is constantly reminded that she's trying to change her eating habits. And you are furnished with a written record of how well she's doing.

This booklet also lists the caloric content of 160 foods.



See Brief Summary on next page.

THE PRICE

ABBOTT
ANORECTIC
PROGRAM

ECONOMY

S	M	T	W	T	F	S
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Desoxyn Gradumet and Desbutal Gradumet are so reasonably priced that patients in many cases save enough (compared to other leading long-release anorectics) to get five weeks of medication for the price of four.

FREE SUPPLIES



There are four weight control booklets, each with the same text, but with a different sample in the back of the booklet to meet your individual patient's needs. You have your choice of Desoxyn Gradumet in 10 mg. or 15 mg. strengths as well as Desbutal 10 Gradumet and Desbutal 15 Gradumet. The Food Diary is the same for all of the weight control booklets.

Your Abbott man will be happy to supply you with booklets. Just ask him.

CONTRAINDICATIONS: Methamphetamine (in Desoxyn and Desbutal) is contraindicated in patients taking a monoamine oxidase inhibitor. Do not use pentobarbital (in Desbutal) in persons hypersensitive to barbiturates.

PRECAUTIONS, SIDE EFFECTS: Observe caution in patients with hypertension, cardiovascular disease, hyperthyroidism, old age, or those sensitive to sympathomimetic drugs. Prolonged usage may lead to tolerance or psychic dependence. Careful supervision is necessary to avoid chronic intoxication and addiction.

Amphetamine side effects such as a headache, excitement, agitation, palpitation or cardiac arrhythmia usually may be controlled by reducing the dose. Paradoxically-induced depression is an indication to withdraw the drug. Pentobarbital (in Desbutal) may cause skin rash. Nervousness or excessive sedation with Desbutal is usually transient.

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