

"Pepsalia" : the digestive table salt : a condiment, not a medicine : about indigestion / G. & G. Stern.

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A CONDIMENT, NOT A MEDICINE.

ABOUT INDIGESTION.

WITH a good digestion, the appetite is seldom wanting. Without it, a good appetite is a delusion and a snare, for it prompts to gastronomic indulgences, which will have to be paid for later on.

The value of the food we eat depends less upon its nutritive qualities than upon our ability to avail ourselves of those qualities. Hence, the best fed man is not he who eats the most, but he who digests the best.

The great problem of nutrition is, therefore, to provide for digestion when this is laborious or incomplete, because, if undigested, the food is not only useless, but, by causing irritation, is even injurious.

A slow digestion is necessarily a bad digestion, for too prolonged a sojourn of the food in the stomach leads to irregular fermentations, which result in acidity, and are associated with flatulency, leading to heart-burn and 'spasms.' Moreover, the absorption of these acid products into the blood gives rise to the familiar constitutional disturbances, headache, somnolence, lassitude, diarrhœa, and skin troubles, such as eczema, nettle rash, &c.

Many of these symptoms can be got rid of by close

attention to diet, especially when suitable medicinal treatment is resorted to. These measures, however, are essentially palliative, and are, besides, irksome to a degree. Further, it is in itself an evil to have to discriminate among the good things which Providence has placed at our disposal, for fear of the consequences.

In other words, dietetic and medicinal treatment only remove the effects without influencing the cause, and the sufferer remains liable to attacks of dyspepsia on slight provocation.

The problem which we have long had under consideration has been how to ensure perfect digestion without unduly interfering with the habits of the sufferer from indigestion, and, above all, without obliging him to spoil his meals by associating with them the administration of pills, powders, or potions.

The solution of the problem may be summed up in the word "PEPSALIA." This preparation is a stable combination of salt with the various digestive ferments, the non-secretion of which by a jaded or overworked stomach underlies the very common condition known as dyspepsia or indigestion, which is, at one time or another, familiar to most people, to a greater or lesser extent.

PEPSALIA has been expressly designed to take the place of ordinary table salt, which it closely resembles in taste, colour, and general appearance; but it is, of course, something more than a mere condiment. Its solvent action on food is remarkable, and it rapidly causes the food to undergo the changes which alone enable us to take it into the system and convert it into warmth and nourishment.

One great feature of the action of PEPSALIA is the promptness with which it acts. This is due to its intimate admixture with the food during mastication—a manifest advantage over ordinary digestives, which, at best, have to act upon the food as a mass. The very first dose produces its characteristic effect forthwith, and an attack of indigestion may be curtailed, and its recurrence prevented.

These are not idle assertions, for it is within the power of everyone, at a trifling cost, to make the experiment for and on themselves. If we boast, we are prepared to "make our vaunting true."

PEPSALIA doubles the value of the food taken by turning

it to good account; at the same time, it averts the risks and inconveniences inseparable from the passage of undigested and therefore insoluble substances through the stomach.

We introduced PEPSALIA in the first instance to the notice of the Medical Profession, and it was only after receiving numerous voluntary testimonials to its efficacy from many of the best known and most highly esteemed physicians, that we decided to bring it before the public.

The medical journals, including the *Lancet*, the *British Medical Journal*, and others, have freely acknowledged the value and activity of PEPSALIA, and have commended it to the favourable notice of the profession.

PEPSALIA, as we have said, is to be used as a substitute for ordinary table salt, and should be taken in the same quantities and in the same way. It is quite innocuous, and contains no ingredients which can prove injurious, even if it be taken in excess.

It only remains for us to insist on the simplicity and certainty of this method of dealing with indigestion. To have introduced a means of rectifying a disordered condition which embitters the existence of so many, is in itself a triumph. This, however, will only be complete when dyspepsia has been banished from our midst by the general use of this invaluable preparation.

TESTIMONIALS.

We have a large number of Testimonials from Medical Men, and from Medical Journals, **all certifying to the active digestive powers of PEPSALIA**, but space will only permit us to publish a few.

The **LANCET**, May 20th, 1890, says:—"In **PEPSALIA** we have a convenient means of aiding digestion."

The **BRITISH MEDICAL JOURNAL**, June 28th, 1890, says:—"PEPSALIA possesses a high degree of digestive power. We have satisfied ourselves that it affords a strong aid to digestion. The claims put forward for **PEPSALIA** are justifiable."

The **MEDICAL PRESS AND CIRCULAR**, April 16th, 1890, says:—"PEPSALIA gives evidence of great digestive activity."

TESTIMONIALS—continued.

Dr. HEHNER, the eminent analyst, says:—"PEPSALIA, when used as an ordinary table salt, exercises a powerful solvent action upon food."

—**M.D. &c., Cavendish Square, London, W.**, writes, July, 1890:—"During the short time I have been trying your **PEPSALIA** upon myself, I have acquired the greatest benefit from it. An indigestion which had been slowly growing, resulting in flatulence, discomfort, and sleepiness after meals, general lassitude and depression, has, with all these disagreeable symptoms, vanished as by a charm since I commenced merely substituting **PEPSALIA** for ordinary table salt with my dinner."

Surgeon-Major CUFFE, M.R.C.S., &c., Clarges Street, London, W., writes:—"PEPSALIA promotes the digestive process of food. It cannot be too highly recommended."

Dr. DOWDING, M.D., M.R.C.P., London, writes:—"I have used **PEPSALIA**, and am much pleased with it. It acts well as a digestive, and it gives me pleasure to recommend it to my patients."

Dr. SPENCER SMYTH, F.R.C.S., writes:—"I consider **PEPSALIA** a good digestive, having taken it myself for dyspeptic symptoms with great benefit."

Dr. HARGREAVES, London, writes:—"I have given **PEPSALIA** a trial of over two months in many and varied cases of dyspepsia and slow digestion. I found it a most valuable aid to digestion and assimilation of food. My patients who have used it have all much improved in health and strength."

—**M.D., F.R.C.S., London**, writes:—"I have prescribed **PEPSALIA** in a large number of cases, and find that it has a decided influence in promoting digestion, especially in the more obstinate cases of dyspepsia."

CAUTION.

Beware of imitations, which are mere mixtures of Pepsine and Salt, and are sold as "Peptic" Salt, "Digestive" Salt, &c. All such mixtures have a characteristic musty smell and mawkish taste, and are comparatively inert.

"PEPSALIA" alone is effective and reliable.

INSIST ON HAVING "PEPSALIA."

"PEPSALIA" in bottles at 1s. and 2s., from Chemists, or, with 3d. extra for postage, from

G. & G. STERN,
62, GRAY'S INN ROAD, LONDON, W.C.