

Bovril : the following indications are based upon clinical records which have been communicated to Bovril, Limited, by members of the medical profession.

Contributors

Bovril Limited.

Publication/Creation

[London] : Bovril, [between 1910 and 1919?]

Persistent URL

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BOVRIL

The following indications are based upon clinical records which have been communicated to Bovril, Limited, by members of the Medical Profession.

ALCOHOLISM. The powerful sustaining and stimulating action of Bovril makes it of exceptional value in the treatment of alcoholism and drug addiction.

COLLAPSE. In cases of collapse due to exhaustion, pain or accident, Bovril is invaluable, owing to the ease with which it can be prepared, and the rapidity of its restorative action.

DIABETES. In modern treatment the free administration of Bovril prevents risks of poisoning by toxic acids produced by excess of fat and protein, and the possibility of coma is largely reduced.

DIARRHŒA. Remarkable success has been recorded in the treatment of Summer Diarrhœa by the exhibition of *cold* Bovril. In many severe cases, in which everything else tried (even water) has been rejected cold Bovril has been retained with comfort, and with highly beneficial results. Being bland, non-irritating, and very sustaining, Invalid Bovril is a particularly useful nutrient in Diarrhœa, Dysentery, and other intestinal disorders.

ENTERITIS. The special qualities of Invalid Bovril referred

GASTRITIS. to in the preceding paragraph make it a food

GASTRIC ULCER. of great value to these inflammatory conditions. The facility with which it lends itself to the formation of nutrient enemata is also of considerable importance.

FEVERS. In the treatment of Fevers, Bovril holds an acknowledged position. Invalid Bovril is in use in most Isolation Hospitals in the United Kingdom.

INSOMNIA. A regular course of Bovril, taken just before going to bed, often yields good results. The dilation of the blood-vessels of the stomach wall following the ingestion of hot Bovril tends to produce a slight anæmia of the brain conducive to sleep. In the case of old people, the cardiac stimulation is a favourable factor. Bovril also is a convenient vehicle for the administration of Sodium Bromide.

INFLUENZA. A teaspoonful of Bovril added to half a pint of hot milk constitutes a valuable restorative.

PERNICIOUS ANÆMIA. A combination of Bovril and Liver Extract and Fish Liver Oil, enables many patients to take the oil, who otherwise could not do so.

MALNUTRITION. Where the condition is due to weak digestion and faulty assimilation, a course of Bovril, taken shortly before or along with the principal meals of the day, will frequently effect a marked improvement.

POST-ANÆSTHESIA SICKNESS. A half-pint of Bovril, given $2\frac{1}{2}$ to $1\frac{1}{2}$ hours before the administration of an anæsthetic, usually obviates or greatly reduces post-operation sickness. Its employment for this purpose is now recommended by many surgeons and physicians.

PNEUMONIA. Clinical records emphasize the particular value of Bovril in maintaining the strength of the patient, warding off heart failure and repairing tissue waste.

TUBERCULOSIS. The outlook in tuberculosis depends largely upon the digestion. Patients who loathe other kinds of food take Bovril freely, and its systematic administration, by supplying protein in an easily assimilable form, increases constitutional resistance to the bacterial inroads.

UTERINE CONTRACTION. Bovril has proved to be of greater efficacy than tea in labour cases.