

**Vitamalt : the perfect vitamin-food for infants, children and adults : Rich in the essential vitamins A, B, C and D : Especially recommended for delicate and ailing children, nursing & expectant mothers and in all cases of malnutrition and low vitality / Boots Pure Drug Company.**

**Contributors**

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Wellcome Collection  
183 Euston Road  
London NW1 2BE UK  
T +44 (0)20 7611 8722  
E [library@wellcomecollection.org](mailto:library@wellcomecollection.org)  
<https://wellcomecollection.org>

# "VITAMALT"

Regd.

*This preparation is a scientific blend of finest Malt Extract of high diastatic value, and constituents rich in the accessory food factors known as Vitamins.*

*Vitamalt presents in a concentrated form Vitamins A, B, C, and D, and is of the greatest value as a body-building food. Vitamalt is most palatable and is readily taken by children.*



Prepared by

*The Boots Chemists*

NOTTINGHAM

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Rich in the essential Vitamins  
A, B, C, and D.

Especially recommended for  
**DELICATE AND AILING CHILDREN  
NURSING & EXPECTANT MOTHERS**

and in all cases of malnutrition  
and low vitality



Sold  
by

*The Boots Chemists*

At all  
Branches

## Vitamins.

Until recently food values were classified under the four great nutritional elements, Fats, Carbohydrates, Proteins and Mineral Salts. Recent research has shown that substances known as accessory food factors or Vitamins are of great importance. This knowledge has spread rapidly and now the word "Vitamin" is a household word.

Vitamins are not foods in themselves, they are substances contained in very small amounts in many foods. Their function is to assist the body to make use of the Mineral Salts, Fats, Proteins and other substances which it receives.

There are several well-known Vitamins distinguished by the alphabetical letters, A, B, C, and D, etc., and research is being so ably and systematically carried out that there are indications that further Vitamins exist. There is also the tendency to split up the known Vitamins, and it is probable that the recognised number will increase in this way.

**Vitamin A** is one of the growth-promoting Vitamins, and is found in eggs, milk, butter, green leaves of plants, in many animal fats such as Liver Fat, and in fish oils, notably Cod Liver Oil.

**Vitamin B**, known as the anti-neuritic Vitamin, is also a growth-promoting Vitamin. It occurs in wheat and other grain, some vegetables, and is abundantly present in yeast.

**Vitamin C**, the anti-scorbutic Vitamin, occurs in fresh green vegetables and in fresh fruit, notably Oranges and Lemons.

**Vitamin D** is known as the anti-rachitic Vitamin, and it frequently accompanies Vitamin A. It is produced in nature by the sun's rays and is found in animal fats, milk and butter (especially in the summer) and particularly in Cod Liver Oil, which is a very rich source of both Vitamins A and D.

## Vitamins in Relation to Health.

A sufficient supply of Vitamins is absolutely essential for the maintenance of good health. In one way or another, health will suffer almost at once if the diet becomes deficient in any of the Vitamins. A very large number of well-known ailments and disorders have now been classified as "deficiency diseases," and traced directly as the result of lack of Vitamins.

Lack of Vitamin A is particularly serious in children. Growth is arrested, Eye Diseases are liable to develop, and general resistance to infectious diseases is lowered.

Deficiency of Vitamin B leads to loss of appetite, loss of weight, indigestion, chronic constipation, anemia and neuritis.

In similar fashion the disease known as Scurvy arises as the result of an inadequate supply of Vitamin C.

Children who are given a diet in which Vitamin D is absent may develop Rickets owing to inability to assimilate from the normal food the Calcium necessary for healthy bone formation. The great prevalence of dental decay in civilised communities is a further indication of the lack of Vitamin D. For perfect health all the Vitamins must be present in the daily food.

## What is Vitamalt?

Vitamalt is a scientific preparation containing the finest Malt Extract of high Diastatic value, with selected ingredients rich in Vitamins. It is a well-balanced food that ensures a perfect supply of Vitamins A, B, C, and D, and corrects all ailments arising from deficiency of these vital factors. There are many people who are unable to take Cod Liver Oil on account of its oily nature and fishy taste. To such, Vitamalt will prove a boon in supplying the Vitamins A and D, upon which the value of Cod Liver Oil depends.

A tasteless oil obtained from natural sources and found to present a plentiful supply of Vitamin A, is incorporated in Vitamalt. Vitamalt also contains an extract of yeast rich in Vitamin B. This enhances the worth of the Malt Extract which is itself a source of this Vitamin, and in addition has valuable digestive properties. A proportion of finest Orange Juice, which is selected with regard to its high content of Vitamin C, is blended with Vitamalt, giving it in this respect the property of fresh fruit.

The optimum amount of Vitamin D is obtained in Vitamalt by the addition of irradiated ergosterol.

This unique combination of Vitamins has been skilfully blended to make a preparation which is easily assimilated and exceedingly pleasant to take. The regular use of Vitamalt can be relied upon to provide the necessary Vitamins A, B, C, and D, which will help to build a healthy body with sound nerves, firm bones, good teeth, and rich blood. Vitamalt is suitable for children and adults of all ages.

## Vitamalt and consistent Good Health.

There are times in every one's life when particularly heavy demands are made upon the reserves of health and strength. At such times the ordinary daily food may not meet the requirements for an increased Vitamin supply, and in such cases Vitamalt should be added to the diet.

Vitamalt is invaluable when children lack vitality and easily pick up little ailments, and also when they are growing quickly.

During the period of expectant and nursing motherhood an adequate Vitamin supply in the diet is absolutely essential for both mother and baby. Vitamalt is the ideal preparation to ensure proper nutrition and is of the greatest value during this important period.

Vitamalt is excellent for building up a reserve of bodily strength and safeguards against the common ailments and infections by increasing resistance to them. It will be found of the greatest benefit to persons seeking renewed strength during convalescence after illness. It may be given with complete confidence in all cases where there is evidence of Vitamin deficiency.