

**The significance of detail : Ferraplex B. 1, Francisco Goya y Lucientes  
1740-1825.**

**Contributors**

C.L. Bencard Ltd.

**Publication/Creation**

London : C.L. Bencard Ltd., [between 1955 and 1960?]

**Persistent URL**

<https://wellcomecollection.org/works/p9e76qtu>

**License and attribution**

Conditions of use: it is possible this item is protected by copyright and/or related rights. You are free to use this item in any way that is permitted by the copyright and related rights legislation that applies to your use. For other uses you need to obtain permission from the rights-holder(s).

**wellcome  
collection**

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>







FRANCISCO GOYA Y LUCIENTES  
1740—1825

Goya, the great painter of Spain, worked as a young man in Italy, and returning to Madrid, became a Court painter. All his work tends to be critical and satirical, not sparing even his royal sitters. He acknowledged his debt to Velazquez and Rembrandt and himself influenced the French Romantic, Delacroix, thus laying the foundations on which Manet painted the first Impressionist pictures.



## THE SIGNIFICANCE OF DETAIL

*No. 1 of a series*

Reproduced by permission of the Trustees  
of the National Gallery



DOÑA ISABEL COBOS DE PORCEL

In this picture, Goya has not only conveyed the impact of beautiful features, but evoked the proud and passionate character of his sitter with impetuous brush strokes and strong contrast of colour. We think he has painted the lace in all its detail; yet if we look it is the features alone which are precisely drawn.



Critical survey of the hypochromic anaemias reveals that while many patients respond satisfactorily to simple iron therapy by mouth, a minority experience difficulty because they do not so respond or because of gastro-intestinal upset. Oral haematinic therapy for these patients is afforded by FERRAPLEX B an exceptionally well-tolerated combination of ferrous iron with other factors promoting its effective utilisation.

The detailed requirements of the hypochromic anaemia patient are provided in the Ferraplex B formula:

*Iron*

Presented in its most readily assimilable form of ferrous sulphate.

*Copper*

An essential factor for the formation of haemoglobin.

*Vitamin B Complex*

Intimately concerned in many of the processes of haemopoiesis.

*Vitamin C*

Promotes effective iron absorption and mobilisation.



**Ferraplex B**



## FERRAPLEX B

### DOSAGE

One or two tablets three times daily according to the age of the patient and the severity of the symptoms. Young children should receive a reduced dosage according to age. It is advisable to commence with one or two tablets daily and increase the dosage gradually. The tablets should always be taken with or immediately after food.

### COMPOSITION

Ferraplex B is unique in supplying such a comprehensive haematinic formula in one tablet.

The full daily dose of 6 tablets (two tablets three times daily) provides:

1 gm. Ferrous sulphate, exsiccated, B.P.  
2 mg. Copper carbonate  
50 mg. Ascorbic acid (vitamin C)  
2 gm. Natural vitamin B complex extract.

*This is derived from brewers' yeast and is standardised to contain:—*  
3 mg. Aneurine hydrochloride (vitamin B<sub>1</sub>)  
6 mg. Riboflavine (vitamin B<sub>2</sub>)  
30 mg. Nicotinamide  
and all the other naturally occurring factors of the vitamin B complex.

### PACKINGS

Bottles of 50 and 250 tablets.  
Daily cost of N.H.S. treatment,  
2¼d. to 4½d.

C. L. BENCARD LTD., PARK ROYAL, LONDON, N.W.10