

Villescon : a breakaway from traditional tonics.

Contributors

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Publication/Creation

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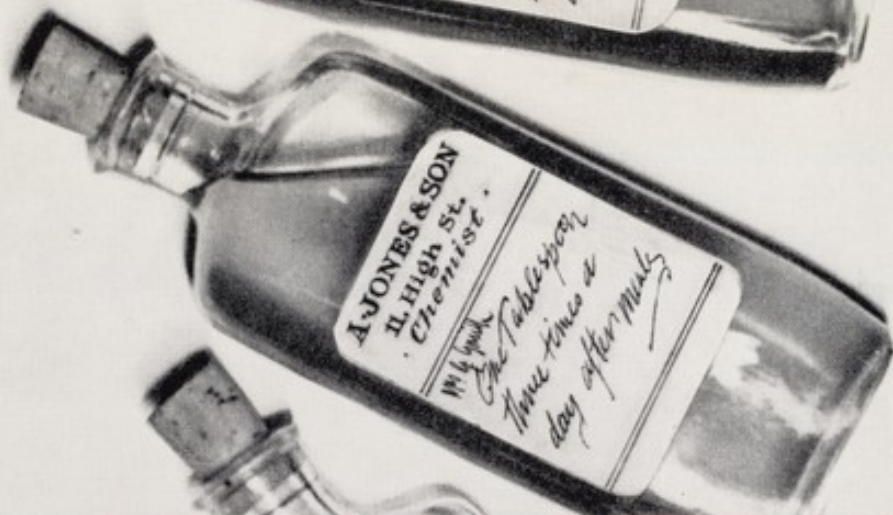
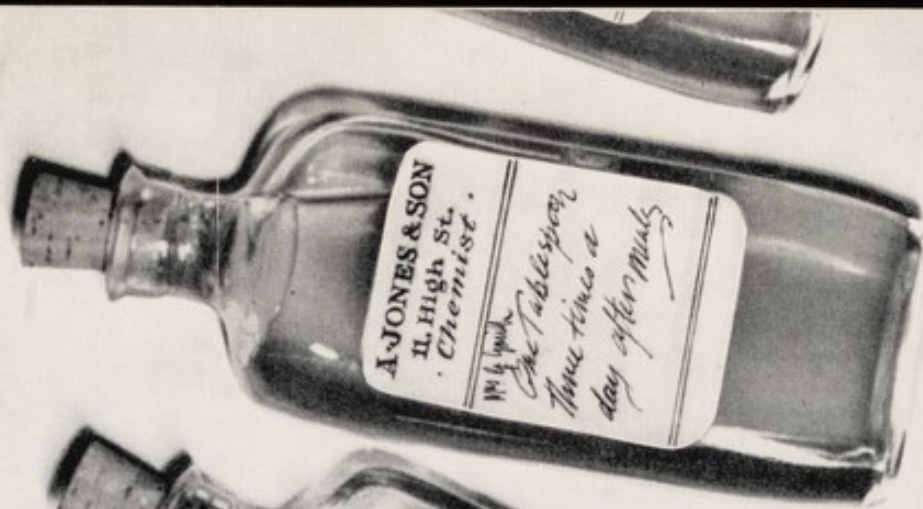
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VILLESCON



The introduction of Villescon as the first true tonic yet produced is a claim that can be tested by any practitioner on any convalescent patient.

Villescon contains an entirely new synthetic compound and represents a complete breakaway—in conception, action and effect—from the preparations at present grouped under the heading "tonic".

The word "tonic", to quote the British National Formulary 1957, "*is now somewhat loosely applied to substances which increase the feeling of well-being associated with normal health. Thus it comes about that any form of treatment which makes good a deficiency and thereby enhances the feeling of well-being is often described as "tonic". Many diseases . . . are accompanied by a loss of appetite, but symptomatic treatment of anorexia may be justifiable even when it is not possible to adopt curative measures directed against the underlying cause*".



a breakaway from traditional tonics

According to the BNF definition Villescon ranks as a true tonic—the first to justify the term—and can be prescribed as a rational and specific therapy for convalescent patients. Its action is true, positive and predictable. Its general effect is to restore to the full, mental and physical activities which have been lowered by illness, accident or stress.

Villescon contains phenylpyrrolidinopentane—associated with a balanced vitamin supplement. This entirely new synthetic compound has been found to possess an unusual combination of highly desirable actions.

A MARKED APPETITE-STIMULATING EFFECT is produced in most cases together with an INCREASE IN PULMONARY VENTILATION. These are accompanied by a STRIKING IMPROVEMENT IN THE PATIENT'S FRAME OF MIND. Villescon is in every way a safe and highly effective recuperative agent. There are no side-effects.

For CONVALESCENCE

VILLESCON



The DEFINITIVE tonic

INDICATIONS

- i In convalescence after illness or operation.
- ii For the treatment of patients suffering from stress, strain or overwork.
- iii In the aged, where an increased enjoyment of food and a keener interest in the world around them are most desirable.
- iv After childbirth, especially when the mother is breast feeding.

Villescon is contra-indicated in the presence of Thyrotoxicosis.

DOSAGE

1-2 tablets twice daily. The first dose on rising and the second dose in the afternoon.

PACK AND BASIC COST TO N.H.S.

Tablets, each containing:- 1-phenyl-2-pyrrolidino-pentane hydrochloride 10.0 mg., Vitamin B₁ 5.0 mg., Vitamin B₂ 3.0 mg., Vitamin B₆ 1.5 mg., Nicotinic acid amide 15.0 mg., Vitamin C 50.0 mg.

Carton of 20	5s. 6d.	} plus 30% P.T.
Bottle of 200	£2 8s. 4d.	

VILLESCON*

1-phenyl-2-pyrrolidino-pentane hydrochloride, with vitamins



Manufactured and distributed in the U.K. by Pfizer Ltd., Folkestone, Kent, for
C. H. BOEHRINGER SOHN, INGELHEIM am RHEIN.

*Trade Mark.