

'Anorvit' : an advance in iron therapy.

Contributors

The British Drug Houses Ltd.

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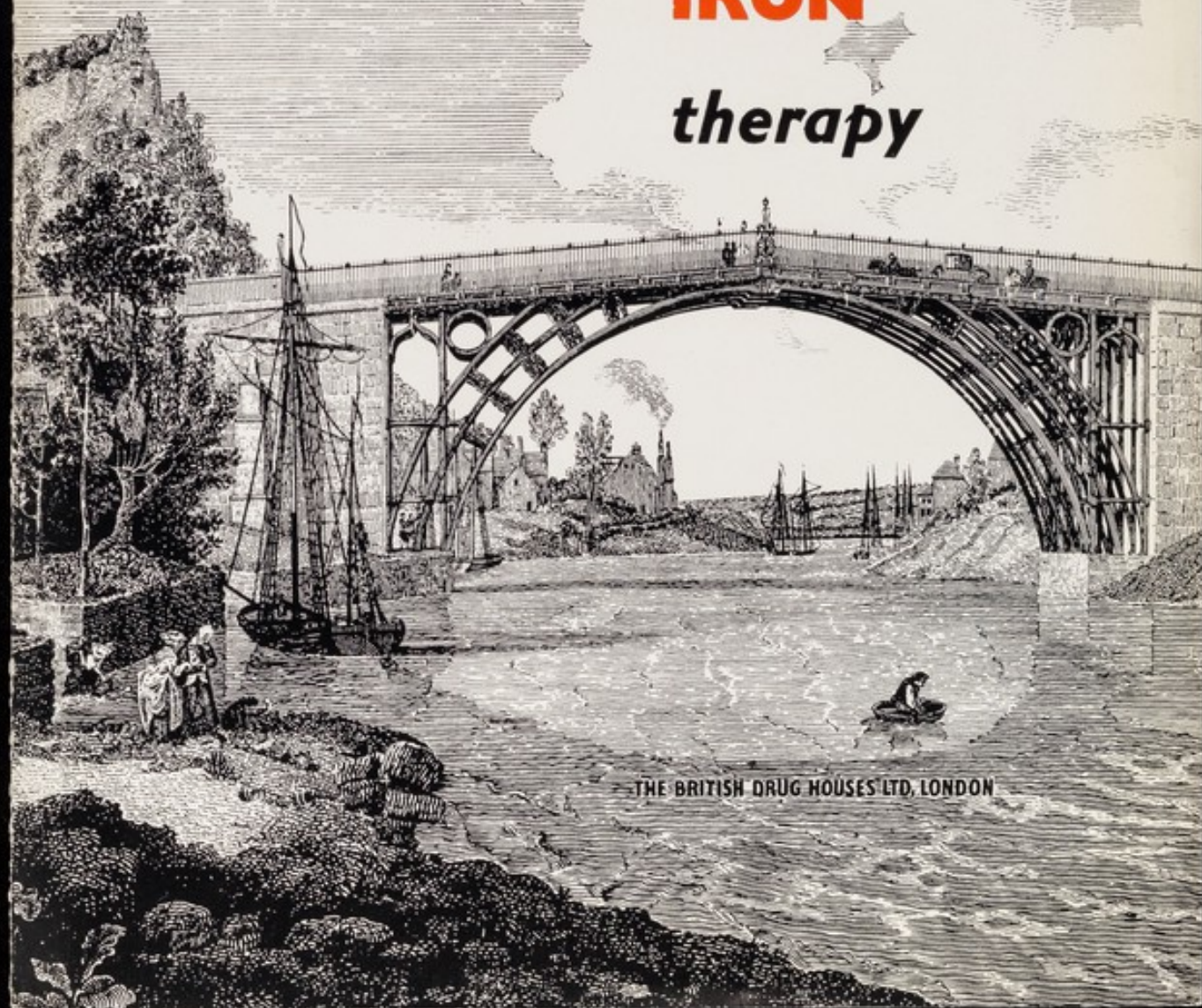
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'ANORVIT'

*An
advance
in
IRON
therapy*



THE BRITISH DRUG HOUSES LTD, LONDON



The illustration on page 1 depicts the Iron Bridge, Coalbrookdale, Shropshire. Designed by T. F. Pritchard in 1779. Reputed to be the first iron bridge in the world.

In a paper¹ describing the use of vitamin C and vitamin K in the treatment of vomiting of pregnancy it is stated that "during this study it became apparent that oral iron therapy used in the treatment of anæmia of pregnancy caused little or no gastrointestinal disturbance, and iron absorption was enhanced by the vitamin C and K therapy". Clinical trials in this country have shown that 'Anorvit' is well tolerated by patients who have been unable to take other oral preparations of iron because of gastrointestinal disturbances.

Each 'Anorvit' tablet contains:

Ferrous sulphate, exsiccated,	
3 grains (200 mg. approx.)	
Ascorbic acid	10 mg.
Acetomenaphthone	2 mg.

Gillhespy², as a result of an extensive clinical investigation, has stated that this combination "is the least toxic of all the iron preparations". Twelve patients who could not tolerate other iron preparations did not suffer from any gastric disturbance when given 'Anorvit' over long periods. Improvement in the blood picture was satisfactory.

The advantages of 'ANORVIT' are therefore:—

- ★ Freedom from gastrointestinal disturbances.
- ★ Most effective iron absorption.

COST

Basic N.H.S. prices: 50 at 1/10 and
500 at 9/6.

DOSAGE

Children—1 tablet 2 or 3 times a day.
Adults—2 tablets 3 times a day.

'Anorvit' is best taken during or immediately after a meal.

Further information, including detailed literature, is available on request.

References

¹*Amer. J. Obstet. Gynec.*, Aug. 1952,
p. 416.

²*Med. Press*, 1954 (Feb. 3), p. 112.

'ANORVIT'

TRADE MARK

Tablets containing ferrous sulphate, exsiccated,
3 grains (200 mg. approx.), ascorbic acid 10 mg.
and acetomenaphthone 2 mg.



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