

laboratory examination. The data may be either published or unpublished. Samples of apparatus, devices, equipment, or instruments should not be submitted unless specifically requested by the Office of Advertising Evaluation.

3. FOOD PRODUCTS AND VITAMIN PREPARATIONS.—Advertisements for food products and vitamin preparations may be separated into four categories as follows:

(a) *General Purpose Foods.* Those foods promoted for use by the population in general. Examples are bread, processed meats, fruits, and vegetables. Advertisers of such products should submit descriptive literature, labels, and a statement of composition where pertinent.

(b) *Special Purpose Foods.* These are foods for special dietary uses subject to the labeling conditions imposed by section 403j of the Federal Food, Drug and Cosmetic Act. Examples are foods manufactured and promoted for use by certain specific segments of the population, such as infants, invalids, as well as others requiring foods with certain properties, e.g., foods for carbohydrate-restricted diets, sodium-restricted diets, and other therapeutic diets. Advertisers of such products should submit copies of labels, statements of composition, and analytical data. When pertinent, they should be supported by data demonstrating the effectiveness of the product for its intended use. If new claims are made for a previously advertised product, clinical data substantiating such new claims must be submitted.

(c) *Supplemental Vitamin Preparations.* Rational mixtures of the vitamins recognized to be essential in human nutrition or metabolism in amounts not differing greatly from the recommended dietary allowances are eligible. However, with the exception of iron-containing and calcium-containing preparations that are intended for use during pregnancy, vitamin mixtures to which minerals are added (as contrasted to trace minerals which are inherent in the manufacturing process) are not eligible for advertising.

(d) *Therapeutic Vitamin Preparations.* Rational mixtures of the vitamins recognized to be essential in amounts not greater than five times the recommended dietary allowances are eligible. However, preparations containing a mixture of all or most of the following antianemic factors—vitamin B₁₂, folic acid, intrinsic factor, iron, ascorbic acid, and copper—are not eligible for advertising. If claims not generally recognized are made for any of the vitamins, such claims must be substantiated by clinical studies in support of such claims.

4. BOOKS.—A book may be requested for review so that its eligibility for advertising can be determined.

5. MISCELLANEOUS PRODUCTS AND SERVICES.—Products or services not in the above classifications may be eligible for advertising if they satisfy the general principles governing eligibility for advertising in AMA scientific publications.
