

TO THE MEDICAL PROFESSION:

Specific Strength Medicine

**COLLOIDUM CRATAEGUS**

*From the Laboratories of*  
LLOYD BROTHERS, PHARMACISTS INC.  
CINCINNATI, OHIO

*This memorandum is issued in response to an unusually large number of requests from physicians for more information concerning SPECIFIC STRENGTH MEDICINE CRATAEGUS.*

History-LLOYD BROTHERS, PHARMACISTS INC. are pioneers in the development of CRATAEGUS in this country. Our study of CRATAEGUS dates from 1896 -forty-four years experience covering a continuous and intensive pharmaceutical, pharmacological, and clinical research.

Possibly, we are the only manufacturing pharmacists who have made such an exhaustive study of the various species and varieties of CRATAEGUS-the bark, root, root-bark, and fruit. Our *Drug Treatise* Number II, published in 1905, carried an article on SPECIFIC MEDICINE CRATAEGUS, and *Drug Treatise* Number 29, published in 1917, was devoted exclusively to this preparation.

We have reason to believe that our efforts have been of much service to the physician, inasmuch as the preparation under our label has attained conspicuous reputation and is being employed by an ever-increasing number of physicians in the treatment of various types of cardiovascular diseases.

Crataegus-(Kra-te-gus) [G. Krataigos, a flowering thorny plant.]

Materia Medica-The ripe fruit and bark of *Crataegus oxyacantha* Linne., *C. coccinea*, and other species of *Crataegus* (Fam. Rosaceae). 1. England and other parts of Europe and in Central and Northern Asia; 2. America.

Common Names-1. English Hawthorn, May; 2. Haw, Red Haw, Hawthorn, Thorn.

Parts Used-SPECIFIC STRENGTH MEDICINE CRATAEGUS is made from the fresh, ripe fruit of *C. coccinea* because comparative investigations finally convinced us that it was equal, if not superior, to other species available.

Physical Characteristics-SPECIFIC STRENGTH MEDICINE CRATAEGUS has a brown-red color, a fragrant, wine-like or fruity odor, and a pleasant taste. It will mix in medicinal proportions with water, glycerin, dilute alcohol, or syrup, without precipitation.

Action-Cardiac tonic and antispasmodic. Recent clinico-pharmacological studies indicate that it possesses some hypotensive action.

Synergists-The Digitalis group.

DOSE-SPECIFIC STRENGTH MEDICINE CRATAEGUS, five to thirty minims (0.3-2.0 CC.).

Pharmacology-CRATAEGUS has been the subject of considerable pharmacological research during recent years. Several European investigators have recently reported animal experiments and clinical studies which show its hypotensive action. In this country, Hinsdale has contributed valuable experimental evidence to our knowledge of the pharmacological action of this drug.

He studied its effect both on the heart and on the peripheral circulation. In the turtle, he observed a slowing of the rate accompanied by an increase in tone of the cardiac muscle. In the human subject, he demonstrated dilatation of peripheral vessels, showing that the lowered blood pressure following administration of CRATAEGUS is due in part to peripheral vasodilatation. He also reports that there was a favorable reduction in the pulse rate.

Therapeutic Uses and Indications-The physiological action of the drug as determined by recent investigators, has: much clinical significance and has created widespread interest. The demand for SPECIFIC STRENGTH MEDICINE CRATAEGUS is constantly increasing. Recent clinico-pharmacological studies confirm the former empirical use of the drug and shed light on its rational application.

There is much clinical evidence that, CRATAEGUS is adapted to both functional and organic heart disorders. It is indicated where there is cardiac pain; precordial oppression; dyspnoea; rapid and feeble heart action; cardiac hypertrophy; valvular heart disease; and, venous stasis. In general, it is the consensus of many authorities that CRATAEGUS acts effectively as a tonic to the heart and vascular system, and therefore is useful in conditions characterized by myocardial and cardiovascular weakness.

The therapeutic efficacy of SPECIFIC STRENGTH MEDICINE CRATAEGUS as an aid in the treatment of angina pectoris and similar conditions of cardiac or cardiovascular pains, arteriosclerosis associated with high blood pressure, valvular heart disease and myocardial weakness, has been repeatedly verified. It is now being considered in essential hypertension. This drug has also proven to be of service in the treatment of Cardiac neuroses. Many clinicians use SPECIFIC STRENGTH MEDICINE CRATAEGUS because they have found that patients made better progress when it was used than when it was left out of the plan of treatment-rest, diet, removal of foci of infection, physical measures, other medicaments.

There appear to be no contraindications to the employment of CRATAEGUS. It is a safe non-poisonous drug, has no cumulative effect, and can be taken for long periods without impairing digestion or producing ill effects. It justly deserves a place in cardiac therapy. Individuals differ in their response to the palliative influence of the drug, hence some require larger doses than others, and it is well not to discontinue the use of the drug too soon.

Specific Strength Medicine Crataegus, long a favorite heart drug with many physicians, combines well and acts in harmony with other indicated remedies. It is often used as a synergist with digitalis. While pharmacologically there appear to be considerable similarities between the action of Crataegus and digitalis, therapeutically Crataegus is to be considered as an adjuvant, not as a competitor of digitalis. Crataegus is of service to fill in the gaps in digitalis inefficiency-often acting surprisingly well where digitalis alone has not produced the effects desired-but in no sense can it take the place of digitalis.

Clinically, Crataegus appears to exert its main influence upon the musculature and valves of the heart, while digitalis exhibits its power on the conduction system. Both improve the nutrition of the muscle. Digitalis is a more positive diuretic than Crataegus.

Other preparations of our manufacture with which SPECIFIC STRENGTH MEDICINE CRATAEGUS is frequently combined are:

IN FUNCTIONAL HEART DISEASE-Specific Strength Medicine Cactus; Specific Strength Medicine Pulsatilla; Specific Strength Medicine Hyoscyamus; Specific Strength Medicine Ignatia.

IN ORGANIC HEART DISEASE-Specific Strength Medicine Digitalis; Specific Strength Medicine Adonis; Specific Strength Medicine Lobelia; Specific Strength Medicine Passiflora; Specific Strength Medicine Nux Vomica.

IN ARTERIOSCLEROSIS AND/OR HYPERTENSION-Specific Strength Medicine Viscum Album; Specific Strength Medicine Veratrum; Specific Strength Medicine Gelsemium.

Specific Strength Medicines, because of their definite and uniform strength and clinically proven dependability, enjoy an extensive acceptance with physicians who delight in designing a specific prescription that is individualized to suit each patient's own peculiar requirements.

#### ILLUSTRATIVE PRESCRIPTIONS

*These prescriptions are taken from letters, case records, and published papers of physicians who have extensively used SPECIFIC STRENGTH MEDICINE CRATAEGUS and have found it to be of service in the plan of treatment of the cardiovascular conditions indicated. We trust that they may prove of service to physicians interested in this preparation. Obviously, the dosage, frequency of administration, and selection of remedies to be combined with CRATAEGUS must be determined by the prescribing physician and may be varied to meet the individual requirements of each patient.*

### CARDIAC ANGINA

Rx Sp. Str. Med. Crataegus 3 ii. (8.0 cc.)  
Sp. Str. Med. Cactus 3 ii. (8.0 cc.)  
Sp. Str. Med. Lobelia m. xxx. (2.0 cc.)  
Aq. dest. q. s. ℥iv. (120.0 cc.)  
M.

*Sig: One teaspoonful (4.0 cc.) every two hours.*

### HYPERTENSION

Rx Sp. Str. Med. Crataegus  
Sp. Str. Med. Viscum Album  
Glyconda  
Aq. dest. aa q.s. ℥iv. (120.0cc.)  
M.

*Sig: One teaspoonful (4.0cc.) one hour after meals  
and at bedtime.*

HEART TONIC To aid in improving heart tone where there is myocardial weakness with valvular heart disease.

Rx Sp. Str. Med. Crataegus ℥ii. (60.0 cc.)  
*Sig: Ten minims (0.6cc.) to fifteen minims (1.0cc.)  
in water three or four times a day.*

### CARDIAC DECOMPENSATION

With orthopnoea, edema, and tachycardia.

R Sp. Str. Med. Crataegus ℥i. (3°.0 cc.)  
Sp. Str. Med. Digitalis m. xxx. (2.0 cc.)  
Aq. dest. q.s. ʒiv. (120.0cc.)  
M.

*Sig: One teaspoonful (4.0 cc.) four times a day.*

ARTERIOSCLEROSIS Associated with high blood pressure.

R Sp. Str. Med. Crataegus ℥ii. (60.0 cc.)  
*Sig: Fifteen minims (1.0 cc.) four times a day.*

### HEART TONIC

To assist where there is precordial oppression with dyspnoea associated with hysteria.

Rx Sp. Str. Med. Crataegus  
Sp. Str. Med. Cactus  
Sp. Str. Med. Hyoscyamus aa q. s. ℥i. (3°.0 cc.)  
M.

*Sig: Fifteen minims (1.0 cc.) in water t. i. d.*

### HYPERTENSION

Acute, with pulse full and bounding.

Rx Sp. Str. Med. Crataegus 3 ii. (8.0 cc.)  
Sp. Str. Med. Gelsemium 3 i. (4.0 cc.)  
Sp. Str. Med. Veratrum m. xxx. (2.0 cc.)  
Glyconda  
Aq. dest. aa q.s. ℥iv. (120.0cc.)  
M.

*Sig: One teaspoonful (4.0 cc.) four times a day.*

### CARDIAC NEUROSI

Rx Sp. Str. Med. Crataegus 3 ii. (8.0 cc.)  
Sp. Str. Med. Cactus 3 i. (4.0 cc.)  
Sp. Str. Med. Nux Vomica m. v. (0.3 cc.)  
Glyconda  
Aq. dest. aa q.s. ℥iv. (120.0cc.)  
M.

*Sig: One teaspoonful (4.0 cc.) four times a day.*

PALPITATION OF HEART (Menopause)

Also of service-heart symptoms in hysteria.

℞ Sp. Str. Med. Crataegus  
Sp. Str. Med. Cactus  
Sp. Str. Med. Pulsatilla           aa 3 i. (4.0 cc.)  
Sp. Str. Med. Ignatia               m. x. (0.6 cc.)  
Aq. dest.                           q.s. ℥iv. (120.0CC.)  
M.

*Sig: One teaspoonful (4.0 cc.) three or four times a day.*

CARDIAC DISTRESS FROM FLATULENCE

℞ Sp. Str. Med. Crataegus           3 i. (4.0 cc.)  
Sp. Str. Med. Nux Vomica           m. x. (0.6cc.)  
Sp. Str. Med. Capsicum           m. v. (0.3 cc.)  
Glyconda                           ℥ ii. (60.0 cc.)  
Aq. dest.                           q. s. ℥ iv. (120.0 cc.)  
M.

*Sig: One teaspoonful (4.0 cc.) every ten minutes until relieved.*

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**Specific Strength Medicine Crataegus** is supplied in four, eight, and sixteen ounce bottles and may be obtained from wholesale and retail druggists and physician supply houses.

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