

# NUTRILITE CITED FOR FALSE CLAIMS

**Court Writ Orders Distributor  
to End Sales Methods Based  
on Its Therapeutic Value**

Special to THE NEW YORK TIMES.

WASHINGTON, May 21 — The Food and Drug Administration today announced a court injunction prohibiting 15,000 door-to-door salesmen from making "extravagant therapeutic claims" for Nutrilite, a vitamin and mineral diet supplement.

Evidence against this sales method, the agency said, was gathered by agents who posed as Nutrilite salesmen and obtained recordings of sales talks made by other salesmen of the product, distributed nationally by Mytinger & Casselberry, Inc., of Los Angeles. The distributor consented to the decree after hearing transcripts of the recordings.

The announcement said that the court decree, obtained in Los Angeles on April 5, for the first time "spells out the claims which may and may not be made in printed sales material or in sales talks by the canvassers."

"Claims that Nutrilite has any value in treating fifty-seven serious diseases, including cancer, heart trouble, diabetes, arthritis and rheumatism are specifically prohibited," the announcement said. "The decree also prohibits the sales argument that virtually all human ailments are caused by deficiencies in the diet, and that diagnosis of disease is not necessary because whatever the trouble a vitamin and mineral food supplement will cause it to disappear."

All copies of the sales manual, "How to Get Well and Stay Well," are to be recalled by the company. Further use of forty nutrition articles, books, pamphlets and a motion-picture used in sale of the product is banned. The company is required to educate its agents on the terms of the decree. Its violation is punishable as contempt of court.

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