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Food and Health Illustrated Edition Dodo Press

By Lydia E. Pinkham Medicine Company

Dodo Press. Paperback. Book Condition: New. Paperback. 72 pages. Dimensions: 8.8in. x 5.9in. x 0.4in. The Lydia E. Pinkham Medicine Company was begun formally in 1873, its major product being Lydia E. Pinkham's Vegetable Compound. It was named after Lydia Estes Pinkham (1819-1883) who was an iconic concocter and shrewd marketer of a commercially highly successful herbal-alcoholic women's tonic meant to relieve menstrual and menopausal pains. Lydia Estes Pinkham had developed this herbal remedy as a cure for female maladies such as menstrual cramps, headache, female weakness and nervousness associated with the menstrual cycle. It was also supposed to be helpful for hot flashes, depression, and other symptoms common during menopause. Lydia Pinkham first began developing home remedies after the near bankruptcy of her husband. Mass marketed from 1875 on, Lydia E. Pinkham's Vegetable Compound was one of the best known patent medicines of the 19th century. Lydia's skill was in marketing her product directly to women and her company continued her shrewd marketing tactics after her death. Her own face was on the label and her company was particularly keen on the use of testimonials from grateful women. Among the books that her company published was Food and Health (1921)....



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