

# Cocaethylene

**From Pope to Practitioner**

10/02/2010

The logo for Swanswell, featuring the word "swanswell" in a white, lowercase, sans-serif font. The text is centered on a horizontal rectangular background that has a crumpled, green paper-like texture. The background is a vibrant green color with various shades and shadows, giving it a three-dimensional, tactile appearance.

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# Aims and Objectives

- What is cocaethylene?
- History
- Effects
- Health
- Treatment
- What next?

# What is Cocaethylene?

- Production
- Research
- Unique
- New

# History

- Vin Mariani
- The Pope and The Queen
- Tonic

alcohol

?

be well

stay well

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THE POPULAR TONIC

# VIN MARIANI

(MARIANI WINE)

Nourishing - Strengthening - Refreshing

For Overworked Men  
Delicate Women  
Sickly Children

Recommended by all who try it  
Written endorsements from 5000 doctors

Appetizer before meals  
Digestive after meals  
General Tonic at all times

NEVER HAS ANYTHING BEEN SO HIGHLY AND SO JUSTLY PRAISED

“King of Tonics  
Tonic of Kings”

*As an adjuvant it is found specially useful in treatment of*

Nervous Troubles	La Grippe
Dyspepsia	Nervous Prostration
Malaria	General Debility
Anæmia	Tardy Convalescence
Loss of Sleep	Loss of Blood
Consumption	Impotency
Overwork	Melancholia
Indigestion	Sea Sickness
Throat and Lung Troubles, all Wasting Diseases, and After Fevers, etc., etc.	

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# The Effects

- Awareness
- Positive
- Negative
- Known
- Unknown



# Health

- The cost
- The heart
- The liver
- Society



# HIS HOLINESS POPE LEO XIII AWARDS GOLD MEDAL

In Recognition of Benefits Received from



## VIN MARIANI

MARIANI WINE TONIC

*FOR BODY, BRAIN AND NERVES*

*SPECIAL OFFER - To all who write us mentioning this paper, we send a book containing portraits and endorsements of EMPERORS, EMPRESS, PRINCES, CARDINALS, ARCHBISHOPS, and other distinguished personages.*

*MARIANI & Co., 52 West 15<sup>th</sup> St. New York.*

*FOR SALE AT ALL DRUGGISTS EVERYWHERE. AVOID SUBSTITUTES. BEWARE OF IMITATIONS.  
PARIS-41 Boulevard Haussmann, LONDON-83 Mortimer St. Montreal-87 St. James St.*

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# Commissioners and Practitioners

- Treatment
- What needs to happen?
- Availability
- Pricing
- Law

**work**

**well**

**together**

**swanswell**

# MARIANI WINE

4/-  
PER BOTTLE.

45/-  
PER DOZEN.

MARIANI WINE possesses truly remarkable **Sustaining, Stimulating** and invigorating powers. Its success and merits are appreciated by all who have tried it, and numberless are the testimonials received from members of all classes of society and professions suffering from

**GENERAL DEBILITY,  
DEPRESSION, LASSITUDE, EXHAUSTION AND  
WANT OF ENERGY.**

As a **restorative and stimulant** of the highest order. MARIANI WINE is without rival; its high medicinal value has caused it to be recognised and

**RECOMMENDED BY 8,500 PHYSICIANS**



**THE BEST AND SUREST  
TONIC\*RESTORATIVE**

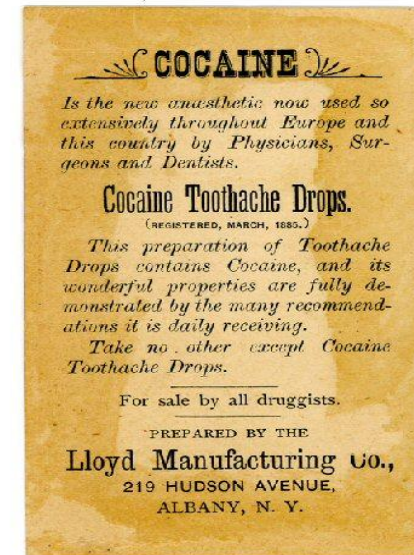
Delivered free from Wilcox, 49, Haymarket, S.W., or of all Chemists and Stores.

[The above is the first page of a four-page circular accompanying the bottle of Vin Mariana as sold direct to the public in England.]

Front side of ad



Back side of ad



# What Next?

- Research
- Education
- Facts
- Lobby



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**work**

**well**

**together**

**swanswell**

Presentation by  
Chris Paling.

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thank



you



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