

LactAid, Inc., Collection

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1984, n.d.



Title Statement

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Profile Description

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Descriptive Summary

Unit ID

Ms.2011.008

Unit Date

1984, n.d.

Language

The materials in the collection are in English.

Abstract

The collection contains a promotional folder from LactAid, Inc., including information on products and samples.

Creator

LactAid, Inc

Extent

0.1 Cubic Feet 1 folder

Repository

Special Collections and University Archives, Virginia Tech

Administrative Information

Conditions Governing Access

The collection is open for research.

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Source of Acquisition

LactAid, Inc., Collection was purchased by Special Collections and University Archives in 2010.

Processing Information

The processing, arrangement, and description of the LactAid, Inc., Collection was completed in January 2011.

Preferred Citation

Researchers wishing to cite this collection should include the following information: [identification of item], [box], [folder], LactAid, Inc., Collection, Ms2011-008, Special Collections and University Archives, Virginia Tech, Blacksburg, Va.

Administrative History

With an estimated one third to the population having some form of lactose intolerance, LactAid, Inc., came up with a product that would allow for this part of the population to still continue drinking and eating milk products. In the 1950s, they looked into the addition of enzymes to milk as a way to modify the lactose. In 1974, The SugarLo Company (progenitor of Lactaid, Inc.), obtained an exclusive license for the K. marxianus Var. lactis lactase enzyme.

The product was first offered to the public in a single-dose pack to break down 70% of the enzyme. The powder dose pack was phased out in 1981 in favor of the sterile liquid form, a product that cost the consumer about 5 cents a glass at the time. Later, the company introduced the milk already treated, in chocolate, nonfat, 1%, 2%, or calcium-fortified. From there, more products were brought to the consumer—cottage cheese, American Cheese, lactase capsules, and Dairy-Ease chewable tablets.

Additional information about the company is available on the website: <http://www.lactaid.com/>.

Scope and Content

The collection contains a promotional folder from LactAid, Inc., including information on products. Located within the folder is the boxes for the tablets, milk cartons and mock-up drawings of the wrappers for the cheese products. There are advertisements for companies to have in their stores, pamphlets on how the product is the answer to your problems, and store price suggestions. Also included in the folder is a sample of the product.

Keywords

History of Food and Drink

Rights Statement for Archival Description

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Arrangement

The collection is in its original order.

Description of Subordinate Components

Flyers, samples, and forms

Unit Date 1984, n.d.

folder 1