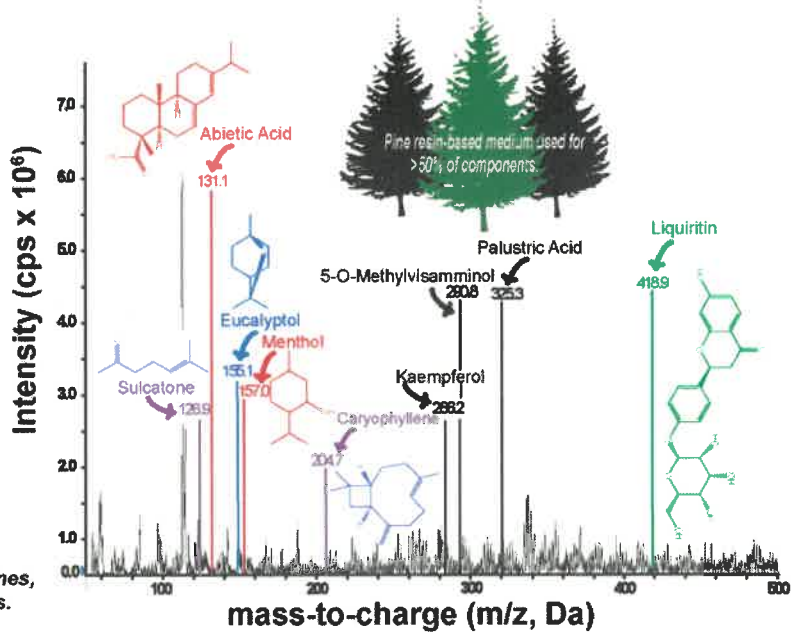


“What are in these pills, doc?”

Modern Chemical Insights into 19th C. Alternative Medicines

1840s

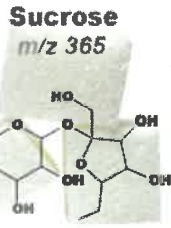
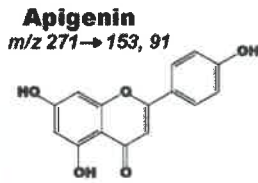
Carmer's Apothecary Kit:
Unlabeled and Labeled



1850s

Apothecaries often sold a wide range of medicines, including homeopathic and alternative remedies.

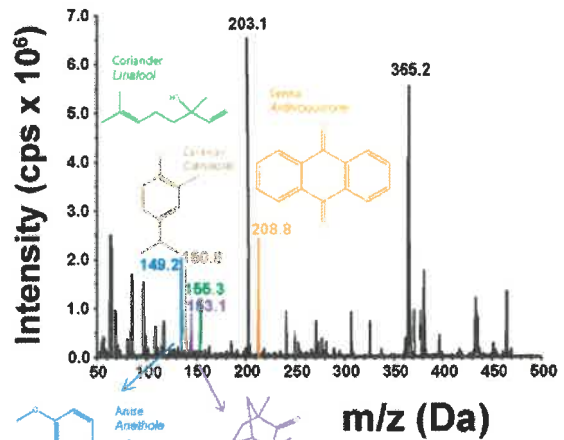
Direct-to-consumer:
Unlabeled



Female-Pioneered:
Labeled

Winslow's

Women carved a specific niche for themselves and their targeted customers through producing alternative remedies.



1870s

Following the end of the Civil War, alternative remedies increased in popularity.

Physician's Use:
Labeled



Boericke & Tafel