"...bronchitics
are at risk of developing lower respiratory illness and secondary bacterial infection following viral invasion"

Influenza immunisation helps everyone
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Protecting your bronchitics now with Admune influenza virus vaccine will almost certainly reduce the number of their winter exacerbations.

2. Modern Geriatrics (1971). 1, 156

Remember, the bronchitic is at risk every winter—not merely during an epidemic

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* Acts between initial warning and full-blown attack.

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Ventolin controls bronchospasm AND prevents asthmatic attacks

A bicycle ergometer was used to the extent necessary to induce an asthmatic attack in 9 asthmatic patients. All these patients had positive skin tests.

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(Brit. J. Dis. Chest., 1972, 68, 183.)

Ventolin Syrup contains salbutamol BP as sulphate, fruit flavoured for ready acceptability by children.

Ventolin inhaler - each inhaler contains salbutamol sterile aqueous solution suitable for use in the apparatus provided.

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for cold ears...

for musical ears...

for mysterious ears...

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Anti-infective/anti-inflammatory, OTOSPORIN®
Drops contain polymyxin B sulphate, neomycin sulphate and hydrocortisone.
Supplied in dropper bottles of 5 ml.

*Trade Mark

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For the first birthday in her life, Brenda can blow out her own candles. Because she has been treated with a new product called Migen – a short immunisation course that is simple and very effective. A fundamental treatment that for the first time gives you, the family doctor, real control over asthma.

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dust mite; in fact, more than 90% of house dust sensitive patients are sensitive to house dust mite. And, “The rise in the mite content of dust from September to October has been shown to be directly related to an increase in asthma during this period.”

Migen immunises against the house dust mite. Immunisation against this powerful allergen raises the patients’ overall level of tolerance. If he is multi-sensitive, he may well find that he no longer reacts to contact with other allergens which have previously provoked attacks. And the stress caused by fear of attack is reduced.

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Migen is a Bencard product. Prepared by Bencard, leaders in allergy research, Migen is the first asthma treatment to give you control over your asthma patients. Migen may be prescribed on the

Migen is effective. Allergy has always been recognised as one of the most common causes of asthma. Recently it has been established that the most important allergenic factor in house dust is the house

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asthmatic is very happy.

Migen
asthma immunisation made easy.

basis of case history alone, no complicated testing techniques are necessary. However a simple confirmatory skin test kit is available on request, together with patient record cards and advice notes.

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Then Amoxil can get to work. Its broad spectrum of bactericidal activity and outstanding oral absorption\(^1\) ensure the high serum levels necessary for a rapid response. In fact, just three daytime doses give 24 hour therapeutic effect.
dren’s infections.

It is not surprising, therefore, that Amoxil’s extensive clinical trials have proved it so reliable: a recent study, involving 150 children, demonstrated a success rate of 94%.

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Dosage: Adults 250 mg three times a day. Children – up to 10 years: 125 mg three times a day. In the case of severe infections the dosage should be doubled.
Presentation: Amoxil capsules 250 mg. Amoxil syrup 250 mg/5 ml, 100 ml bottle. Amoxil syrup 125 mg/5 ml, 100 ml bottle. Amoxil Paediatric Suspension 125 mg/1.25 ml, 20 ml bottle with pipette. Amoxil presentations contain amoxycillin as the trihydrate.
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Chest, Ear, Throat and Urinary Infections

AMOXIL

a good friend in routine treatment

2. Practitioner (1972), 209, 363

Bencard
timely release from fish & chip anaemia

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The unique 'Spansule' Capsule is formulated to release the majority of the iron not in the stomach where it can cause gastric irritation but in the duodenum and jejunum where the absorption of iron is optimal.

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"Fesovit contains ferrous sulphate, vitamin B complex and vitamin C."
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'... in those rheumatic diseases accompanied by tissue inflammation pain is often worse at night or in the early morning. This trial demonstrates the particular effectiveness of indomethacin in relieving these symptoms.'

Practitioner, 1972, 208, 248 (Feb)

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