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Quixalin

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When your patients have acute diarrhoea treatment with Quixalin brings rapid relief. Quixalin is specifically effective against the main groups of diarrhoea, whether bacterial or fungal.

QUIXALIN SUSPENSION :

recommended dosage four teaspoonfuls
three times daily : each teaspoonful
contains 0.125 gm. halquinol. Bottles of 120 ml.

Also available:

QUIXALIN TABLETS :

recommended dosage two tablets three
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halquinol. Foil-wrapped in packs of 24 and 100.



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Quixalin : trademark



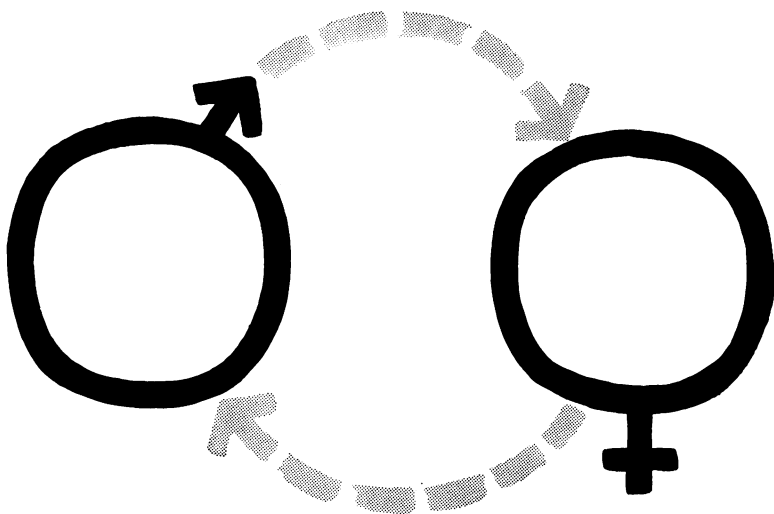
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Ankylosing spondylitis

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Detailed literature describing any
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Flagyl

**the only effective
oral trichomonacide**

World-wide clinical use throughout the last six years has shown that it is possible to obtain a 100 per cent cure rate in the treatment of trichomoniasis using 'Flagyl'* brand metronidazole provided that the recommended dosage scheme is followed and any sexual consorts are treated concurrently to prevent re-infection.

In those few instances where treatment appears to have failed, and if laboratory tests to measure the concentration of metronidazole in the serum show that absorption from the gastro-intestinal tract has been adequate, the possibility of previously masked monilial or Neisserian infection should be considered.

'Flagyl' is supplied as Metronidazole Tablets B.P. 200 mg. in "Prescriber Units" of 21 tablets—a complete course of treatment.

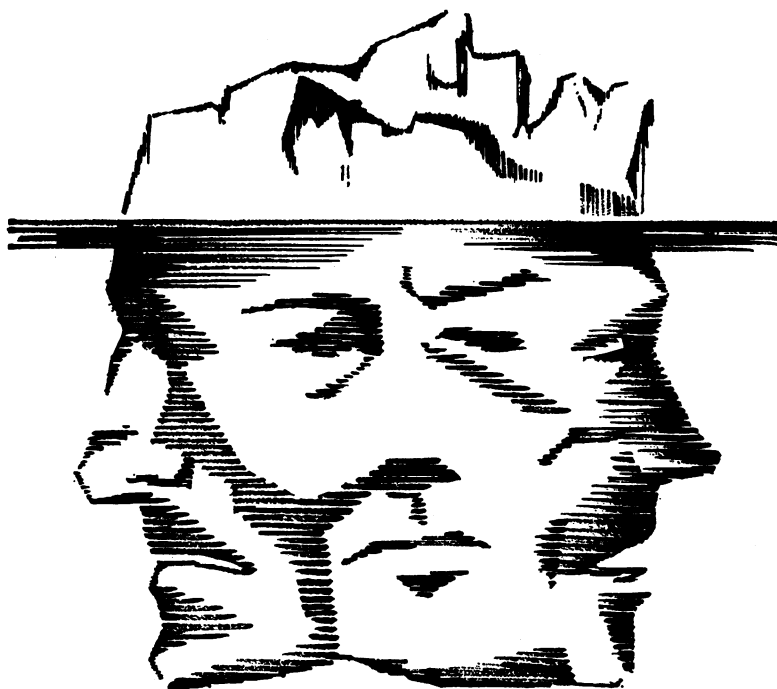
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An **M&B** brand Medical Product

MAY & BAKER LTD

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the unknown quantity?

The 'Iceberg' of Disease—for every patient known to be suffering from a particular slowly progressive disease there are often several others who have vague symptoms or who are asymptomatic but show various abnormal signs. Surveillance for so much unknown or incipient morbidity is of prime importance, for with earlier detection there is often a much better chance of successful therapy or even prevention. Much can be achieved by the use of Hema-Combistix on every patient irrespective of the reason for consultation. In just over 30 seconds Hema-Combistix provides you with 4 valuable aids to diagnosis and can save time by eliminating repeat appointments.

Hema-combistix*

reagent strips

*semi-quantitative dip-and-read urine test
for blood, protein, glucose, pH*



Ames Company Division of Miles Laboratories Ltd.
Stoke Court, Stoke Poges, Bucks.

*trade mark / AM 138

ZYMA Fancies & Facts Number 2

Urtica dioica

An original drawing, reproduced here by kind permission of the British Museum, (Natural History) Dept. of Botany.



Fancy

Urtica dioica is better known to the inhabitants of this country as the stinging nettle. Nowadays we regard the stinging nettle as merely an unsightly weed and a painful nuisance. At one time, however, our forebears drank a decoction of nettle flowers to purify the blood and to get rid of nettle rash.

Ref. A Modern Herbal. M. Grieve FRHS

Fact

Fenostil proves effective seven times out of ten in pruritic disorders. Side effects are seldom encountered and are readily controlled by reduction of dosage. **Fenostil** is a non-phenothiazine distinct in its chemistry in that it belongs to the 'indene' group.

Fenostil Retard Prompt yet Long-acting tablets 2.5mg. Tins of 20 & 100. Dose: 1 tablet morning and evening.

Fenostil Syrup

1 mg/10ml. Bottles of 100ml. Dose. $\frac{1}{2}$ -2 teaspoonsful two or three times a day. Basic NHS price tablets 5/-, 21/10d. Syrup 4/-

Fenostil [dimethindene maleate] for pruritic disorders

Samples of Fenostil and 8½" x 6½" colour reproduction of the above illustration are available on request.

ZYMA [UK] LTD Godalming Surrey

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An extremely practical textbook for the student of hypnotherapy. It is based upon the essential principles on which the author has relied for many years; it is entirely clinical and is directed to the general practitioner for his own use in practice.

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Obstetrics in General Practice

Published July 1966

This book is made up of a series of articles printed in the 'Current Practice' section of the **BRITISH MEDICAL JOURNAL**. It is designed to give a lucid and practical account of obstetrics as it is carried out in the patient's home or in a maternity unit, with special emphasis on the role of the general practitioner and his relationship to the consultant obstetrician and the hospital. The principal authors are consultant obstetricians, but to ensure that the general practitioner's own view and special experience should be represented the consultant contributors were asked to prepare their articles in collaboration with general practitioners.

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187 pages

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FORMULA: Each Roter tablet contains: Bismuth Subnitrate Roter (350 mg.), Magnesium Carbonate (400 mg.), Sodium Bicarbonate (200 mg.) and Cortex Rhamni Frangulae (25 mg.).

PACKINGS OF ROTER TABLETS: Tins of 40 and 120, also dispensing sizes, 360 and 720 (P.T. exempt).

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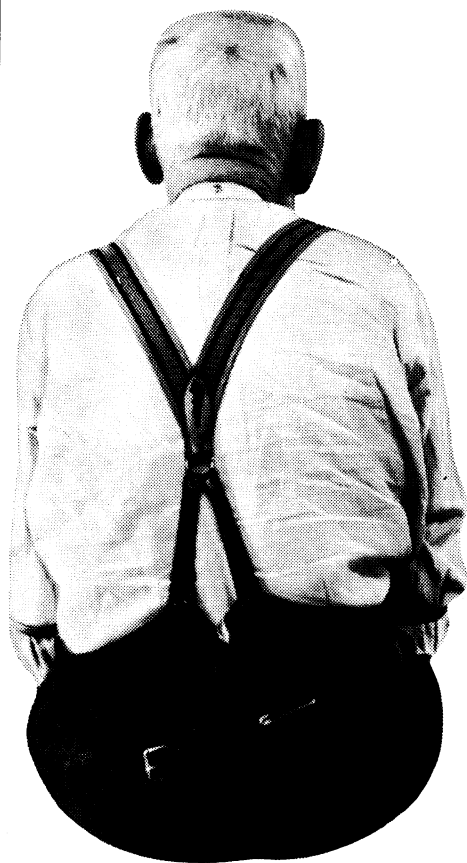
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therapy for the treatment
of Depression

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Tablets containing 25 mg or 10 mg ;
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remove
the fear of
painful
defaecation



dual-acting
DORBANEX
Dorbanex: trade mark

softens the stool
then gently evacuates
the constipated bowel

Pain caused by hard, dry stools can be a distressing aspect of constipation. Discomfort leads to retention and, in turn, overloading of the rectum. But if – as with *Dorbanex* – treatment is directed at softening the stool and stimulating colonic peristalsis, the cycle of pain-retention-accumulation is broken. Defaecation is comfortable; anxiety is allayed; and the bowel is helped back to normal function.

Because *Dorbanex* contains the laxative 1 : 8-dihydroxyanthraquinone, *plus* a new faecal softening agent, poloxalkol, it both softens and mobilises the stool. This dual action is invaluable in patients with anal fissures or haemorrhoids, and in obviating straining – an important consideration in elderly or cardiac patients.

Disadvantages of laxative treatment, such as unpredictability, griping, leakage, or interference with gastro-intestinal function, do *not* arise with *Dorbanex*. Especially appreciated by patients old, young or pregnant are its advantages of small dosage (1 or 2 teaspoonsful at bedtime) and palatability.

Each teaspoonful (5 ml.) of *Dorbanex* contains 25 mg. 1 : 8-dihydroxyanthraquinone and 200 mg. poloxalkol. Bottles of 60 ml. 4/- and 500 ml. (30/-). P.T. extra.

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Riker

COLLEGE APPEAL
CHRISTMAS CARD—1966

The Christmas card this year will show the coloured Coat-of-Arms of the College on the front cover, which will be white art card. On the left-hand side of the inset will be a Christmas greeting with the name and address of the sender, and on the right-hand side will be a black and white reproduction of a lithograph — “ The village doctress ”.

The price, including envelopes and postage, will be 14s. 6d. per dozen and the proceeds from the sale will go towards the College appeal fund.

ORDER FORM

To: THE JOURNAL OFFICE, Prospect House, Newcomen Road,
Dartmouth.

I enclose remittance for £ : s. d. for.....dozen
College Christmas cards for 1966.

The name(s) and address which I require printed within the card
are:

Name(s) of sender (*block letters*).....

.....
Address (*block letters*)

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P.T.O.

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 plus postage and packing charge of
 at
 plus postage and packing charge of
 at
 plus postage and packing charge of

Name and address of person ordering.....
 (BLOCK LETTERS)

Name and address of person to whom gifts are to be sent if other than stated
 above (BLOCK LETTERS)

SUGGESTED GIFTS

The following items, suitable as gifts, are offered for sale in aid of the College appeal fund:

		<i>Price per item s. d.</i>
Wall plaques	6 in. white glazed tile with coloured College Coat-of-Arms set in wrought iron scroll. Overall size 8½ in. 	12 6
	<i>Plus postage and packing</i>	1 0
Letter racks	4½ in. white glazed tile in wrought iron letter rack with:	
	(a) coloured Coat-of-Arms 	9 6
	(b) reproduction of College in black and white with address and telephone number ..	7 6
	<i>Plus postage and packing</i>	3 3
Trinket/Bon-bon boxes	4½ in. white glazed tile lid, mahogany sides, with:	
	(a) coloured Coat-of-Arms 	15 0
	(b) reproduction of College in black and white	12 6
	<i>Plus postage and packing</i>	3 3
Ties	100 per cent Terylene, black or green with College crest.. 	25 0
	<i>Plus postage and package</i>	6
Ashtrays	Blue glass with College Coat-of-Arms in gold ..	7 6
	<i>Plus postage and package</i>	6

Reproduction of the drawing of the College in black and white is by kind permission of Parke, Davis and Company

Throughout the world,
for seventeen years, Dramamine
has been successfully used
in the control of nausea,
vomiting and vertigo

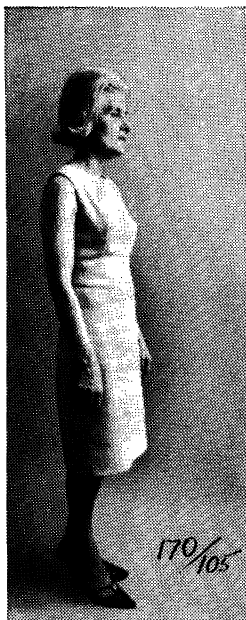
Dramamine (brand of dimenhydrinate) was developed by Searle in 1948, and rapidly gained world-wide acceptance in the prevention and treatment of motion sickness.

Today, Dramamine, with its extensive record of safety and effectiveness, is also the preferred treatment for nausea, vomiting and vertigo due to a wide variety of causes.

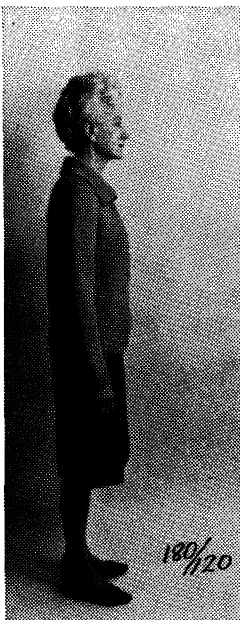
Dramamine is a registered trade mark.

Dramamine
Searle

this patient



this patient



and this patient



**can all benefit from 'Aldomet'
the most widely prescribed
antihypertensive agent**

"Methyldopa's principal advantages are . . . its control of blood-pressure in both lying and standing positions, freedom from postural and exertional swings in pressure . . . and the fact that exact dosage appears to be less critical than with other drugs."

Brit.med.J., 1966, 1, 119 (15 Jan)

ALDOMET

Methyldopa

REGD

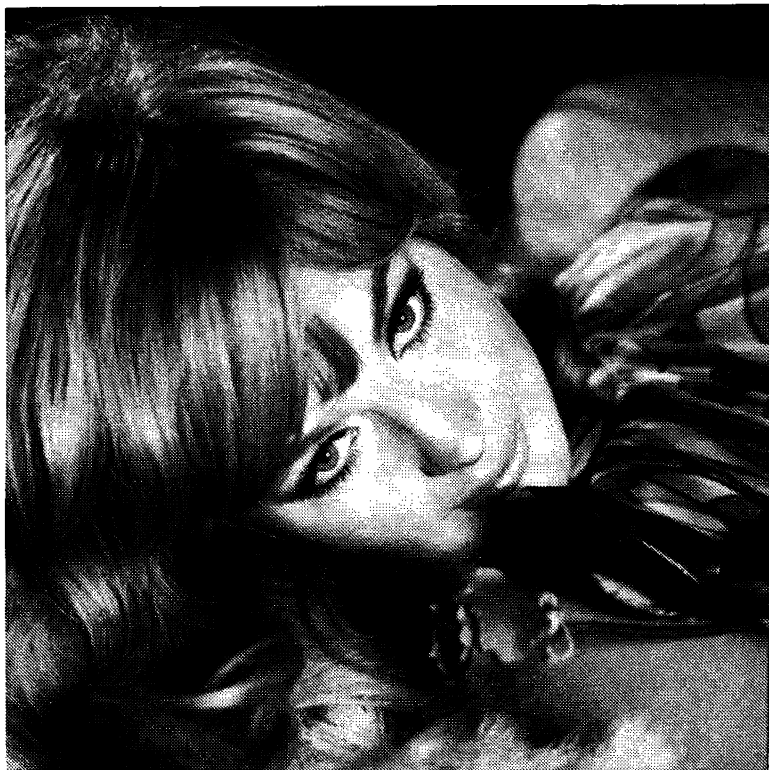
a more normal life for the hypertensive patient

Supplied as 250 mg tablets, and, for emergency use, as an injection.

Detailed information is available to physicians on request.



Merck Sharp & Dohme Limited, Hoddesdon, Hertfordshire
Telephone, Hoddesdon 67123



for the girl who has everything...
(even a stuffy nose)

Otrivine provides gentle, long-lasting relief from the misery of nasal congestion. One application maintains a clear nasal airway for up to eight hours, without subsequent rebound hyperaemia. Suitable for adults and children.

Nasal spray (0.1%) $\frac{1}{2}$ fl.oz, drops (0.1%) $\frac{1}{2}$ fl.oz, and paediatric drops (0.05%) 10ml (in special safety dropper-bottle)

Otrivine[®]

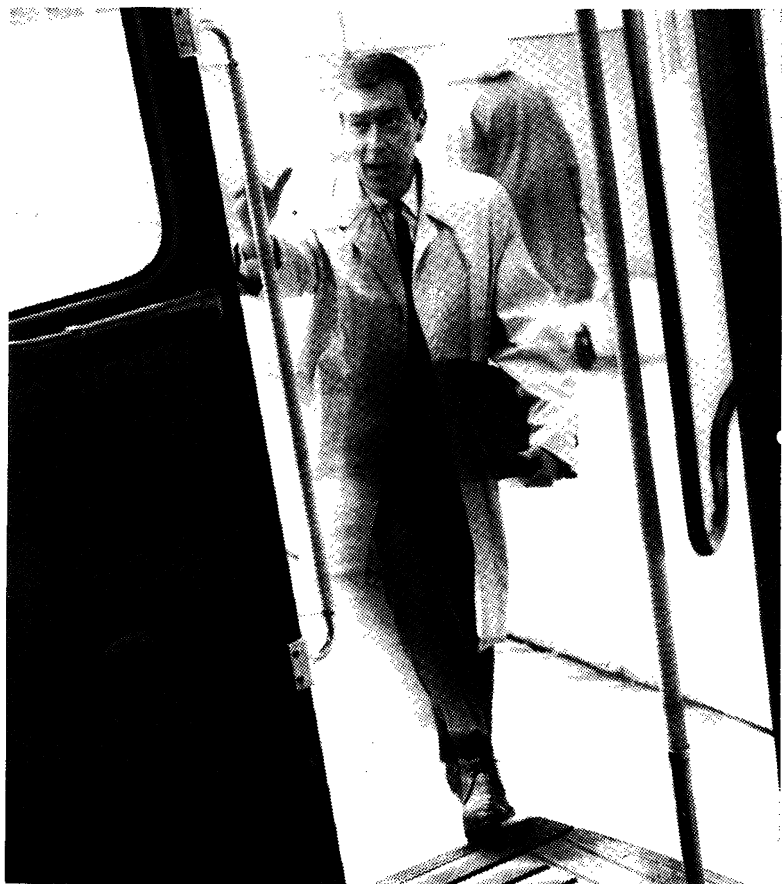
xylometazoline hydrochloride
o/z



C I B A



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Speed the return to normal activity

METATONE* improves both outlook and appetite. It helps to promote a full recovery after influenza and other debilitating illnesses. Containing Vitamin B1, and strychnine with mineral glycerophosphates, it is also acceptable to older children. In bottles of 8, 16 and 80 fluid ounces.

METATONE

**Trade mark*

PARKE-DAVIS

HOUNSLOW · LONDON · TELEPHONE: HOUNSLOW 2361

O-1258

“don't worry”

Such simple reassurance is often tendered to the chronic sick, but the doctor knows that patients *do* worry about chronic illness and its uncertainties, about the possibility of protracted invalidism. This preoccupation can lead to frank depression, and the depression requires treatment.

'Tryptizol' has been shown to be valuable in all forms of depression. In addition, it has an intrinsic tranquilising effect on the anxiety and tension so often associated with depression.

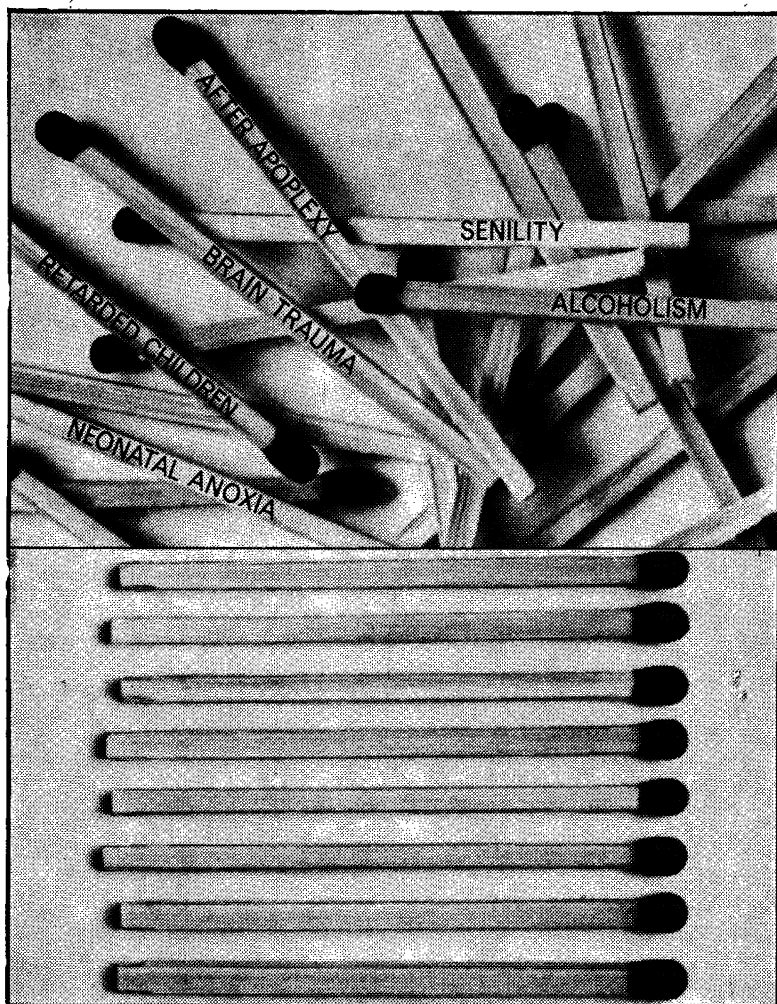
**when somatic illness
leads to depression**

TRYPTIZOL
Amitriptyline hydrochloride REGD

Supplied as 25 mg and 10 mg tablets; also as a syrup and an injection.
Detailed information is available to physicians on request.



Merck Sharp & Dohme Limited, Hoddesdon, Hertfordshire



In mental confusion Lucidril turns discord to harmony

By encouraging the metabolism of the nerve cells of the brain, Lucidril (approved name Meclofenoxate)—a virtually non-toxic drug—produces alertness and activity in mental confusion, whatever its cause.

Lucidril is available as 300 mg. tablets in 30's and 100's; basic NHS prices 19/6 and 57/3. Adult dosage: 900-1200 mg. daily. Available in 100 mg. tablets for children and in vials for injection.

lucidril[®]

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FOR A BETTER WORLD



Ease Bronchial Congestion Make the Cough more productive

BENYLIN EXPECTORANT* the most frequently prescribed ethical linctus, eases bronchial congestion and makes the cough more productive. It is a combination of the well-known antihistamine Benadryl* (diphenhydramine hydrochloride, Parke-Davis) and established expectorants in a pleasant-tasting raspberry flavoured syrup which provides a soothing demulcent action on irritated throat membranes. In bottles of 4, 16 and 80 fl. ozs.

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Benylin Expectorant

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(O-1296)

For the **cough**
and **congestion**
of **bronchitis**
and **colds**

'Actifed' Compound Linctus

**provides rapid and
effective relief**

It combines the decongestant properties of pseudoephedrine and the antihistamine effect of triprolidine with the proven cough-controlling action of codeine.

Formula

30 mg. pseudoephedrine hydrochloride,
1.25 mg. triprolidine hydrochloride, B.P.C. and
10 mg. codeine phosphate, B.P. in each 5 ml.

N.B. Although pseudoephedrine causes virtually no pressor effect in persons with normal blood pressure, 'Actifed' Compound Linctus should be used with caution in patients with cardiovascular disorders.

when the complaint is cough—
'Actifed'^{brand} Compound Linctus

Also available: 'Actifed' Tablets and Syrup each containing pseudoephedrine and triprolidine for the relief of nasal and respiratory congestion.



Burroughs Wellcome & Co., London
(The Wellcome Foundation Ltd.)



World Leader in Steroid Research

The chemical investigations initiated by Dr. Carl Djerassi and his collaborators of Syntex in the field of 19-nor steroids led in 1951 to the synthesis of norethisterone, an outstandingly active oral progestin. Norethisterone, and other similar compounds, made possible the subsequent biological and clinical studies on hormonal control of fertility.

During the first part of this decade Syntex started an extensive clinical study to determine the minimum dose of norethisterone and mestranol needed to inhibit ovulation and reduce to a minimum the side-effects produced by administering progestins and oestrogens.

From this study a new product was developed, Norinyl-1 containing the lowest dosage of progestin and oestrogen shown to inhibit ovulation i.e. 1 mg. of norethisterone and 50 mcg. of mestranol.

Details of this product appear overleaf.

NORETHISTERONE . . . AN ORIGINAL SYNTEX DISCOVERY

- 1951 Synthesis of norethisterone in the Syntex research laboratories.
- 1952 First description of norethisterone synthesis published ¹.
- 1954 First publication devoted to its biological effects ².
- 1955 First paper on its use in humans as a progestational agent ³.
- 1957 First marketed as a progestational agent (10 mg dosage).
- 1958 First paper on its use as an ovulation inhibitor ⁴.
- 1960 First British publication on norethisterone ⁵.
- 1963 First marketed as an oral contraceptive (2 mg dosage).
- 1965 First publication on its efficacy as a contraceptive at 1 mg. dosage ⁶.

References. 1. Djerassi, C., Miramontes, L. and Rosenkranz, G. (1952) *Abstr. Amer. Chem. Soc.* p.181. 2. Hertz, R., et al. (1954) *Endocrinology*, 54 : 228 3. Tyler, E.T. (1955) *J. clin. Endocr.* 15 : 881 4. Garcia, C.-R., Pincus, G. and Rock, J. (1958) *Amer. J. Obstet Gynec.* 75 : 82 5. Foss, G.L. (1960) *Brit. med. J.*, 2 : 1187 6. Greaney M.O. (1965) *Syntex Symposium on Low Dosage Oral Contraception*, Palo Alto, July 15.

Reliability

More than three thousand women completed 20,692 valid treatment cycles without a single pregnancy.¹ A valid treatment cycle is one in which intercourse takes place. NORINYL-1 is used as directed and no other contraceptive is employed.

Safety

The very low steroid content of NORINYL-1 is accompanied by the disappearance of some dose-dependent effects.² Bromsulphthalein excretion rates in women taking NORINYL-1 could not be distinguished from those in an untreated control group.³

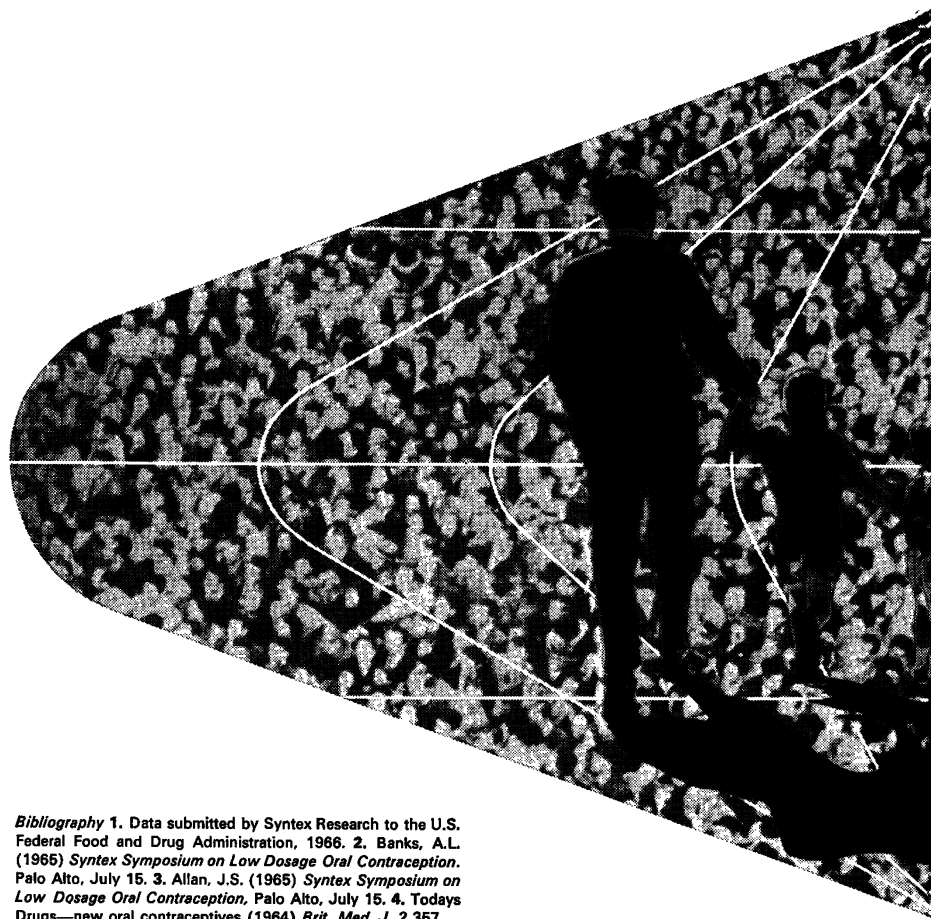
Simplicity

The tiny tablet is easy to swallow, the pack convenient to use and the 21 day routine virtually eliminates patient error.⁴

Tolerance

In 20,692 cycles the incidence of *headache, depression and breast symptoms* did not differ in any cycle, **even the first**, from that in the untreated control group. **After the second cycle**, the reported incidence of *nausea* approached pre-treatment control level: Among *dysmenorrhoea* cases 89.5% had no further symptom: after starting NORINYL-1. *Pre-menstrual tension* was totally relieved in 79.3% of cases.¹

Each tablet contains 1 mg. of norethisterone (an original Syntex discovery) and 0.05 mg. of mestranol. Packed in wallets of 21 tablets

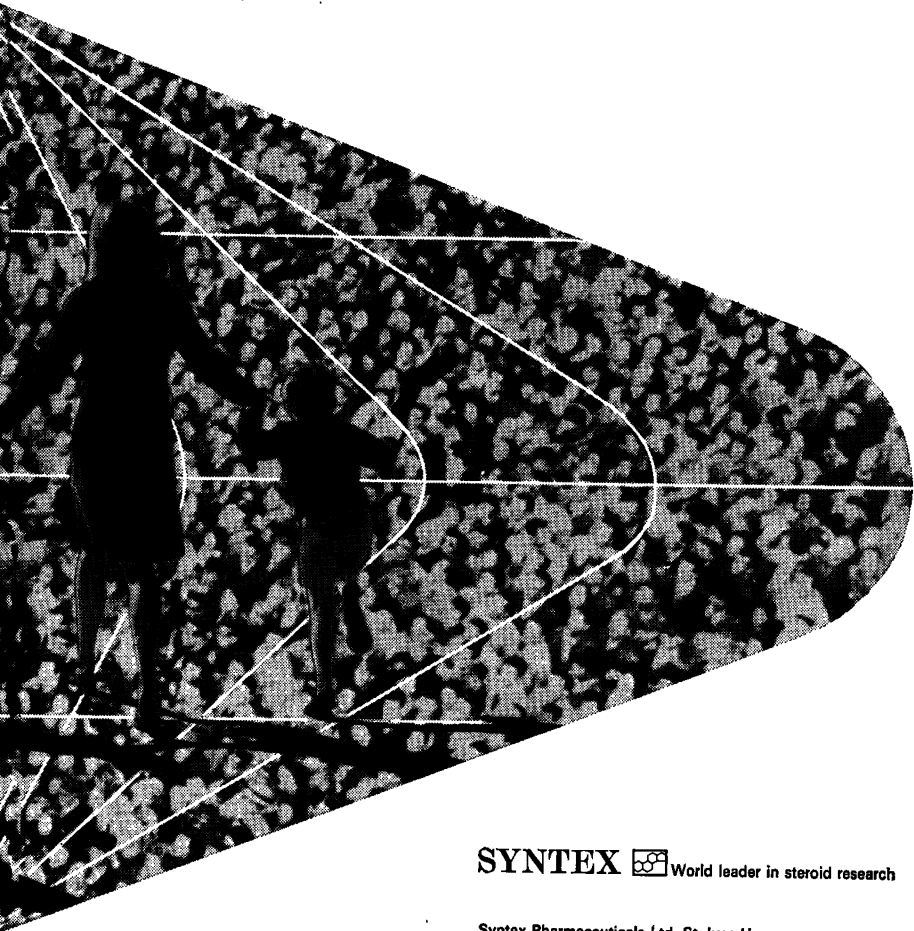


Bibliography 1. Data submitted by Syntex Research to the U.S. Federal Food and Drug Administration, 1966. 2. Banks, A.L. (1965) *Syntex Symposium on Low Dosage Oral Contraception*. Palo Alto, July 15. 3. Allan, J.S. (1965) *Syntex Symposium on Low Dosage Oral Contraception*, Palo Alto, July 15. 4. Today's Drugs—new oral contraceptives (1964) *Brit. Med. J.* 2 357.

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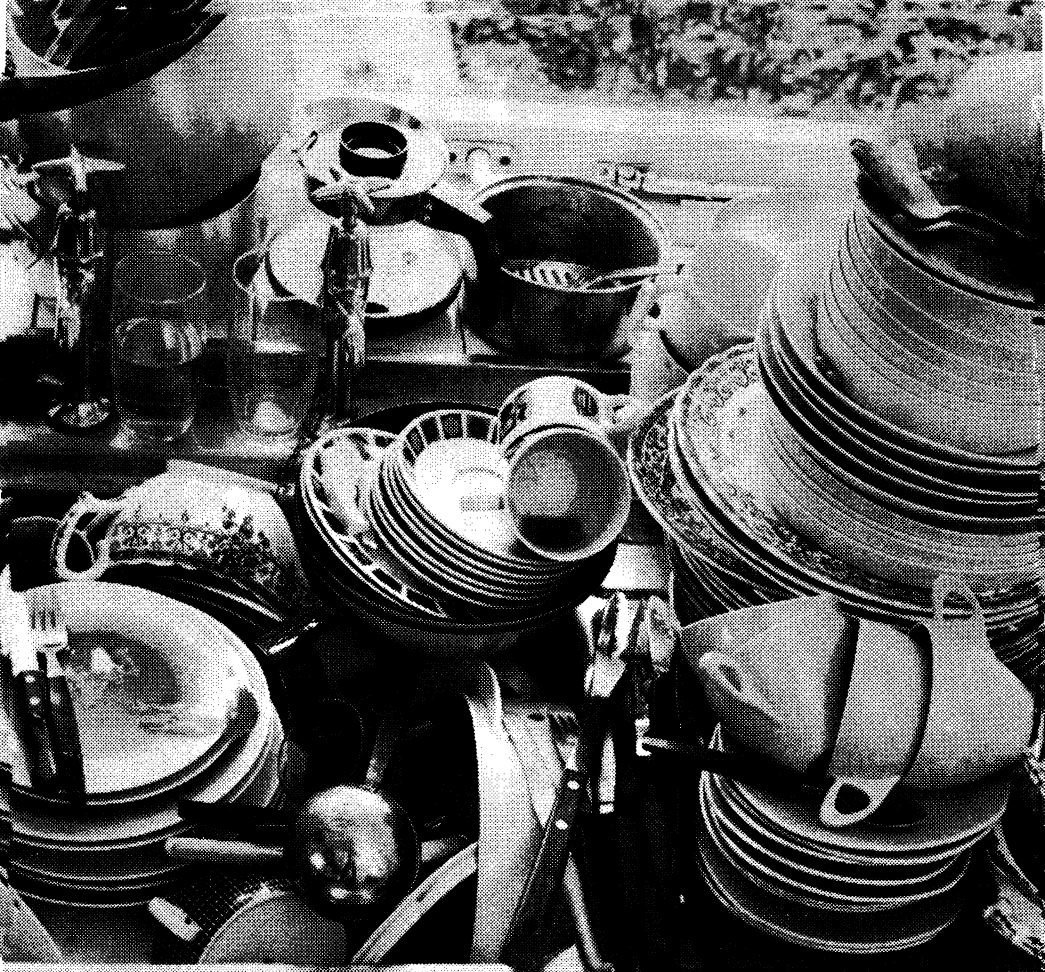
NORINYL-1

Today's most advanced conception
regulator, satisfies the most
demanding criteria for safety,
reliability, simplicity and tolerance



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ten days backlog...it could have been less with
Norgesic

In timewasting painful muscular conditions *Norgesic* can quickly get the patient on the move again. Its muscle relaxant-analgesic action rapidly relieves both the pain resulting from local tissue damage and the pain and stiffness associated with skeletal muscle spasm. In acute and chronic muscular conditions, and in tension headache, influenzal aches and pains, and dysmenorrhoea, *Norgesic* overcomes the limitations of simple analgesics. *Norgesic* speeds recovery—and spares the patient wasted days of pain.

Basic NHS prices:
100 tablets 14/8; 500 tablets 71/4

Each *Norgesic* tablet contains the muscle relaxant orphenadrine citrate 35 mg. and the analgesic paracetamol 450 mg. Dosage is two tablets three times daily.

Riker

Riker Laboratories Loughborough England

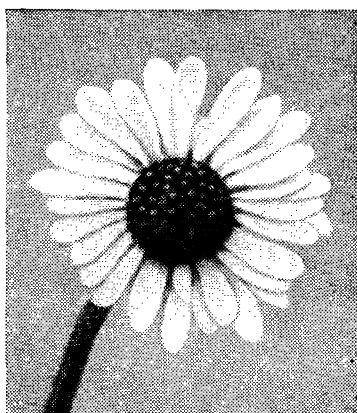
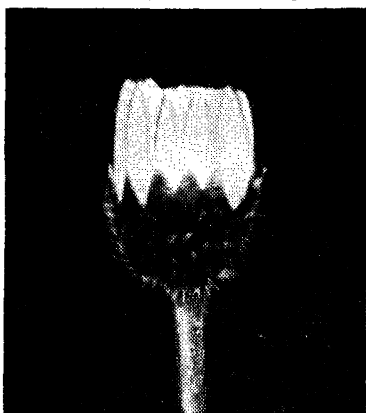
65-78 Ng

Norgesic: registered trade mark.



BETTER MEDICINES FOR A BETTER WORLD

*SLEEP comes
quickly...lasts the
whole night through...*



*...and patients awake
refreshed with Carbrital*

Quick-acting Carbrital* doesn't merely help patients to sleep. Its combination of a short-acting hypnotic and gentle long-acting sedative ensures that the sleep they have is of the right depth and duration so that when they wake up they're properly refreshed. With Carbrital there's none of the residual depression or lethargy that follows some sedation.

Carbrital is available in Kapseals* (each containing $1\frac{1}{2}$ grains pentobarbitone sodium and 4 grains carbromal) in bottles of 25 and 250. Also as an Elixir ($\frac{1}{2}$ grain pentobarbitone sodium and $\frac{3}{4}$ grain carbromal per teaspoonful) in bottles of 4, 16 and 80 fl. oz.

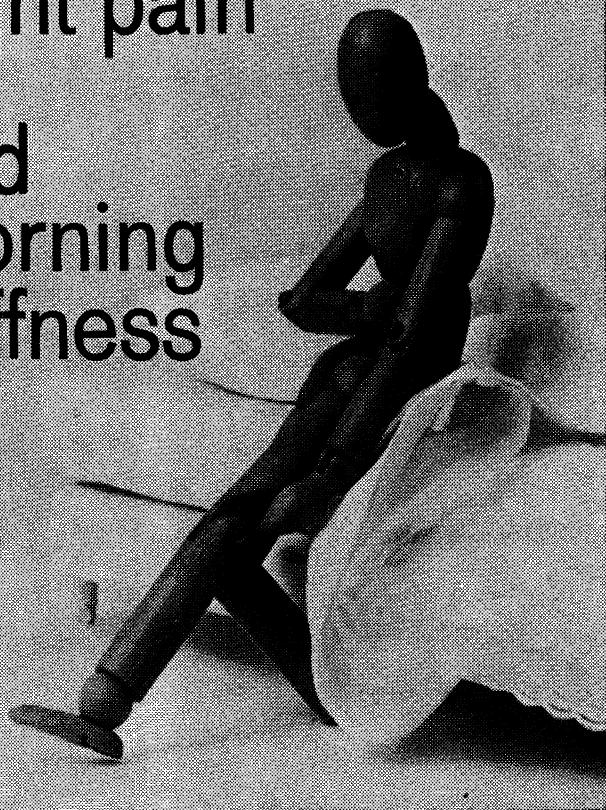
*Trade mark

CARBRITAL

PARKE-DAVIS HOUNSLOW · LONDON · TELEPHONE: HOUNSLOW 2361

(O-1288)

night pain and morning stiffness



**"When 100 mg.
[suppository] was given
last thing at night, not
only was early-morning
stiffness relieved but
pain was lessened until
midday, up to 16 hours."
Brit. med. J., 1965, 1, 1354
(22 May)**

Supplied as 100 mg suppositories
and 25 mg capsules. Detailed
information is available
to physicians on request.



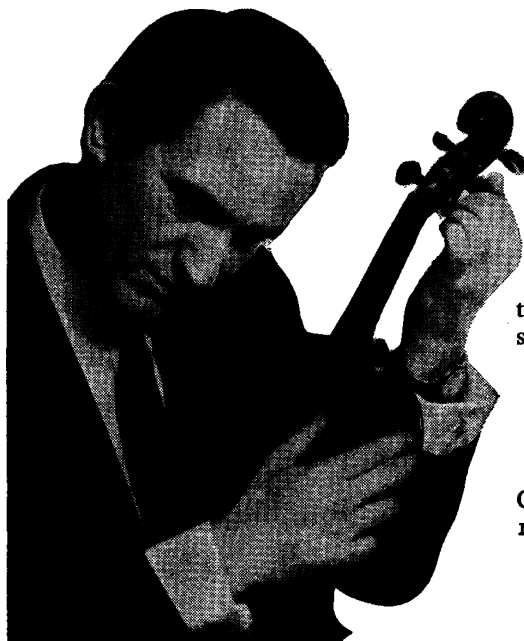
Merck Sharp & Dohme Limited
Hoddesdon, Hertfordshire
Telephone, Hoddesdon 67123

For the majority of patients, oral administration of 'Indocid' as capsules is preferred, but 'Indocid' Suppositories are particularly valuable in the relief of night pain and morning stiffness, experienced by so many arthritic patients. The prolonged relief of pain afforded by 'Indocid' Suppositories will amply justify this method of administration in such patients.

INDOCID
Indomethacin REGD

SUPPOSITORIES
in the arthritic disorders

THE INTERNATIONAL STANDARD OF MUSICAL PITCH



... is 440 Hz (Hertz) or 440 cycles per second for

A in the treble stave, within an accuracy of ± 0.5 Hertz. The first move to establish an international standard of this nature was made in May 1938 when the British Standards Institute convened a Conference, as did many other countries. A further Conference held in October 1953 endorsed the previous proposals and the Draft recommendation was approved in June 1955 by 17 member countries.

TRANSVASIN is the standard therapy for the relief of rheumatic symptoms

Patients suffering from rheumatic lesions obtain rapid relief with Transvasin, the well-proven and economical therapy. The esters of nicotinic, salicylic and p-aminobenzoic acids penetrate the skin and are concentrated at the point of injury producing superficial erythema and deep hyperaemia. Transvasin is a valuable adjuvant in the treatment of osteo- and rheumatoid-arthritis.

Formula

Ethyl Nicotinate.....	2%
n-Hexyl Nicotinate.....	2%
Ethyl-p-aminobenzoate.....	2%
Tetrahydrofurfuryl salicylate.....	14%
Base.....	to 100%

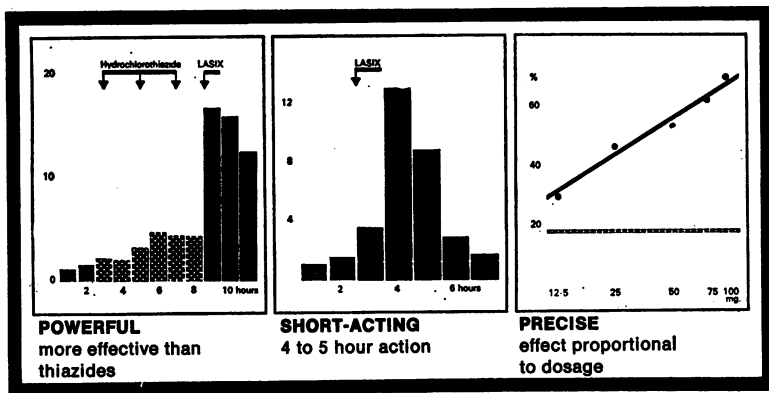
The N.H.S. price of the 30g. tube is 2s. 6d. and the cost of an average application of cream is under 1d.



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Practitioner. 1965, 184, 694

*Lasix is a registered trade mark
Lasix tablets contain 40 mg. frusemide*

HOECHST



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CAUSE OF MEDICINE**

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A new and unique topical gel for the treatment of inflammatory and traumatic lesions of the mouth

BONJELA is an alcoholic gel containing choline salicylate and a quaternary ammonium compound with antiseptic properties.

FORMULA *Choline salicylate* 8.7%, *Cetyldimethylbenzylammonium chloride* 0.01%, *Alc.* (95%) 39.0%, *Menthol* 0.057%, *Glycer.* 4.6%.

INDICATIONS In a series of trials it has been shown to be approximately 90 per cent effective in bringing rapid relief from pain in oral lesions. It was also shown to hasten considerably the healing process.

Among the conditions successfully treated were:

Herpes labialis	Gingivitis	Glossitis	Thrush
Oral ulcerations	Cheilosis	Denture sores	Infant teething

PRESENTATION Bonjela is available in 10 gm. tubes at a basic N.H.S. cost of 2/8½ per tube. Literature is available on request.



LLOYDS' PHARMACEUTICALS LTD., 36-38 Berkeley Sq., London, W.1
An associate company of Lloyd-Hamoll Ltd.

CLINICAL TRIALS conducted with Bonjela have produced the following results:

1. An investigation with 232 patients showed that relief from pain in lesions of the mouth occurred within one to three minutes. (1)

2. An investigation with 123 patients evaluated the product as effective in 86%, partially effective in 11%, and ineffective in 3%. (2)

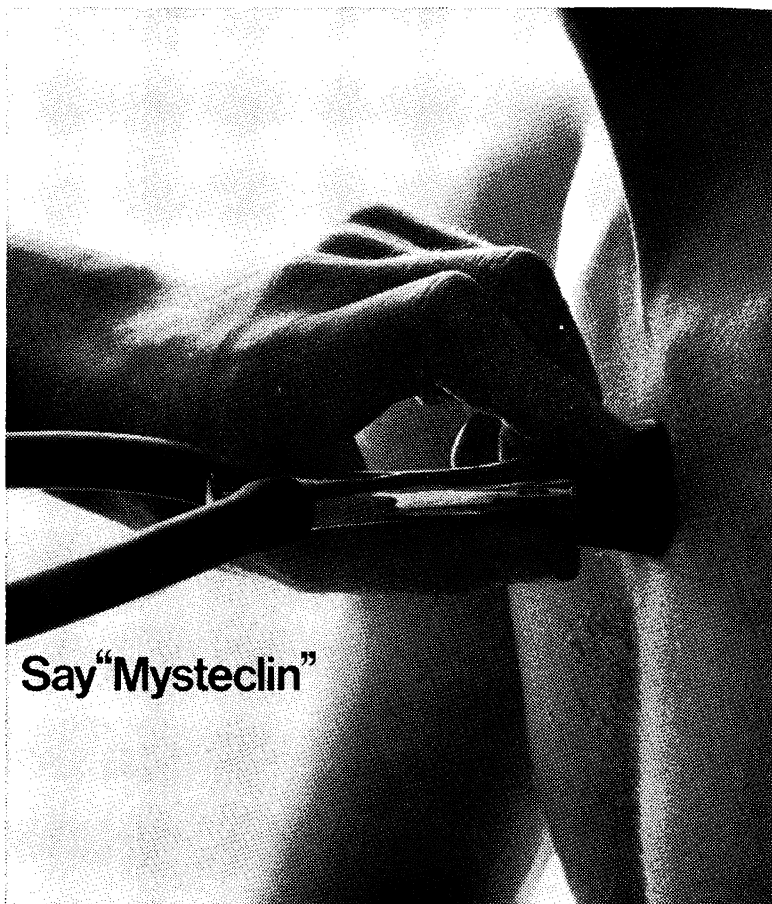
3. An investigation with 75 patients

showed that the product was significantly effective in 93% of cases, and effective in some measure in all. (3)

4. These American investigators found Bonjela to be more effective than any other therapy available.

References:

- (1) *Case reports on File, Medical Department, The Purdue Frederick Company, Yonkers, New York.*
- (2) *J. New York State Dental Society*, 1965, 37, 169.
- (3) *J. Dental Medicine*, 1965, 20, (5) 99-103.



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...when tetracycline is indicated

because, in Mysteclin, the combination of the antifungal antibiotic, Nystan (Squibb nystatin), with tetracycline can protect the patient against monilial superinfection* which often occurs after only a few days treatment with tetracycline alone. When tetracycline is indicated you can ensure greater patient comfort by prescribing Mysteclin Tablets or Capsules.

Mysteclin Tablets and Capsules: tetracycline plus Nystan (Squibb nystatin).

Also available:

Mysteclin Syrup: tetracycline plus amphotericin B.

**which can cause intestinal discomfort, diarrhoea, pruritus ani and vulvae and thrush.*

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