

[Leaflet about the use of preservatives in herbal medicines].

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**PRESERVATIVES
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PRESERVATIVES
DO THEY HAVE
A PLACE IN
HERBAL
MEDICINE?**





IN SAFE KEEPING

At Potter's we have built up our unrivalled reputation for safe, effective herbal preparations over more than 175 years. Our medicines have been tried and tested by generations, and many people today rely on Potter's to provide gentle but thorough relief for their everyday ailments and discomforts.

The experience we have gained across the centuries is uniquely valuable, but we also make good use of the latest scientific techniques and equipment to ensure our products meet the very highest standards.



LOOK FOR THE LICENCE

All our herbal medicines are fully licensed by the Department of Health, and this licence is the customer's guarantee of a top quality product. But our responsibility doesn't end when the product leaves the factory. Every product has a 'Use By' date printed on its label which may be many months after its manufacture; meanwhile the retailer expects it to stay in good condition on the shelf, and the customer expects it to remain that way right down to the very last tablet in the bottle.

As herbal specialists we believe in keeping our products as close to their natural origins as possible and that means using only additives which are needed to make sure a medicine stays safe and effective. In recent months there have been many worries about contamination of food through salmonella, listeria etc, but we are proud to say that throughout our long history we have never received a complaint of illness due to contamination of our products by micro-organisms.



YOUR SAFETY FIRST

To make sure this safety record is maintained, our technical team has spent a great deal of time investigating the best preservative techniques and ingredients for our entire range of products.

They have devised a process which eliminates almost all micro-organisms from our tablets as they are being made and means that additives are unnecessary. This process cannot be used for liquid medicines, which are in fact more subject to contamination, but certain herbal ingredients in some of these products act as natural preservatives; other liquid products contain alcohol which has the same effect.

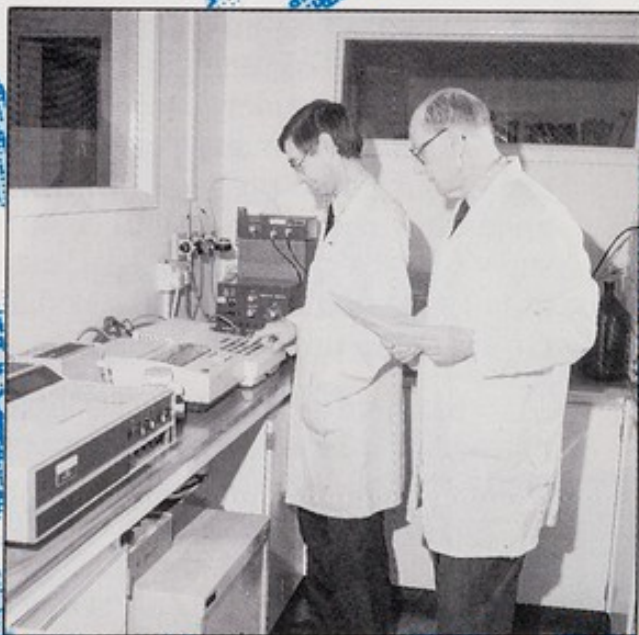
EXTRA PROTECTION

Where these ingredients are not enough to keep the product in first-class condition, we add low concentrations of methyl or propyl paraben esters - widely used preservatives proved safe over many years. Every one of our liquid preparations has undergone special testing to ensure it stays free from contamination, even though the bottle may be opened and closed many times during use.

Most of our ointments contain ingredients which also act as preservatives. One of these is benzoic acid, among the most widely used and accepted preservatives in food, medicines and cosmetic products. It is also used as a medicine in its own right for treating fungal infections.

A QUESTION OF TRUST

Potter's are committed to making remedies which are based on natural ingredients to bring gentle and effective relief. But our customers can rest assured that all our products are formulated to stay safe and pure on the shop shelf and in the medicine cabinet at home - no wonder so many people use and trust licensed herbal medicines from Potter's.





I S S U E D B Y

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