

[Leaflet advertising a range of herbal remedies from Seven Seas Health Care (Marfleet, Kingston-upon-Hull)].

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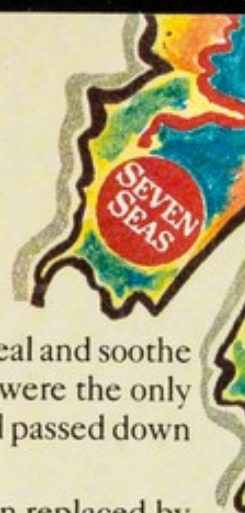
H E R B S

Gentle Medicines
for the
20th Century



Are they safe?
Are they effective?
How do they work?
Which one should I choose?

Seven Seas Health Care, Hedon Road, Marfleet
Kingston-upon-Hull, North Humberside HU9 5NJ



For thousands of years plants have been used to heal and soothe mind and body. Until earlier this century, herbs were the only form of medicine available and their use was a skill passed down from generation to generation.

In recent years, plant medicines have largely been replaced by modern synthetic drugs. This in no way detracts from their healing properties. They are still valuable medicines and, as more and more people choose not to use modern synthetic drugs, herbs offer a gentle, effective and safe alternative approach.

Are Herbal Remedies Safe?

Herbal remedies are safe as long as they are used properly. Remember that they are medicines and should be used according to the instructions on the pack. Do not exceed the recommended intake. If you are taking any other medication, ask for advice. Consult your doctor or pharmacist.

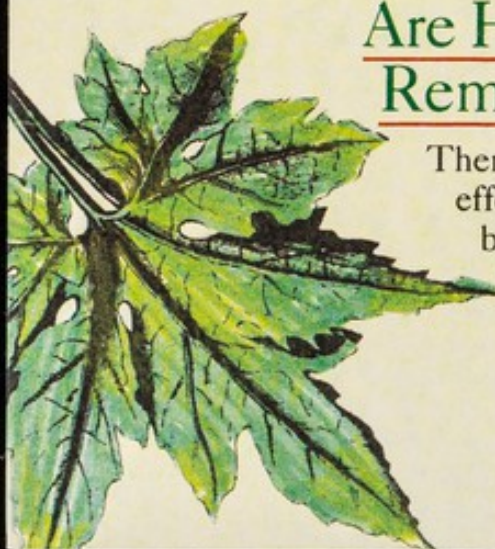
How much is known about the use of Herbs as medicines – and how have they been tested?

Herbs have been tried and tested longer than any other form of medicine and significantly by people rather than on experimental animals. So those which are not suitable for use as medication or which need to be used with caution have been identified over a period of time which spans centuries.

Today, traditional knowledge is being supported by research projects at universities and hospitals throughout the world. In this country, research papers on herbs such as feverfew, garlic and the evening primrose have been published recently which support the historic use of these plants.

Are Herbs and Herbal Remedies Effective?

There can be no doubt that they are effective. Many modern drugs are based on herbs. For example, quinine, which is required in vast quantities worldwide to treat malaria, is extracted from





the bark of the evergreen Cinchona tree which grows in the South American Andes. Digitalis which can be prescribed for certain types of heart condition is derived from the foxglove, a plant many people think of as a wild flower.

The World Health Organisation encourages the use of herbal medicine in Third World countries where medicinal plants play a major role in their health care programme.

In China, patients in clinics and hospitals are just as likely to be offered traditional forms of medicine, herbs or perhaps acupuncture, alongside or instead of conventional medicines.

In the rest of Europe – Germany, France and Belgium for example, herbal remedies are available over the counter in pharmacies as readily as other forms of medicine.

This shows clearly that throughout the world, people recognise and value the effectiveness of herbs as medicines for today.

How Do They Work?

Herbal remedies work in a different way from the synthetic medicine to which we are more accustomed. Medical herbalists believe that the active ingredients in herbs – the substances that make you feel better – give a balanced and complete treatment by gently relieving the various facets of an ailment, easing rather than suppressing the symptoms.

It is in this way that herbal medicine differs in its action to synthetic drugs which isolate and attack just one aspect of an ailment.

We have become familiar with the “magic chemical bullets” of the 20th century which suppress the symptoms quickly and efficiently. The principle of herbal medicine is to try and restore the whole body back to health.

The gentle action of herbs may take a little longer before an effect is noticed but herbal medicine does provide a safe form of treatment for minor ailments without unpleasant side-effects.





Which One Should I Choose?

The choice is obviously yours but there are one or two points which may help you decide.

It is wise to choose a herbal product which carries the name of a company of which you have heard and which you trust.

Look to see if the product has a Product Licence number printed on the pack. This is shown as the letters "PL" followed by a number, e.g. PL 1907/5915. These products are manufactured in premises and under conditions regularly inspected and approved by the DHSS.

If you have any doubts, ask about the product.

What About Side Effects?

Herbal remedies will do you no harm if you choose wisely, follow directions and use them intelligently.

Because we are individuals and our bodies react individually to different substances, it is not possible to guarantee that any form of medication, and that includes herbal remedies, will agree with everyone.

A sensible rule to follow is that if you feel a remedy is not agreeing with you, stop taking it.

However, few people seem to suffer side effects from plants medicines which are made by reputable companies.



Seven Seas Herbal Remedies

SEVEN SEAS RESTFUL NIGHT tablets contain wild lettuce, passiflora, jamaica dogwood and hops, all traditional tried and tested herbs.

The tablets are not habit forming.



SEVEN SEAS NERVE tablets can be recommended on those occasions when the stresses and strains of every day living make you feel harassed.

The tablets contain a blend of asafoetida, scullcap, gentian and valerian, herbs which have been used traditionally to allay feelings of anxiety and worry.

The tablets are not habit forming.

SEVEN SEAS RHEUMATIC PAIN tablets – a complex formulation of nine herbs – southern prickly ash bark, yarrow, elder flowers, white willow bark, dried root of burdock, clivers, poplar bark and the dried leaves of uva-ursi and senna.

This is an excellent example of a herbal remedy which uses a combination of herbs to ease the symptoms of this ailment.



SEVEN SEAS CATARRH tablets can offer relief from blocked-up sinuses – the result, perhaps, of a severe head cold – often made worse by the centrally-heated and air-conditioned atmospheres in which we live and work. It can be recommended for hay fever sufferers as well, offering relief without drowsiness from the catarrh and blocked-up sinuses often associated with this condition.

SEVEN SEAS LAXATIVE tablets can be recommended as a gentle, safe herbal laxative for the relief of occasional constipation. Dandelion root, senna extract and peppermint oil are combined in this palatable remedy.



SEVEN SEAS BACKACHE tablets. Shepherd's purse, wild carrot, juniper, uva-ursi and clivers are tried and tested herbs which in this combination can help to bring relief from backache, a condition recognised as one of the commonest causes of absenteeism from work in this country today.

If you suffer from backache, try this herbal remedy to relieve the symptoms.

Seven Seas Herbal Remedies

The range of Seven Seas herbal remedies is made to traditional formulations. It follows the principles of herbal medicine and seeks to ease rather than suppress the symptoms of an ailment. Like all other traditional forms of medicine, herbal remedies may take a little longer to work. They are safe and gentle and their active ingredients are made from natural herbs. They are not addictive.

The Seven Seas name guarantees the highest standards of quality control, the use of the best ingredients available and formulations which use only those ingredients which have been tried and tested by time.

It is a combination you can trust.

Recommended dosages for all the products are stated on the packs.

If your symptoms persist, you should consult a doctor.

SEVEN SEAS herbal remedies are not sugar-coated, do not contain any artificial colourings, flavours or preservatives and are made in an easy-to-swallow shape.

Seven Seas Health Care

For more than 50 years, Seven Seas have been involved in producing health supplements. It all started with cod liver oil and later developed with the introduction of a range of vitamins, minerals and other specialised nutritional supplements.

All these came about as the result of detailed research work and their use is backed today by a comprehensive nutritional advisory service.

More recently Seven Seas have extended their range of products into the field of natural medicines, that is, products in which the active ingredients are taken from nature. In the case of the Seven Seas herbal remedies this means herbs and plants.

Because Seven Seas are aware of the trust which is placed in their name – a trust which has been built up over many years – the same care has been taken to ensure that these herbal remedies match up to the standards expected of products which carry their brand name.



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