

For eczemas in general practice it's a good general practice to prescribe Propaderm - first : The Late Royal Exchange and Cornhill.

Contributors

Allen & Hanburys

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THE LATE ROYAL EXCHANGE AND CORNHILL. The tower of the Royal Exchange built by Jerman after the Great Fire of 1666, showed signs of weakness in 1821, and was taken down, to be replaced by the "pepper pot" shown in the picture. The whole building was destroyed by fire in 1838, in which year the view was probably taken. The Royal Exchange Assurance Company had its offices in the Exchange building, as it does today. Cornhill extends eastwards on the right, and activity in the street includes a street porter, a signboard man and an omnibus. The tower of the church of St. Michael, Cornhill, can be seen above the houses.

FOR ECZEMAS IN GENERAL PRACTICE
It's a good general practice
TO PRESCRIBE PROPADERM—FIRST

Applied topically Propaderm has
as negligible systemic effect as equivalent
therapeutic quantities of topical hydrocortisone.¹

And yet Propaderm is

At least as effective as fluocinolone cream
or ointment.²

At least as effective as betamethasone
valerate cream or ointment.³

References:

1. *Clin. Trials J.* 1973, 10, 26. 2. *Brit. J. Derm.* 1968, 80, 111.
3. *Brit. J. clin. Pract.*, 1970, 24, 45.

Full prescribing information is available on request.



To complete the picture there is a Propaderm
formulation to suit each individual patient need

PRESENTATION

All the following Propaderm preparations contain 0.025%
beclomethasone dipropionate BP.

Propaderm Ointment in tubes of 15g and 50g.

Propaderm Cream in tubes of 15g and 50g.

Propaderm Lotion in bottles of 15ml and 50ml.

Propaderm-A Ointment (contains aureomycin BP 3.0%) in tubes
of 15g and 50g.

Propaderm-C Ointment and Cream (contain clioquinol BP 3.0%)
in tubes of 15g and 50g.

Propaderm-N Ointment and Cream (contain neomycin sulphate
BP 0.5%) in tubes of 15g and 50g.

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