

For eczemas in general practice it's a good general practice to prescribe Propaderm - first : London Bridge.

Contributors

Allen & Hanburys

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LONDON BRIDGE

The view shows Rennie's bridge, opened in 1831 and occupying the site of the two middle lanes of the present bridge, seen from Bankside on the south side of the Thames. Prominent on the opposite bank is Fishmongers' Hall, by Henry Roberts, built 1831-3 when the work on the bridge necessitated the demolition of the previous hall. To the right is Adelaide Place, with the Monument and the tower of St. Magnus the Martyr showing above it. Other towers visible are St Michael Cornhill, to the left of Fishmongers' Hall, and St. Margaret Pattens and St. Dunstan in the East, above the bridge parapet. This bridge, seen here as it was in about 1845, has now been re-erected in Arizona, U.S.A.

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 .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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