

For eczemas in general practice it's a good general practice to prescribe Propaderm - first : Somerset House, Strand.

Contributors

Allen & Hanburys

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SOMERSET HOUSE, STRAND. Traffic in the Strand was heavy even when this view was taken in 1850. A stage coach narrowly misses a two-wheeled cab, while an omnibus comes up behind it and pedestrians and a dog cross the road at their peril. The church of St. Mary le Strand, built by James Gibbs in 1724, stands in the background. Its predecessor was demolished in the reign of Edward VI by the Earl of Somerset to build Somerset House, which during the following two centuries accommodated numerous royal personages and part of the Royal Academy. The present Somerset House, shown on the right, was designed by William Chambers and completed in 1790. It accommodates the Inland Revenue, Registrar-General and Probate Registry Departments.

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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