

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

Contributors

Allen & Hanburys

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WOOLWICH

This view of the Gallions area of Woolwich in the 1840's has little except the church tower, built in 1733, in common with the scene to-day. Looking southward across the river is the Royal Dockyard, founded by Henry VIII and the source of many warships since his "Great Harry" was launched in 1514. In the foreground is the North Woolwich shore where to-day stands the north terminus of the Free Ferry. In the river can be seen a number of sea and river craft, including a Thames steamboat with its tall banded funnel, while on the river bank people descend the steps to board the Woolwich Ferry of those days.

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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