

## **Piriton for the relief and prophylaxis of allergic reactions : short-eared owl.**

### **Contributors**

Allen & Hanburys

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SHORT-EARED OWL.



# PIRITON

Trade Mark

for the relief and prophylaxis of allergic reactions

PIRITON is the preferred antihistamine for hay fever and all other allergies: "My favourite antihistamine for use in conditions such as hay fever is 'Piriton' (chlorpheniramine); drowsiness is most unusual."  
(Elliott-Binns, C.P., (1967), *Practitioner*, 198, 47).

"... chlorpheniramine maleate (Piriton) 4 mg t.d.s. is particularly effective in urticaria without being unduly soporific."  
(Holti, G., (1967), *Brit. med. J.*, i, 155).

PIRITON combines effectiveness with a low incidence of side effects □ is well tolerated by patients of all age groups □ is available in a wide range of dosage forms:

**PIRITON TABLETS—for routine therapy**

—supplied in containers of 25 and 500 tablets each containing 4 mg chlorpheniramine maleate BP.  
Basic NHS cost of 25 tablets is 4/-.

**PIRITON DUOLETS—for sustained therapy**

—supplied in containers of 25 and 250 Duolets, each containing 8 mg chlorpheniramine maleate BP.  
Basic NHS cost of 25 Duolets is 5/8d.

**PIRITON SYRUP—for paediatric use**

—supplied in bottles of 114 ml (4 fluid ounces) and 2 litres. Each teaspoonful (4 ml) contains 2 mg chlorpheniramine maleate BP. Basic NHS cost of 114 ml is 2/6d.

**PIRITON INJECTION—for parenteral therapy**

—supplied in boxes of 5 and 100 ampoules of 1 ml each containing 10 mg of chlorpheniramine maleate BP.  
Basic NHS cost of 5 ampoules is 4/-.

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