

The Bayer Products Company.

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The Bayer Products Company

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THE BAYER PRODUCTS COMPANY

Winthrop House, Surbiton-upon-Thames, Surrey, England

February 1963.

Dear Doctor,

Franol, one of the preparations most frequently prescribed in the treatment of chronic bronchitis and asthma, is the subject of a recently-published paper¹ which compares the effectiveness of Franol with that of ephedrine in a group of 74 patients suffering from chronic asthma. The authors claim to have shown that Franol is markedly superior to ephedrine and that in at least half of the patients the superiority was achieved with the comparatively lower doses of ephedrine contained in the Franol tablets. When there was freedom of choice of treatment, the authors state that the patients showed a marked preference for Franol.

The range of therapeutic usefulness of Franol has recently been widened by the introduction of two other Franol preparations:-



Kingston 7733
Bayaprod, Surbiton

Sterling-Winthrop Group Ltd.

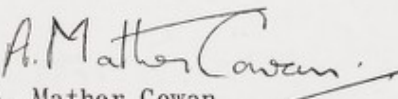


Franol-Plus contains the antihistamine thenfadil in addition to the Franol formula and is especially indicated in those cases where allergy is a contributing factor.

Franol-Expect. combines the potent expectorant guaiphenesin with Franol in a cherry-flavoured syrup.

We enclose with this letter copies of the comprehensive medical literature on the Franol preparations, together with a reply-paid card. Please complete the card if you would like to receive trial supplies or a copy of the "Practitioner" paper.

Yours truly,


A. Mather Cowan

Professional Service Manager.

Ref:

1. A Combined Ephedrine Preparation for Asthma.

The Practitioner. 190 : 253 (1963).