

**In reversible airways obstruction Entair rapidly absorbed lastingly effective : holidays and the British.**

**Contributors**

BDH Pharmaceuticals Limited

**Publication/Creation**

London : BDH Pharmaceuticals Limited, 1969.

**Persistent URL**

<https://wellcomecollection.org/works/gttrf72m>

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15-second facts

(No. 2 in a series)

### HOLIDAYS AND THE BRITISH

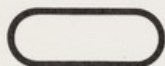
You know your patients best, not as statistics, but as human beings. But how do they live when compared to the population as a whole? We thought you might be interested in some broad statistical facts about how people are living in Britain today. *Let's look at the way they take their holidays.*

- A** The majority of working Britons enjoy—or at least hope to enjoy—a fortnight's paid vacation per year, excluding public holidays. But a quarter of them stay firmly at home.
- B** Of the 35 million holidays that are taken, 30 million are spent in Britain, and 5 million abroad.
- C** Of those who stay within our coastlines, 20% go to the South-West, 15% to the South, while Scotland, Wales, and the North-West attract 12% each. Most holidaymakers prefer to travel by car—67% of them.
- D** Of those who venture further afield, 89% do not go beyond Europe. Most popular choices are Spain (24%), Italy (14%), France (13%), Republic of Ireland (10%), and Austria (7%).
- E** Package-deal holidays abroad are growing in popularity: in 1960 only 30% of foreign holidays were 'pre-packed'. The latest figure is 50%.

Wherever and however they spend their holidays, the British spend £860 million a year in the effort to get away from it all.

Source: H.M.S.O. Publications

TO THE MEDICAL PROFESSION



15-second facts about



**ENTAIR**

Administered orally, Entair produces substantial improvement in bronchial and pulmonary function. The inclusion of guaiphenesin in the formula ensures that theophylline blood levels are rapidly achieved and maintained for at least six hours after a single dose. In asthmatic patients Entair-A may be preferred as the addition of ephedrine helps to prevent bronchial spasm.

**Formula:** Each Entair capsule contains

Guaiphenesin	90 mg
Theophylline BP	150 mg

Each Entair-A capsule contains	
Guaiphenesin	90 mg
Theophylline BP	150 mg
Ephedrine hydrochloride BP	20 mg

} The ingredients  
being dispersed  
in a semi-solid  
water miscible,  
glycol vehicle.

in reversible airways obstruction **ENTAIR<sup>\*</sup>**  
rapidly absorbed lastingly effective

Additional information is available on request.

\*Trade Mark Made in England



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BDH 69/152/HN Printed in England