Antipyretic analgesic Paramol-118 for the relief of moderate to severe pain : sports and the British.

Contributors

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15-second facts **SPORTS AND THE BRITISH**

(No. 4 in a series)

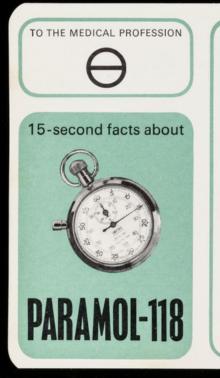
You know your patients best, not as statistics, but as human beings. But how do they live when compared to the population as a whole? We thought that you might be interested in some broad statistical facts about how people are living in Britain today. Let's look at the sports they are interested in.

A We British pride ourselves on being a sporting nation. Our most popular spectator sports are Soccer, with a 20% interest rating, Wrestling (13%), Boxing (12%), and Cricket (11%).

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 B Who will cross the finishing line first? Track racing, whether for humans, animals, or machines, commands great interest. Interest ratings are : Athletics (9%), Horse Racing (9%), Dog Racing (2%), Motor Cycle Racing and Scrambling (7%), Speedway (5%) and Motor Racing (5%).
 C Other sports with a large following, include : Ice Skating (7%), Angling (6%), Rugby Union (6%), Show Jumping (6%), Tennis (6%), Rugby League (4%), Ski-ing (4%), and Golf (3%).
 D As you would expect from an island race
- D As you would expect from an island race, boating activities are also popular. Dinghy Sailing (4%), Power and Motor Boating (4%), Keel-boat Sailing (3%), and Canoeing (2%).

Sporting nation or not, a huge proportion of us are mere fireside spectators : an average of 3,250,000 watch sport on TV on Saturday afternoons.

rce : I.P.C. Surveys Division



Combining the antipyretic and peripheral analgesic actions of paracetamol with the central analgesic effects of dihydrocodeine tartrate (DF 118), Paramol-118 is highly effective in the treatment of moderate to severe pain. Its use is particularly indicated in headache, neuralgia, dysmenorrhoea, dental pain, back pain, bursitis, fibrositis, trauma, and post-herpetic neuralgia.

Formula : Each tablet contains Paracetamol BP 500 mg Dihydrocodeine tartrate BPC (DF 118) 10 mg

antipyretic analgesic **PARAMOL-118** for the relief of moderate to severe pain



Additional information is available on request. *Trade Mark Made in England BDH PHARMACEUTICALS LIMITED LONDON E2

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