

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

Contributors

BDH Pharmaceuticals Limited

Publication/Creation

London : BDH Pharmaceuticals Limited, 1969.

Persistent URL

<https://wellcomecollection.org/works/ansdx345>

License and attribution

Conditions of use: it is possible this item is protected by copyright and/or related rights. You are free to use this item in any way that is permitted by the copyright and related rights legislation that applies to your use. For other uses you need to obtain permission from the rights-holder(s).



Wellcome Collection
183 Euston Road
London NW1 2BE UK
T +44 (0)20 7611 8722
E library@wellcomecollection.org
<https://wellcomecollection.org>



15-second facts

(No. 4 in a series)

SPORTS 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 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%).
- 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, 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.

Source: I.P.C. Surveys Division

TO THE MEDICAL PROFESSION



15-second facts about



PARAMOL-118

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

BDH 69/154/HN Printed in England