

For patients with pain Paramol-118 : alcohol and the British.

Contributors

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15-second facts

(No. 9 in a series)

ALCOHOL 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 their drinking habits.*

- A** Out of the average family income of £29.19.0d a week, over £1 goes on alcoholic drinks of various kinds.
- B** Most of this expenditure goes on beer and cider: in fact about 13s 6d. The national total annual beer consumption is 31.5 million bulk barrels, or 1,134 million gallons.
- C** About 70% of all adults like an occasional beer, and 38% are regulars at their local pubs, which they visit at least once a week.
- D** Wines and spirits account for just over 6s 0d weekly. In a year we drink 17.9 million proof gallons of spirits, and 41.5 million gallons of wine.

Needless to say the man who gets the most good cheer out of all this is the Chancellor of the Exchequer. Altogether he collects £748 million a year in duty on alcohol.

Source: H.M.S.O. Publications

TO THE MEDICAL PROFESSION



15-second facts about



PARAMOL-118

In Paramol-118 the peripheral analgesic action of paracetamol is fortified with the powerful central analgesic effect of dihydrocodeine. It is highly effective in the treatment of pain, without significant risk of unwanted side effects. It is particularly indicated in muscular conditions such as fibrositis, lumbago and other back pain; also in sprains and strains, dysmenorrhoea, severe headache and neuralgia.

Formula: Each tablet contains
Paracetamol BP 500 mg
Dihydrocodeine tartrate BPC 10 mg

for patients with pain

PARAMOL-118

paracetamol fortified with dihydrocodeine

Additional information is available on request.

*Trade Mark Made in England



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