

When pain is severe DF118 subdues the pain but not the patient : life, death, and the British.

Contributors

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15-second facts

(No. 14 in a series)

LIFE, DEATH, 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 to-day. *Let's look at their vital statistics.*

- A** Altogether there were 55,283,000 of us in the U.K. in 1968. Males numbered 26,852,000 : females outnumbered them, with a total of 28,431,000.
- B** Newcomers outnumbered departures : 949,200 were born, 656,000 people died during the year. Of those who died, 17,750 were under one year old. This compared with 43,180 average infant mortality just before World War II.
- C** During the year, 462,700 marriages were celebrated. The most popular wedding season is the third quarter of the year, when 145,600 couples promised to love and honour (though not always to obey !)
- D** How old are we ? About 23.7% of us are children under 15. Some 63.5% are between 15 and 64, and 12.8% are 65 or over.

When we come to the top age groups, women really show their capacity for survival. Of the 4,338,000 who have reached the age of 70 and beyond, some 2,800,000 are women.

Source : H.M.S.O. Publications

TO THE MEDICAL PROFESSION



15-second facts about



DF118

This powerful analgesic has no hypnotic or sedative properties. In cases of severe and intractable pain, DF 118 subdues the pain, but leaves the patient alert. As effective orally as it is by injection, it has shown in 12 years' clinical use to have a very low addiction potential and, relative to its effectiveness as an analgesic, side effects are mild. Prescribing costs are low.

Formula: Each tablet contains
Dihydrocodeine tartrate BPC 30 mg

when pain is severe **DF118**
subdues the pain but not the patient

Additional information is available on request.

Made in England



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