

**For patients with pain Paramol-118 especially pain of musculoskeletal origin : shopping and the British.**

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BDH Pharmaceuticals Limited

**Publication/Creation**

London : BDH Pharmaceuticals Limited, 1970.

**Persistent URL**

<https://wellcomecollection.org/works/epe9brcg>

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15-second facts

(No. 17 in a series)

### SHOPPING 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 see where they do their shopping.

- A Altogether in Great Britain there are just under half a million retail shops. Their annual total turnover is nearly £11,000 million.
- B Food retailers are the most numerous: there are 225,632 grocery and food shops, with a total turnover of £4,928 million. Clothing and footwear shops come next in the league table: there are 81,544 of them, turning over £1,675 million.
- C A lot of money goes through the big departmental stores. Although there are only 778 of them, their turnover amounts to £661,959 million. The little shops—tobacconists, confectioners, and newsagents turn over £1,035 million, altogether there are 63,015 of them.
- D What about medicines? 17,934 chemists look after the public's needs, and most supply cosmetics, perfumery, photographic, and other goods. Their turnover amounts to £498 million.

The age of the little shop round the corner' is fading fast. Today, in the grocery field alone, just under 80% of shops are independent, but account for less than 50% of the turnover.

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**  
especially pain of musculoskeletal origin



Additional information is available on request.  
\*Trade Mark Made in England  
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Printed in England BDH70/42/HN