

News flash : Night-nurse national TV starts 2 weeks from now.

Contributors

Beecham Group Limited

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NEWS FLASH

CHEMIST AND DRUGGIST INSERT 20TH SEPTEMBER 1975

Night-nurse national TV starts 2 weeks from now.

ARE YOU READY
with stocks and
displays, to meet
the demand?

Remember

*National £350,000
TV campaign starts
week commencing
29th September.

*New distinctive
commercials show
this new night-time
treatment for all
major cold symptoms.
Have you got point-
of-purchase display
ready?

ONLY YOU
as a pharmacist can
sell Night-nurse –
price maintained at
70p. per 8-dose bottle.
Be sure to stake your
claim in this new high
margin market.

The All-in-one night-time cold treatment
from Beecham Proprietaries, Brentford, Middlesex.





FACTS FOR PHARMACISTS

PRESENTATION

Appearance

160ml of green liquid in clear glass bottle with dosage measure cup in green and white carton.

ACTIVE CONSTITUENTS

Each 20ml adult nightly dose contains:

Paracetamol B.P.	500mg
Promethazine Hydrochloride B.P.	20mg
Pholcodine B.P.	10mg

in a demulcent, green, liquid glucose base including Alcohol B.P. (3.08ml) as solubilizer.

USES

Night-nurse is indicated for the relief of the night-time symptoms of the common cold and influenza, including tickly cough and sore throat, runny and blocked nose, aches and pains, fever and shivers, so helping comfortable, restful, sleep.

DOSAGE AND ADMINISTRATION

Adults: 20ml measure or four 5ml spoonfuls taken orally just before going to bed.

Children: aged 12–16 years only: 15ml measure or three 5ml spoonfuls given orally just before bedtime.

CONTRA-INDICATIONS, WARNINGS, ETC.

Contra-indications: none.

Warnings

It is dangerous to exceed the stated dose. This may cause drowsiness. If affected, do not drive or operate machinery.

Precautions

This is a complete cold and flu treatment. Do not take any other cold or flu medication with it at night.

Keep out of reach of children. Use only as directed.

Restrictions

Not to be given to children under 12 years of age except on medical advice.

PHARMACEUTICAL PRECAUTIONS

Night-nurse should be stored in temperate conditions, avoiding extremes of temperature and humidity which may affect legibility of labelling.

LEGAL CATEGORY

The sale and supply of Night-nurse are governed by Part I and schedule 7, sub-section 9, of the Poisons Rules. Night-nurse is available only from registered retail pharmacies.

PACKAGING

Each 160ml bottle, providing 8 adult doses, is packed in a retail carton which includes a graded measure cup: 6 retail cartons per prepack display outer.

FURTHER INFORMATION

Advertising

Night-nurse will be advertised to the general public on national television at very heavy frequency from October 1975.

Display

A range of retail display aids is available. Initial supplies are made in a prepacked display outer.

PRODUCT LICENCE NUMBER, NAME AND ADDRESS PL 0079/0159

Sold and supplied by

Beecham Proprietaries
(Beecham of St. Helens)
Westfield Street, St. Helens, Merseyside
WA101
Tel: St. Helens 27461

REMEMBER

- Big new market for effective modern treatment of colds and flu.
- Big TV promotion breaks **soon**—check stocks and display.
- Let your customers see|you stock| Night-nurse – the **first**, the **economical**, the **effective** all-in-one night-time cold treatment from **Beecham**.