

Pharmascript : bad taste pays off!

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Pharmscript

BAD TASTE PAYS OFF!

PULMO-BAILLY selling on its unpalatable but effective formula reaches all time high.

"IF IT TASTES BAD, IT MUST BE DOING ME GOOD"



**PULMO BAILLY:
it even tastes like it's
doing some good.**

Since the 'adult remedy for the heavy cough' campaign began in 1975 sales of PULMO BAILLY have climbed steadily and consistently.

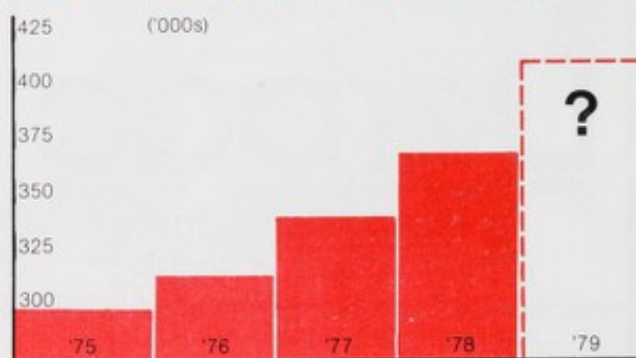
In 1978-79 PULMO BAILLY has demonstrated the highest ever unit sales - over 1000 bottles per day. This increased demand caused acute embarrassment to us and to your customers as stocks ran out during March. We apologise for any supply difficulties you may have

had during the early Spring and steps have been taken to avoid a shortage of supplies next year.

Not just a last winter result.....

Unit sales of PULMO BAILLY have risen significantly each year since 1975. We expect this trend to continue due to the success of the advertising message and your continuing support in recommending an effective formula for cough sufferers.

PULMO-BAILLY Unit Sales



PULMO-BAILLY in the papers

Advertising Schedule
October '79 - March '80

MEDIA	CIRCULATION
Woman	1,600,921
Woman's Own	1,646,236
Woman's Realm	788,999
Woman's Weekly	1,642,942
T.V. Times	3,673,958
People's Friend	732,882
My Weekly	903,764

NOW, MULTI-PURPOSE DERBAC LIQUID WITH MALATHION

FOR SCABIES AND PUBIC LICE

FOR HEAD LICE -THE NEW FAMILY PACK

SCABIES NEW TREATMENT

Clinical evidence has demonstrated DERBAC[®] Liquid with 0.5% malathion to be effective and free from unwanted side-effects in the treatment of scabies (Sarcoptes scabiei), as shown in a series of patients treated at St. Mary's Hospital, Paddington.¹

A single treatment, correctly applied, is all that is required to eradicate the infestation in the majority of cases.

DERBAC[®] Liquid with Malathion is easy to apply, pleasant to use, causes no discomfort to the patient and thus ensures patient acceptability.

PEDICULOSIS
DERBAC[®] Liquid with Malathion is also effective against lice (Pediculosis capitis and Pthirus pubis). A recent trial² conducted at St. Mary's Hospital Paddington,² demonstrated a 100% success rate. The failures were mostly due to patient error and

subsequently these patients responded to further treatment with DERBAC[®] Liquid with Malathion.

DERBAC[®] Liquid with Malathion is available in 155ml and 50ml bottles. A booklet (Diagnosis and Treatment) describing uses of the DERBAC[®] range of products is available on request.

Derbac
DERBAC[®] Liquid with Malathion
For the effective treatment
of Pediculosis and Scabies.

© L. 0102/0005. Further information and data sheets from Bengue & Co. Ltd. limited,
St. Ives House, St. Ives Road, Maidenhead, Berkshire, SL6 1RD.

Regular advertising from September in
General Practitioner, MIMS, British Journal of
Dermatology and British Journal of Venereal Diseases.

Sarcoptes scabiei - the underestimated parasite

This condition is often misdiagnosed as a simple mild inflammatory skin condition. Dr. Rhodes¹ makes the point that Parasitic infestations should always be considered when a patient complains of itching.

According to world authorities the incidence of scabies is increasing and it is currently reaching a peak in the cycle of the disease.

Pthirus pubis (Crab louse)

The parasite commonly known as the crab louse, unlike the scabies mite, cannot be related to a cyclic existence. It is constantly with us. The crab louse transfers by direct contact and so is commonly associated with venereal diseases, but of course, the presence of this parasite is also diagnosed in isolation.

Recent clinical trials² have shown one application of DERBAC Liquid with Malathion to be effective in the majority of cases, with good patient acceptability.

A booklet describing diagnosis and treatment of pediculosis and scabies is readily available on request from Dept D. A., Bengue & Co. Ltd., St. Ives House, Maidenhead, Berkshire, SL6 1RD.

1. Rhodes B. General Practitioner 1977, Sep 7, 36.
2. Data on Syntex file.

Dosage instructions, warnings, etc. There are no known contraindications to the use of DERBAC Liquid with Malathion. As with all insecticides, patients should be kept out of the open, well-ventilated room for 24 hours after application. Patients should be advised to avoid contact with the treated individual until given further written instructions.

DERBAC[®] Liquid is for external use only and should be kept out of the reach of children. DERBAC[®] Liquid is not intended for use as a disinfectant, fumigant, or insecticide.

Contraindications A patch of sensitive skin should be avoided if possible. Do not use on children under 2 years of age.

Treatment of Scabies It is unlikely that a toxic dose of malathion will be ingested. Treatment consists of applying a single application of DERBAC[®] Liquid with Malathion to the body and hair, covering the entire body, including the scalp, neck, and between the fingers and toes. The patient should avoid contact with other people for 24 hours. Do not shower or bathe for 24 hours. Do not use any other lotions, creams, or ointments on the body for 24 hours. Do not use any other insecticides on the body for 24 hours. Do not use any other lotions, creams, or ointments on the body for 24 hours. Do not use any other insecticides on the body for 24 hours.

Treatment of Pediculosis It is unlikely that a toxic dose of malathion will be ingested. Treatment consists of applying a single application of DERBAC[®] Liquid with Malathion to the scalp, neck, and between the fingers and toes. The patient should avoid contact with other people for 24 hours. Do not shower or bathe for 24 hours. Do not use any other lotions, creams, or ointments on the scalp for 24 hours. Do not use any other insecticides on the scalp for 24 hours.

Legal Category - P Package Qualifies Notice of Date and Form. **Further Information** For all venereal diseases, venereal health, and STI (Sexually Transmitted Infections) with Genital. **Product Licence Number** PL 0102/0005. **Product Licence Holder** Bengue and Co. Limited, St. Ives House, Maidenhead, Berkshire, SL6 1RD.



The DERBAC Liquid with Malathion new family pack - for the family head.

Autumn campaign

All A.H.A.'s, Health Visitors and School Nurses are being advised of the new family pack so that it will become recommended as the complete treatment offering protection for the whole family. Posters, leaflets and educational material are being made readily available to those involved in Health Education and louse eradication.

Introductory offer

Take advantage of the special offer of 6 family packs for the price of 5 until 12th October 1979. See reverse for details.

Seal of acceptability

DERBAC Liquid with Malathion has been successfully used in eradicating head lice for more than three years and is now accepted by many clients and A.H.A.'s throughout the U.K. as an effective treatment. Patients are happy to use it because it has a pleasant smell, is non-flammable, and needs to be used once only for complete eradication.

Unfortunately with head infestations, treating the patient is not enough. Lice transfer at a touch and, therefore, other members of the family should be treated. Research has shown that often the pharmacist is asked for advice on this problem. Bengue has solved the problem for you by introducing a large family pack to treat up to 6 heads. The cost is less than 25p per treatment.

The Family Pack for The Family Head



The DERBAC Liquid[®] NEW Family Pack - because you just can't keep a family apart.

When head lice infestations occur in a family, it is not just the patient who needs to be treated. Research has shown that often the pharmacist is asked for advice on this problem. Bengue has solved the problem for you by introducing a large family pack to treat up to 6 heads. The cost is less than 25p per treatment.

NEW DERBAC Liquid Family Pack. For the family head.

Regular advertising in Health Visitor and Community Outlook (Nursing Times) will be taking place from September.

GREAT AUTUMN BONUS

**Generous discounts on PULMO-BAILLY*,
DERBAC* and BENGUE'S BALSAM.***

BENGUE BONUS ORDER FORM (offer closes 12th October 1979)

To: Wholesaler _____

Please supply

			Normal Cost	Bonus Cost
In Sixes	DERBAC Liquid 155 ml	at 6 for 5	£4.38	£3.65
In Dozens	DERBAC Liquid 50 ml	at 12 for 10	£3.12	£2.60
	DERBAC Shampoo 50 ml	at 12 for 10	£3.12	£2.60
	DERBAC Comb	at 12 for 10	£5.40	£4.50
In Tens	PULMO BAILLY 90 ml	at 10 for 9	£4.30	£3.87
	BENGUE'S BALSAM	at 10 for 9	£2.80	£2.52

Address _____

Signature _____