

Six free holidays in Sweden : you can win- with Theranyl!.

Contributors

Biometica Ltd.

Publication/Creation

Boreham Wood, Hertfordshire : Biometica Ltd., 1968.

Persistent URL

<https://wellcomecollection.org/works/bnknrd2f>

License and attribution

Conditions of use: it is possible this item is protected by copyright and/or related rights. You are free to use this item in any way that is permitted by the copyright and related rights legislation that applies to your use. For other uses you need to obtain permission from the rights-holder(s).

**wellcome
collection**

Wellcome Collection
183 Euston Road
London NW1 2BE UK
T +44 (0)20 7611 8722
E library@wellcomecollection.org
<https://wellcomecollection.org>



SIX FREE HOLIDAYS IN SWEDEN you can win- with Theranyl!

Make '69 your year for the holiday of a lifetime in Sweden, home of gorgeous men, glamorous girls, fabulous modern living – and Theranyl, the great new Swedish cream that relieves muscular pains more effectively than any similar cream in your shop. Read this advertisement. Enter the competition today! . .

Think what you'll say when you tell your customers about Theranyl

You know that it brings really effective, long-lasting relief because its formula reaches the centre of pain. You know that Theranyl has absolutely no unpleasant smell, can be used night and morning . . . that it is virtually greaseless, quickly absorbed and releases soothing warmth deep in the muscle. And that it comes from Sweden, one of the most medically advanced countries in the world. What are the most important Theranyl benefits?

To win, just put Theranyl's benefits in order of importance

You'll find the list in the coupon on the back of this advertisement. Just number the boxes 1-6 placing the Theranyl benefits in order of importance. (Tip: when you talk to your next Theranyl customer, find out what he or she thinks. It could help you win!)

And write why you'd like a super Swedish holiday with a friend . . .

we don't plan for you to have a lonely time! So you'll be able to take anyone you like with you ABSOLUTELY FREE. Fill in that coupon and post it today!

ENTRY FORM OVERLEAF

SIX FREE HOLIDAYS IN SWEDEN you can win- **with Theranyl!**

(see overleaf)

RULES OF THERANYL COMPETITION

1. This competition is open to any bona fide retail chemist, or employee of a retail chemist. (Employees, or members of the families of employees, of Biometica Limited, Medisan AB or their Advertising Agents may not enter.)
2. To be eligible for entry a contestant must place six selling features of Theranyl in order of importance and state his or her reason for wanting to visit Sweden.
3. All entries will be examined and prizes will be awarded according to the opinion of the judges, whose decision shall be final and legally binding.
4. In the event of a tie, preference will be given to the entry which, in the view of the judges, gives the best reasons for wanting to visit Sweden.
5. Biometica Ltd. will accept no responsibility for entries which arrive late, or are incomplete, damaged or illegible. Proof of posting will not be accepted as proof of entering the competition.
6. Final closing date for the receipt of entries will be 31st December 1968.
7. All prize winners will be notified by post and results will be announced in the trade press.
8. All entries become the property of Biometica Ltd. and cannot be returned.
9. Any entry not complying with these rules will be disqualified.

ENTRY FORM

I would like a free Swedish holiday with a friend during 1969.

In my opinion THERANYL IS BETTER BECAUSE:

- It comes from Sweden
- It has no unpleasant smell
- It brings long-lasting relief from muscular pains

- It is quickly absorbed
- It is virtually greaseless
- It is pleasant to use

Give each box a number, 1-6, to indicate how you rate these Theranyl selling points.

I WOULD LIKE TO GO TO SWEDEN BECAUSE.....

NAME _____ Employers Name and Address _____

POST TODAY! To: Theranyl Competition, Biometica Ltd., Boreham Wood, Herts.

N.B. Additional entries acceptable on a postcard. Just copy the form