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British Felsol Company, Limited

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BRITISH FELSOL COMPANY, LTD.

"WIGTON HOUSE," 206/212, ST. JOHN STREET,
CLERKENWELL, LONDON, E.C.1.

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Dear Sir,

Asthma is a symptom complex.

As such its treatment demands broad therapy rather than a strictly limited biological specific.

Hence the success of that well-balanced form of treatment associated with the name "Felsol".

"Felsol" is widely prescribed and recommended in Hospitals, Private Practice and Government Departments throughout the world and has always been available on prescription to National Health Insurance patients.

We feel sure that you will be interested in the relationship of the Felsol treatment to the observed facts of Asthma.

Yours faithfully,

BRITISH FELSOL COMPANY, LIMITED.

THE FACTS CONCERNING ASTHMA ————— AND THOSE CONCERNING FELSOL

ASTHMA In its essential features is undoubtedly a Bronchospasm.

The spasm of bronchial muscle collars may be produced in many ways—some direct and some reflex.

ASTHMA Is certainly a nervous phenomenon, probably one of undue "excitability".

It occurs therefore in patients of "nervous type" among whom the need for avoiding powerful narcotics is well recognised.

ASTHMA Is commonly a very chronic disease with many acute exacerbations.

The treatment used must be easily portable and available at all times.

ASTHMA Has often produced considerable damage before treatment commences.

In particular the heart is apt to be affected—for the asthmatic tumult in the lungs hinders the flow of blood from the right to the left side—thus the safety of proposed remedies is all important.

FELSOL By relaxing spasm of bronchial muscle collars relieves Bronchospasm.

No matter what the cause of this spasm, relief is constant since the ultimate mechanism of the spasm is always the same.

FELSOL Provides a form of sedative treatment unfailing in action—lacking in cumulative toxic effect or habit forming desires—in short all the advantages of a powerful narcotic without its dangers.

FELSOL Stops an acute attack and renders recurrence less likely.

Is used in the form of convenient powders ready for use at all times.

- FELSOL
1. Contains no morphine or other narcotics.
 2. Acts promptly and surely.
 3. Is available for prophylaxis.
 4. Is not cumulative in action.
 5. Does not need increasing doses.
 6. Produces no bad after effects.
 7. Is easily administered.
 8. Induces no drug habit.
 9. Keeps indefinitely.
 10. Is used in cardiac cases with safety.

EVERY ASTHMATIC ATTACK ————— RESPONDS INSTANTLY TO FELSOL

FELSOL *what it is:—*

Powders of acid reaction and crystalline form with a slightly bitter taste. Easily dissolved in warm water—slightly less so in cold.

R

<i>Phenyl-dimethyl-isopyrazolone</i>	-	-	-	0.47
<i>Phenyl-dimethyl-iodopyrazolone</i>	-	-	-	0.03
<i>Antipyrine Aceto-salicylas</i>	-	-	-	0.40
<i>Caffeine</i>	-	-	-	0.10
<i>Ext. Visci. Alb.</i>	-	-	-	0.01
<i>Ext. Brachycladii</i>	-	-	-	0.01

FELSOL *how it is used:—*

Felsol powders are given by mouth either by sprinkling on the tongue and swallowing with a drink of water or by dissolving in half a cup of luke-warm water.

One to three powders are taken daily, each one hour after meals. For children the dosage is reduced to one-quarter to one-half the full adult dose.

Between attacks one or two powders weekly reduce the liability to spasms.

Acute attacks are treated with one or two powders given immediately.

FELSOL *how it is dispensed:—*

Original packages containing 12 or 60 powders are available on prescription—the latter represent a real economy in well established cases—(a point of considerable importance in the old days of National Health Insurance and presumably of equal moment under the new National Health Service arrangements).

Please mail us the enclosed addressed card and we will send you a Brochure concerning Asthma and Felsol together with samples of the powders.