

**The first modern anti-inflammatory analgesic specifically for topical use :
new Diffiam Cream benzydamine.**

Contributors

Carnegie Medical

Publication/Creation

[approximately 1971]

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THE FIRST MODERN
ANTI-INFLAMMATORY
ANALGESIC
SPECIFICALLY FOR
TOPICAL USE

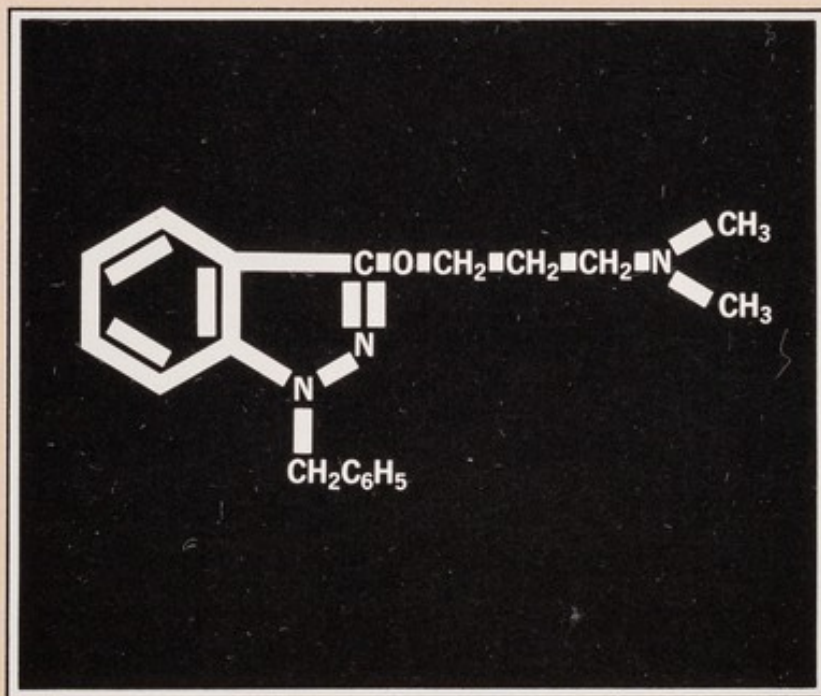
NEW
DIFFLAM CREAM
BENZYDAMINE

DIFFLAM CREAM...

"Justified by its ability of first penetrating through the skin and then accumulating in the inflamed tissue at such concentration as to assure an anti-inflammatory action."¹

"This prompt and easy absorption can also explain the rapidity with which the clinical symptoms resolve."²

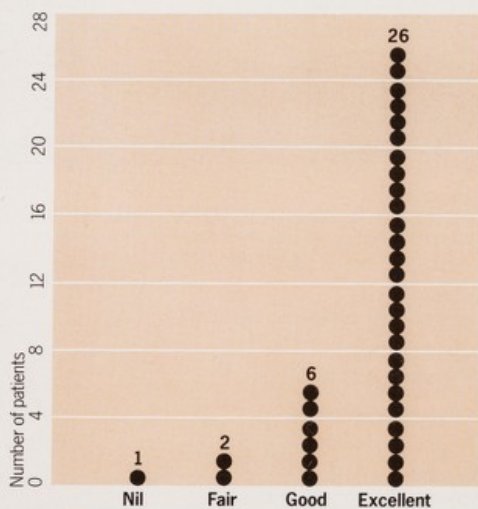
...A TOTALLY NEW ANSWER TO ACUTE MUSCULO-SKELETAL PAIN AND INFLAMMATION



CLINICAL EVIDENCE SHOWS "MARKED ANTI-INFLAMMATORY ACTIVITY"

Diffiam cream... "displays a marked anti-inflammatory activity... and is practically devoid of systemic or local side-effects."³

Clinical response to Diffiam cream in this study was striking...



Therapeutic response

Excellent Complete disappearance of oedema and painful symptoms.

Good Almost complete disappearance of oedema and reduction in painful symptoms.

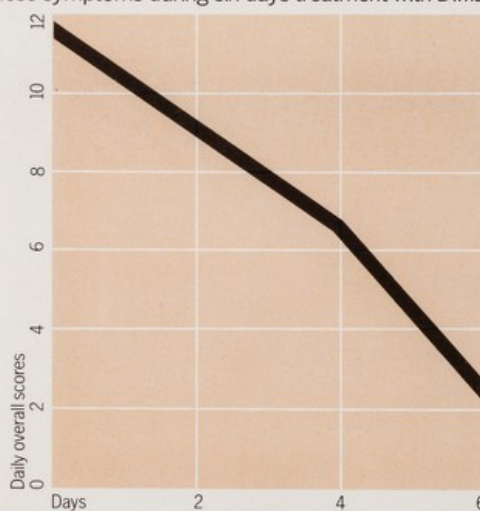
Fair Partial regression of oedema.

Nil No change.

For prescribing information see back page.

In another study, patients' symptoms were assessed and a "daily overall score" determined on a scale of 0 to 12.¹

The following results clearly illustrate the reduction in all these symptoms during six days treatment with Diffiam cream.



NEW
DIFFLAM CREAM
BENZYDAMINE

FOUR STEPS TO RAPID
RECOVERY FROM ACUTE
MUSCULO-SKELETAL PAIN
AND INFLAMMATION

PENETRATES THE SKIN...

REACHES EFFECTIVE
LEVELS IN INFLAMED
TISSUE...

INHIBITS
PROSTAGLANDIN
SYNTHESIS...

AIDS THE HEALING
PROCESS...

NEW
DIFFLAM CREAM

BENZYDAMINE

PRESCRIBING **INFORMATION**

Difflam cream contains benzydamine hydrochloride 3 per cent.

Indications

Difflam cream is a topical anti-inflammatory and analgesic treatment for the relief of symptoms associated with painful conditions of the musculo-skeletal system including:

Acute inflammatory disorders such as myalgia and bursitis.

Traumatic conditions such as sprains, strains, contusions and the after-effects of fractures.

Dosage and administration

Difflam cream should be massaged lightly into affected area three times daily and up to six times daily in more severe conditions.

Side-effects

Difflam is well tolerated; the only adverse effect that occurred in clinical studies was a local skin reaction in less than 2 per cent of patients. The skin returned to normal when treatment was stopped.

Caution

Keep away from eyes and mucosal surfaces.

Basic NHS price

Difflam cream 30g tube: £2.00.

Product Licence number

PL 68/0088

References

- 1 Arzneimittel Forschung (1971)21:1530
- 2 Clinica Europea (1968)7:21
- 3 Clinica Europea (1968)7:296

Difflam; Carnegie: trade marks
Further information is available on request.

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