

**For the longest-lasting gentlest relief of all Otrivine the leading nasal decongestant : the longest sausage ever made ...**

**Contributors**

Ciba Laboratories

**Publication/Creation**

[approximately 1964]

**Persistent URL**

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

## The longest sausage ever made

was consumed at the Coronation  
of Frederick the First of Prussia.  
It was carried through the streets  
by 103 butchers, weighed  $7\frac{1}{2}$  cwt.  
and was 2,000 feet in length.



To the Medical Profession

for the longest-lasting  
gentlest relief of all

**Otrivine<sup>®</sup>**

xylometazoline hydrochloride

the leading nasal decongestant

clears nasal congestion in a few minutes

effective for up to eight hours

remarkable freedom from rebound hyperaemia

gentle even for infants

## Prolonged relief with Otrivine

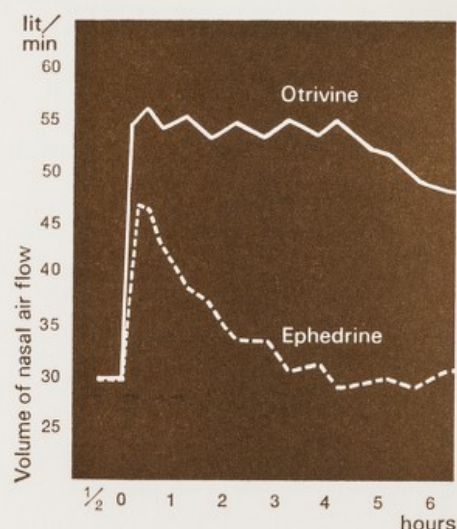
Although the exceptionally prolonged decongestant effect produced by Otrivine is readily apparent to the patient, there have been surprisingly few publications devoted to a study of its nasal decongestive effect. Nevertheless some interesting facts have emerged from a study carried out in Sweden which compared the length of effect of Otrivine with ephedrine.

Using a technique based on measurement of respiratory resistance, (without the insertion of instruments into the nose) the investigation showed that in comparison with ephedrine 1:100, Otrivine 1:1000 had a very much more prolonged effect. While both Otrivine and ephedrine produce a rapid decongestant effect, the clearing of the nasal passages began to subside after half an hour with ephedrine but with Otrivine it persisted for more than six hours, thus fully confirming its exceptionally long duration of action.

### Freedom from rebound phenomena

It is probably because the vasoconstrictor action of Otrivine is prolonged, without being intense, that rebound phenomena are so rare. During world-wide clinical use only very occasional instances of rebound hyperaemia have been reported.

## Comparison of Otrivine with ephedrine



Mean values for 20 patients with acute rhinitis.

(Svenska. lktidn., 1964, 61, 378)

### Single night-time applications

Because of its prolonged effect, only twice daily applications of Otrivine are necessary and at night, when nasal congestion is often most troublesome, a single application on retiring is likely to ensure a good night's sleep.

C I B A

the gentle nasal decongestant

**Otrivine<sup>®</sup>**

Certain additional  
advantages  
single out Otrivine  
from other  
vasoconstrictors

**Gentle even for infants**

The gentle vasoconstrictor action of Otrivine restores a clear nasal airway without a feeling of local discomfort or stinging; a valuable consideration when dealing with children. A special Paediatric Solution (0.05%) is available in a dropper bottle with a unique teat which avoids inadvertent overdosage.

**No adverse effects on nasal mucosa or ciliary activity**

Otrivine solutions are well tolerated, and there have been no reports of adverse effects on the nasal mucosa or on ciliary activity.

**Beneficial effect on nasal pH**

Otrivine would appear to reduce the high nasal pH found in subjects with colds to a more normal physiological state unfavourable to the growth of pathogenic bacteria.

**Prescribing notes**

**Dosage**

One application by spray or two to three drops Otrivine 0.1% solution in each nostril two or three times daily. Children: 1-2 drops Otrivine Paediatric solution (0.05%) once or twice but not more than three times daily.

**Side effects and precautions.**

The use of Otrivine in sensitive subjects may result in tachycardia in rare cases. The prolonged use of vasoconstrictors is not recommended in chronic rhinitis.

**Basic NHS prices**

0.1% Nasal spray and drops ½ fl.oz 3s 4d.

Paediatric 0.05% drops 10 ml 3s 0d

Full information on request.

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