

Upper respiratory infections : improved results with Privine hydrochloride.

Contributors

Ciba Pharmaceutical Products

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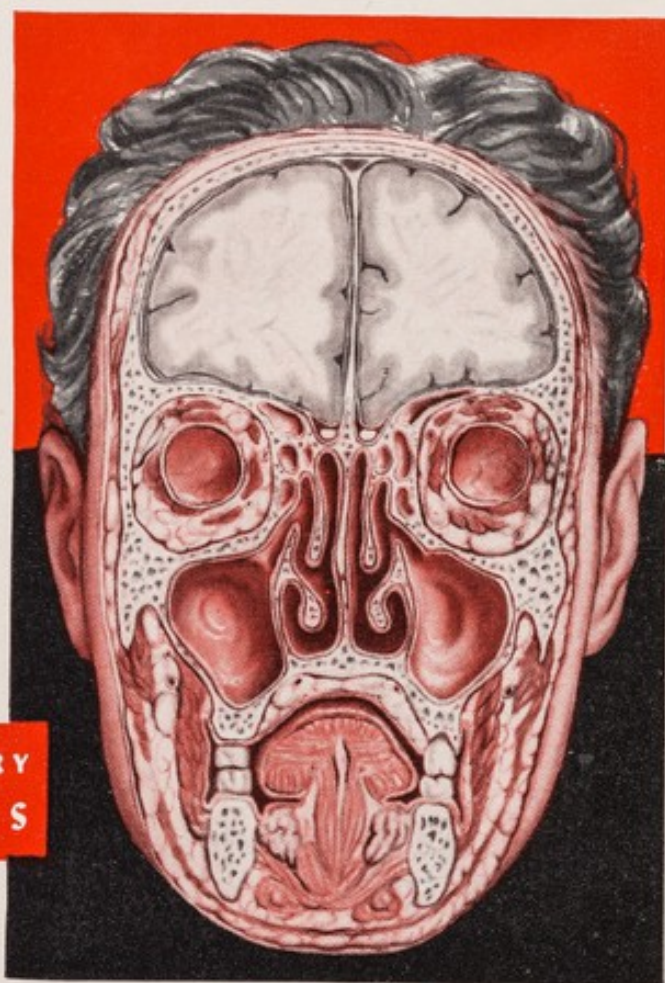
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UPPER RESPIRATORY
INFECTIONS



IMPROVED RESULTS WITH

PRIVINE

HYDROCHLORIDE

Widely prescribed during seasons of high incidence of upper respiratory infections, Privine has become a vasoconstrictor of choice. Physicians who employ Privine should remember that this solution of naphazoline hydrochloride is more potent than other vasoconstrictors now in use . . . For best results in using this product of wide benefit and high potency, it is suggested that the physician use extra care in giving his patient specific instructions as to the amount and duration of dosage.





Drop Instillation



Lateral Head-Low Posture (Parkinson)



Displacement Therapy (Proetz)



Give Your Patients Specific Instructions for **Privine**

The unique chemical and pharmacological properties of Privine have been found to produce vasoconstriction of the peripheral vessels in approximately the same degree as epinephrine, but the effect persists for much longer periods of time...2 to 6 hours. In general, only 2 to 3 drops in each nostril are needed to produce the full effect. Due to prolonged action, this dosage rarely needs to be repeated more often than every 4 hours. And to further lessen the possibility of secondary congestion, Privine, like other vasoconstrictors, should not be employed continuously over long periods of time. Vasomotor rhinitis patients who require extended therapy may be kept under observation, with interruption of treatment at intervals as required.

Redesigned Dropper Aids Correct Dosage

By instructing the patient in the apparently minor details of applying the appropriately small dosage of Privine, most satisfactory results are obtained. To aid in guarding against overdosage, all Privine prescriptions now contain a new dropper, the maximum capacity of which is approximately the recommended dose. This is in contrast to other droppers which can be overloaded with several times the proper amount. With the new dropper the patient is enabled to carry out automatically his physician's instructions in using Privine.

PRIVINE—TRADE MARK REG. U. S. PAT. OFF. AND CANADA



Promote Drainage in Sinusitis with Privine's Prolonged Action!

The desirability of using a vasoconstrictor to promote and hasten drainage in acute or chronic sinusitis is well recognized. In choosing such an agent an increasing body of physicians has turned to Privine as a vasoconstrictor giving the desired action with a minimum of unpleasant side effects. The predominant place Privine holds today may be largely accounted for by the four advantages which follow:

PROLONGED ACTION. Privine's prolonged effect is particularly valued as an adjuvant to the therapy of sinusitis. The shrinkage of sinus ostia, taking place over a long period of time, results in a better opportunity for drainage.

FREEDOM FROM LOCAL IRRITATION. Privine is prepared in isotonic aqueous solution, strongly buffered to a pH of 6.2 to 6.3. It therefore closely simulates the normal nasal secretions. In its use there is no interference with the ciliary activity so essential in clearing the nasal passages of dust, pollen and bacteria.

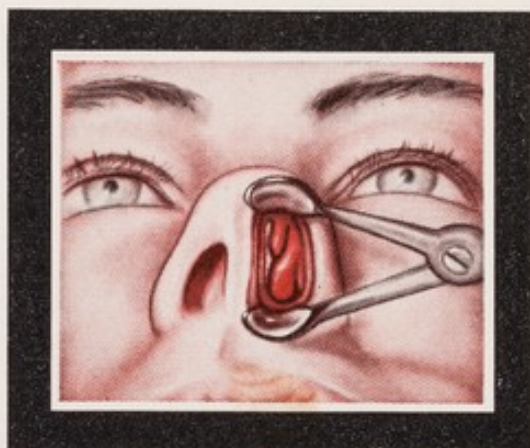
EFFECTIVENESS IN SMALL DOSAGE. The small quantity of Privine necessary for effectiveness is an asset, providing economy, promoting ease and comfort in use...qualities appreciated by the physician and also by patients when directed to use Privine between office visits.

MINIMAL SIDE EFFECTS. The nervousness, tremor, palpitation and other side effects sometimes associated with the use of vasoconstrictors are rarely encountered when Privine is used in the advised dosage. This is particularly important when Privine is used before retiring, since there is little likelihood of interfering with restful sleep.

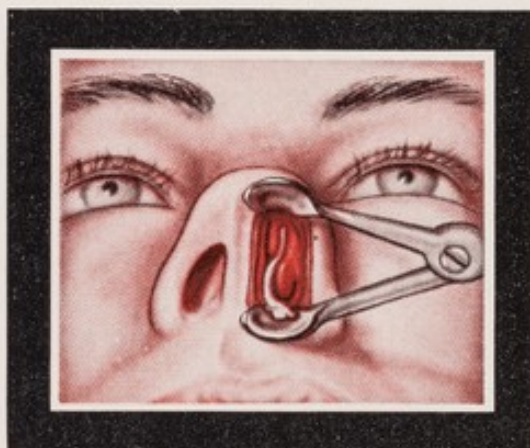
Supplied in Two Concentrations

Privine is issued in 0.1 per cent solution for adults only, and in 0.05 per cent solution for children and adults. Many physicians have found 0.05 per cent Privine a suitable concentration for the majority of patients, both adult and child.

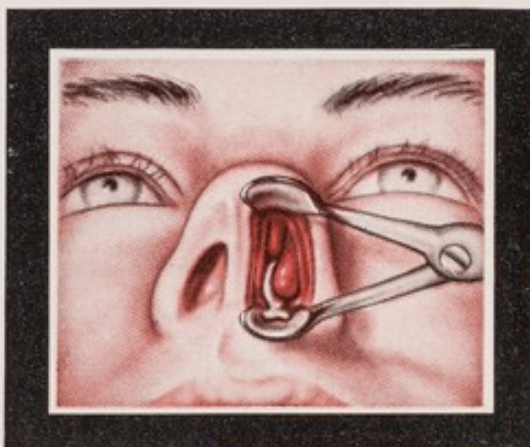
Privine may be used by the drop instillation method, by tampon, and by the Proetz displacement technic. It may be used in atomizers, but should not be brought into contact with aluminum.



Ethmoidal Sinusitis



Frontal Sinusitis



Maxillary Sinusitis

Tomorrow BEGINS Today



Awakening from Dial-induced slumber is rarely marred by dullness or depression. Dial induces a calm and refreshing sleep, usually followed by a sense of tranquillity and greater aptitude for the work of the day.

When mental agitation and nervous exhaustion cause insomnia, remember that a calm and efficient tomorrow begins today, and prescribe Dial. Dial may be taken during working hours in moderate doses when sedation is required.

Solution of Dial with Urethane is suggested when parenteral administration is desirable, as in obstetrical analgesia. Write Ciba Professional Service Division for samples and literature.

DIAL

AN EFFECTIVE AND RELIABLE SEDATIVE AND HYPNOTIC

Available—Dial Tablets: $\frac{1}{2}$ grain, bottles of 24 and 100; $1\frac{1}{2}$ grains, bottles of 15 and 100.

Dial with Urethane: 1 cc. ampuls, cartons of 5; 2 cc. ampuls, cartons of 5 and 20.

Steroid Hormones and Fine Pharmaceuticals



CIBA PHARMACEUTICAL PRODUCTS, INC.

SUMMIT, NEW JERSEY

In Canada: Ciba Company Limited, Montreal

Dial—Trade Mark Reg. U.S. Pat. Off. and Can. The word "Dial" identifies the product as diallylbarbituric acid of Ciba's manufacture.