

## **Medijel : a new approach to mouth ulcer relief.**

### **Contributors**

Chemist and Druggist (firm)

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# Medijel

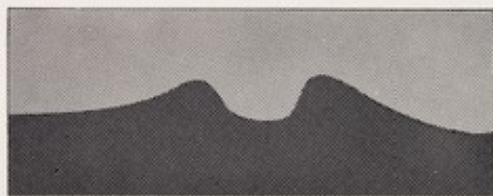
## a new approach to mouth ulcer relief

**Medijel** is a new treatment specially developed to bring very quick relief to mouth ulcers and sore gums.

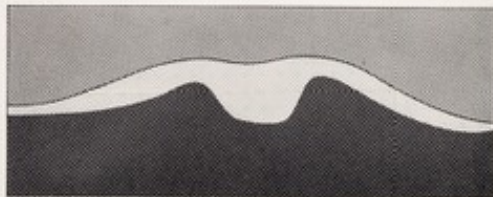
It is the only pain reliever with a quick-acting penetrant, hydroxypolyethoxydodecane, which actually carries the pain-killing analgesic content into the sore area immediately. As a result Medijel gives relief literally in seconds. Medijel in gel form, has the further advantage that it can be applied *directly* to the painful area, where it covers and protects the tender mouth tissue that is painfully exposed to irritation, (see diagram). In addition Medijel is fortified with two antiseptics Aminacrine Hydrochloride B.P. and Domiphen Bromide B.P., to help prevent further infection. Medijel is safe to use and pleasant tasting.

*Medijel active ingredients.*

Lignoc. Hydrochlor. B.P.	0.66%
Hydroxypolyethoxydodecane	0.16%
Aminacrine Hydrochlor. B.P.	0.05%
Domiphen Brom. B.P.	0.05%
sweetened gel base to:-	100.00%



Untreated ulcer looks like a small hole or depression ... tender mouth tissue (where skin has been broken or damaged) remains painfully exposed to irritation.



Medijel covers and protects exposed tissue. Immediately on contact a speedy penetrant carries the pain-killing analgesic into the sore area ... to give fast acting relief.

# Extra profit on new Medijel **12 FOR 10**

Offer ends 20th September

**Direct or from your wholesaler**  
**Retail price 3/9**

Normal trade price 25/10d. per dozen P.T. 8/2d.



**STOCK  
NEW**

# Medijel

**A major advance in mouth ulcer treatment**

# Great National Medijel Launch Campaign!

DAILY EXPRESS

Daily Mirror **SUN**

Over 20 large space advertisements in each paper

**BIG BONUS OFFER**  
see back page



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D: Company Limited, 34-36 Richmond Road, Watford, Herts.