

**New formula Admune GB 1160 helps combat prevalent strains of flu.**

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**Publication/Creation**

[1975]

**Persistent URL**

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New formula  
**ADMUNE**  
**GB 1160**

helps combat prevalent strains of flu



## In general practice PROTECTION FOR BRONCHITIC, CARDIAC, GERIATRIC AND OTHER 'AT RISK' PATIENTS

*Vaccines... could be life saving in the special groups mentioned... we should make sure that we make use of them.*

*Update (1975), 10, 419*

Influenza tends to have a higher mortality in the old and sick than in other susceptibles and flu (and other viruses) can precipitate an attack of bronchitis in those who suffer from that disease.<sup>1</sup>

In 1973, in fact, 14 per cent of non-violent deaths were caused by bronchitis and other respiratory diseases... a total of 83,000 deaths.<sup>2</sup>

Even in a fairly 'good' winter in England alone, perhaps 3,000-4,000 old and debilitated people die of the illness (influenza)... however, a high proportion of cases can be prevented.<sup>3</sup>

### More positive, less costly than antibiotics

The positive approach to the problem is influenza immunisation since the routine use of antibiotic prophylaxis in bronchitic patients can still leave them vulnerable to exacerbations caused by influenza.

"There is today a danger that the management of (acute respiratory) infections will become falsely simplified into a prescription for an antibiotic... there are many factors to consider besides antibiotics... smoking should be eschewed and protection given, in so far as this is possible, against virus infection with annual influenza vaccination."<sup>4</sup>

The NHS cost of Admune GB1160 influenza vaccine is £1.20 per dose, using a 0.5ml ampoule, which represents a considerable saving in the context of an annual NHS bill for chronic bronchitis, recently estimated at £30,000,000.<sup>5</sup>

### Less strain on the practice - and on hospital beds

An immunisation programme can alleviate the additional strain on a practice during an influenza outbreak,<sup>6</sup> and it can significantly reduce the chance of hospital admissions among older people.<sup>7</sup>

*"In a three-year influenza vaccination programme carried out among elderly patients... those who received vaccine showed a substantially smaller incidence of broncho-pneumonia and a significantly lower mortality than those not so protected."*

*Lancet (1975), 1, 381*

<sup>1</sup> *Update* (1975), 10, 419

<sup>2</sup> Annual Abstract of Statistics, 1974, HMSO

<sup>3</sup> *Management in Action*, November 1972, 17

<sup>4</sup> *Update* (1971), 3, 147

<sup>5</sup> Data Bank (1971) *Update Plus*, 1, 13

<sup>6</sup> *Practitioner* (1969), 202, 429

<sup>7</sup> *Modern Geriatrics* (1971), 1, 156

In industry  
A SIGNIFICANT REDUCTION IN WORKING DAYS LOST



*Each year the Government pays out more than £100 million on doctors' certificates mentioning influenza as the cause of sickness. Theoretically, a good vaccine could save a large portion of this sum.*

*General Practitioner, May 12, 1972*

Flu, quite obviously, is more than an occasional threat. It is an ever-present menace that can damage, or even completely cripple, productivity, and, in the present economic climate, could mean financial ruin for many smaller companies.

**An essential precaution**

Against such a background, immunisation can be clearly seen as a genuinely essential precaution. Several studies have shown its efficacy. For example, during the 1969/70 epidemic a study showed an incidence of flu of only 4.3% in an immunised group as against 18% in a non-immunised group.

In more practical terms, this meant that – at the height of the epidemic – one depot (the one whose workers had been immunised) continued to operate normally, whereas the other had to close completely. Another company proved that, in one year, the savings in production due to immunisation more than paid for the whole six years' immunisation programmes.

Nobody can predict how the winter of

1975/1976 will finally affect your company. But one thing is certain – flu is one risk you simply cannot afford.

**Free posters and consent forms are available to assist you with your immunisation programme.**

**ADMUNE  
GB 1160**

**The purely British flu vaccine.**

## The strains of flu are always changing NEW FORMULA ADMUNE GB 1160 CAN HELP YOU FIGHT THEM ALL

No other virus behaves quite like the influenza virus in its ability to change.

Not only are there two main types of virus, there are constant changes within their structure which means that, even after an attack, the patient may have little or no natural immunity to the new strains developing.

The findings of recent serological surveys, in fact, suggest that many people in Britain are probably susceptible to the current strains of the A & B viruses.

For these reasons, ADMUNE, the only purely British vaccine, has been completely reformulated for 1975/1976.

As ADMUNE GB 1160, it offers – in more effective dosage – protection against both the new Scotland and the Port Chalmers A strains as well as the Hong Kong B strain; moreover, given in the early Autumn, it offers approximately 70% reduction in the incidence of infection rate throughout the winter months.

### Purely British – and readily available

ADMUNE GB 1160 is the only flu vaccine actually made in Britain, and is therefore usually available when needed most. It is produced by the most advanced techniques, including zonal centrifugation, which ensure a vaccine of high antigenic potency and virtual freedom from side effects.

### The inexpensive safeguard

ADMUNE GB 1160, at the NHS cost of £1.20 per 0.5 ml dose, compares favourably in price with a course of antibiotics. The cost of a single injection – all that is necessary – is, in fact, less than the cost of employing a junior operative for one hour. It should also be remembered that, as a welfare benefit to industry, flu immunisation qualifies as an allowable expense against profits for tax purposes.



### Presentation

Admune GB 1160 is Influenza Vaccine BP and contains the strains of influenza virus currently recommended by the World Influenza Centre of the World Health Organisation and licensed by the Department of Health and Social Security.

Each 0.5 ml dose contains:  
A/Scot/840/74 (H<sub>3</sub>N<sub>2</sub>) 400 I.U.  
A/PC/11/73 (H<sub>3</sub>N<sub>2</sub>) 400 I.U.  
B/HK/8/73 360 I.U.

### Package quantities

Admune GB 1160 is available in 0.5 ml single-dose ampoules and 5 ml multidose vials.

Note: For hospital or industrial use a 25 ml multidose vial is available; this presentation is intended for use solely with the Port-O-Jet or other suitable jet injector.

# ADMUNE GB 1160

The purely British flu vaccine.



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