

Betnovate : Betnovate Scalp Application : the classic answer to scalp dermatoses.

Contributors

Glaxo Laboratories

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Betnovate

Betnovate Scalp Application
the classic answer to scalp dermatoses



"Hebe," Marble.
After Jacques Saly (b.1717-d. 1776).
French. Middle of the 18th century.
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Betnovate

Betnovate Scalp Application
the classic answer to scalp dermatoses

A simple case for low-cost
Betnovate Scalp Application

Top : severe seborrhoea capitis of 12
months' duration. Medicated shampoos
not effective.

Bottom : clearance after 18 days'
treatment with Betnovate Scalp
Application.

Unique for scalp dermatoses

Betnovate Scalp Application is unique and has been developed specifically for the treatment of steroid-responsive dermatoses of the scalp, such as psoriasis and seborrhoea capitis. This cosmetically appealing preparation contains 0.1% betamethasone as 17-valerate in a slightly gelled, alcoholic solution which spreads itself evenly over the scalp surface.

Cool and clean in use

Betnovate Scalp Application leaves no odour and no visible residue. The spirituous nature of the liquid allows the preparation to dry off quickly, and cleanly, leaving only an invisible layer of Betnovate. This quick-drying action produces a cooling effect on the scalp, accompanied by the relief from itching and inflammation which Betnovate brings.

Easily applied – no rubbing

Betnovate Scalp Application is contained in a plastic squeeze bottle with an elongated nozzle. This allows the liquid to be applied directly to the affected area without disturbing the hair. The slightly gelled solution needs no rubbing-in as it spreads itself easily without dripping. *

**Brit. med. J.* (1967) 1, 344

For your detailed reading

Betnovate Scalp Application (0.1% betamethasone as 17-valerate).

Also available:

Betnovate Cream, Ointment and Lotion; Betnovate-A Ointment; Betnovate-C Cream and Ointment; Betnovate-N Cream, Ointment, Lotion and Tulle; Betnovate Rectal Ointment and Betnovate Compound Suppositories.

Indications

Steroid-responsive dermatoses of the scalp such as psoriasis and seborrhoea capitis.

Application

Betnovate Scalp Application is issued in a plastic squeeze bottle with an elongated nozzle. The nozzle passes through the hair so that the liquid is applied only to the affected area. There is therefore no need to rub the liquid into the scalp. A small quantity of Betnovate Scalp Application should be applied morning and night until improvement is noticeable; it may then be possible to sustain improvement by applying once a day or less frequently.

Precautions

Betnovate Scalp Application is usually well tolerated. If occlusive dressings are used for an extensive area of the scalp over long periods, the possibility of systemic absorption, as can occur with any topical steroid, should be borne in mind. Absorption is more likely in infants and children, and may occur even in the absence of occlusion. Care must be taken to keep the preparation away from the eyes.

Betnovate Scalp Application, being spirituous, is flammable and may damage polished surfaces.

Presentation

30 gram plastic squeeze bottle

Basic NHS cost

£0.55 11/0

Prices are expressed in decimal and £ s d currencies

Glaxo 

Glaxo Laboratories Ltd, Greenford, Middlesex





HC6538/NHS - OP/Jan 1970 Betnovate is a Glaxo trade mark