

**Betnovate cream : the classic answer to moist, weeping dermatoses.**

**Contributors**

Glaxo Laboratories

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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>

# Betnovate

Cream  
the classic answer to moist, weeping dermatoses



'Ganymede', Marble.  
Signed by Guillaume (II) Coustou  
(b. 1716-d. 1777).  
French. Third quarter of the 18th century.  
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# Betnovate

Cream

the classic answer to moist, weeping dermatoses

A simple case for low-cost  
Betnovate Cream

Top : varicose eczema of four to five months' duration in a 58-year-old man  
Bottom : dramatic clearance after seven days' treatment with Betnovate Cream twice daily. After two more weeks' treatment, area was completely clear



### Best for patients

Betnovate Cream is soothing for inflamed, painful areas and needs little rubbing in. It is invisible after application and therefore cosmetically acceptable to all patients.

### Contains the most successful topical corticosteroid

Betnovate Cream contains 0.1% betamethasone as 17-valerate – the most successful topical corticosteroid. In a clinical investigation, it was shown that in the treatment of psoriasis and a number of other dermatoses "... betamethasone 17-valerate is superior to fluocinolone acetonide in its therapeutic efficiency" and "betamethasone 17-valerate closely approaches the criteria of the ideal topical corticosteroid."<sup>1</sup> Not only does Betnovate achieve a faster and more complete clearance in relatively responsive conditions<sup>1, 2, 3</sup> but also it often succeeds when other topical corticosteroids fail.<sup>1, 2, 3</sup>

1. *Arch. Derm.* (1967) **95**, 514

2. *Brit. med. J.* (1967) **4**, 275

3. *Lancet* (1964) **1**, 1,177

For your detailed reading  
Betnovate Cream

Presentation	Basic NHS cost		
	£	£	s d
15 gram tube	0.26		5/3
30 gram tube	0.49		9/9
100 gram tube	1.35		1/7/0

Prices are expressed in decimal and £ s d currencies

Also available:

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

Indications

All steroid-responsive dermatoses including psoriasis.  
Betnovate-N or Betnovate-A preparations should be  
used if bacterial infection is present or suspected. As  
an alternative or when there is fungal infection,  
Betnovate-C preparations may be used.


Application

Apply a small quantity once or twice daily

Adverse reactions

Betnovate preparations are usually tolerated well but  
if signs of hypersensitivity appear, application should  
be stopped immediately. When used with occlusive  
dressings on extensive areas, or for prolonged periods,  
as with all topical steroids, there is a possibility of  
systemic absorption.

Absorption is more likely in infants and children, and  
may occur even in the absence of occlusion.

**Glaxo** 

Glaxo Laboratories Ltd, Greenford, Middlesex









HC 6545/NHS—OP/Mar 1970 Betnovate is a Glaxo trade mark