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

Contributors

Glaxo Laboratories

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Betnovate

Cream the classic answer to moist, weeping dermatoses

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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."¹ Not only does Betnovate achieve a faster and more complete clearance in relatively responsive conditions ^{1, 2, 3} but also it often succeeds when other topical corticosteroids fail.^{1, 2, 3}

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 N	Basic NHS cost	
	£	£sd	
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 decin	nal and £ s d curren	ncies	

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.

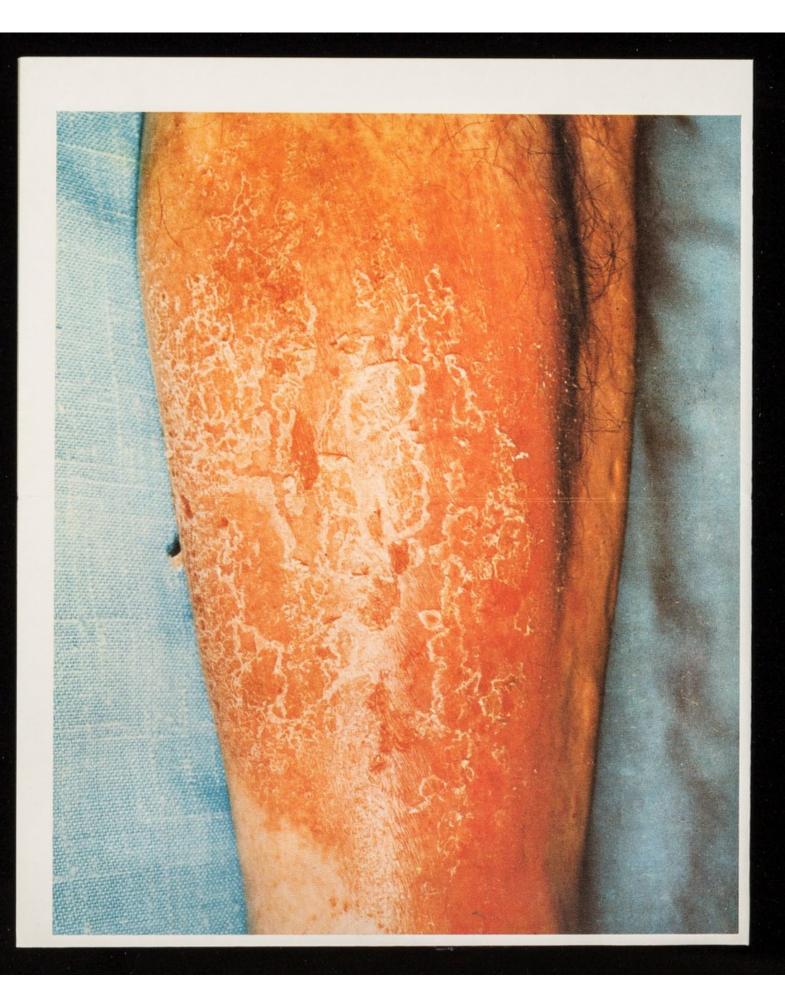
Application Apply a small quantity once or twice daily

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 Laboratories Ltd, Greenford, Middlesex





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