

Betnovate ointment : the classic answer to dry, scaling dermatoses.

Contributors

Glaxo Laboratories

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Betnovate

Ointment
the classic answer to dry, scaling dermatoses



"Neptune," Bronze
By Alessandro Vittoria (b. 1525-d. 1608),
Italian (Venetian), Second half of the
16th century.
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Betnovate

Ointment

the classic answer to dry, scaling dermatoses

A simple case for low-cost Betnovate Ointment

Top : ankle lesions of discoid eczema, eight months' duration.

Bottom : clearance after five days' treatment with
Betnovate Ointment under occlusion.

Best for patients

Betnovate Ointment is quickest to succeed in dry, scaling lesions. Betnovate Ointment soothes and softens hard, sore areas of cracked and thickened skin.

Contains the most successful topical corticosteroid

Betnovate Ointment 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}

Betnovate costs less than others

Its low cost is another good reason for prescribing Betnovate. Of the more effective, branded topical steroid preparations available, Betnovate is now, gram for gram, the least expensive. Low cost and rapid response, that's why Betnovate Ointment is the classic answer to dry, scaling dermatoses.

1. *Arch. Derm.* (1967) **95**, 514
2. *Brit. med. J.* (1967) **4**, 275
3. *Lancet* (1964) **1**, 1,177

For your detailed reading

Presentation

Betnovate Ointment (0.1% betamethasone as 17-valerate) in 15, 30 and 100 gram tubes

Also available: –

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

Indications

All non-infected steroid-responsive dermatoses including psoriasis.

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.

Presentation

Betnovate Ointment
15 gram tube
30 gram tube
100 gram tube

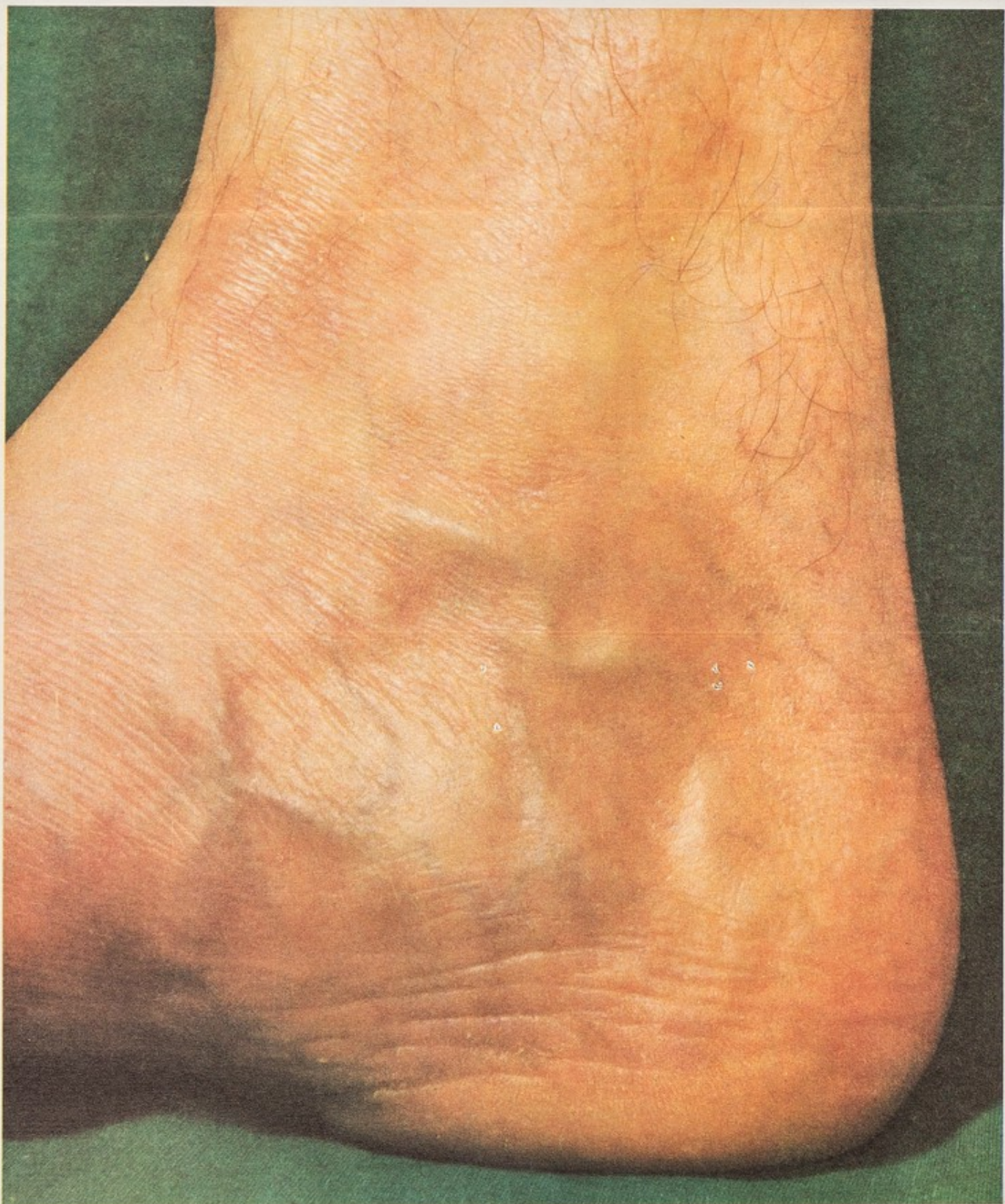
Basic NHS cost

5/3
9/9
27/-

Glaxo 

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HC 6407/NHS—OP/Sep 1969 Betnovate is a Glaxo trade mark