

Betnovate rectal preparations : the classic haemorrhoidal therapy.

Contributors

Glaxo Laboratories

Publication/Creation

1969.

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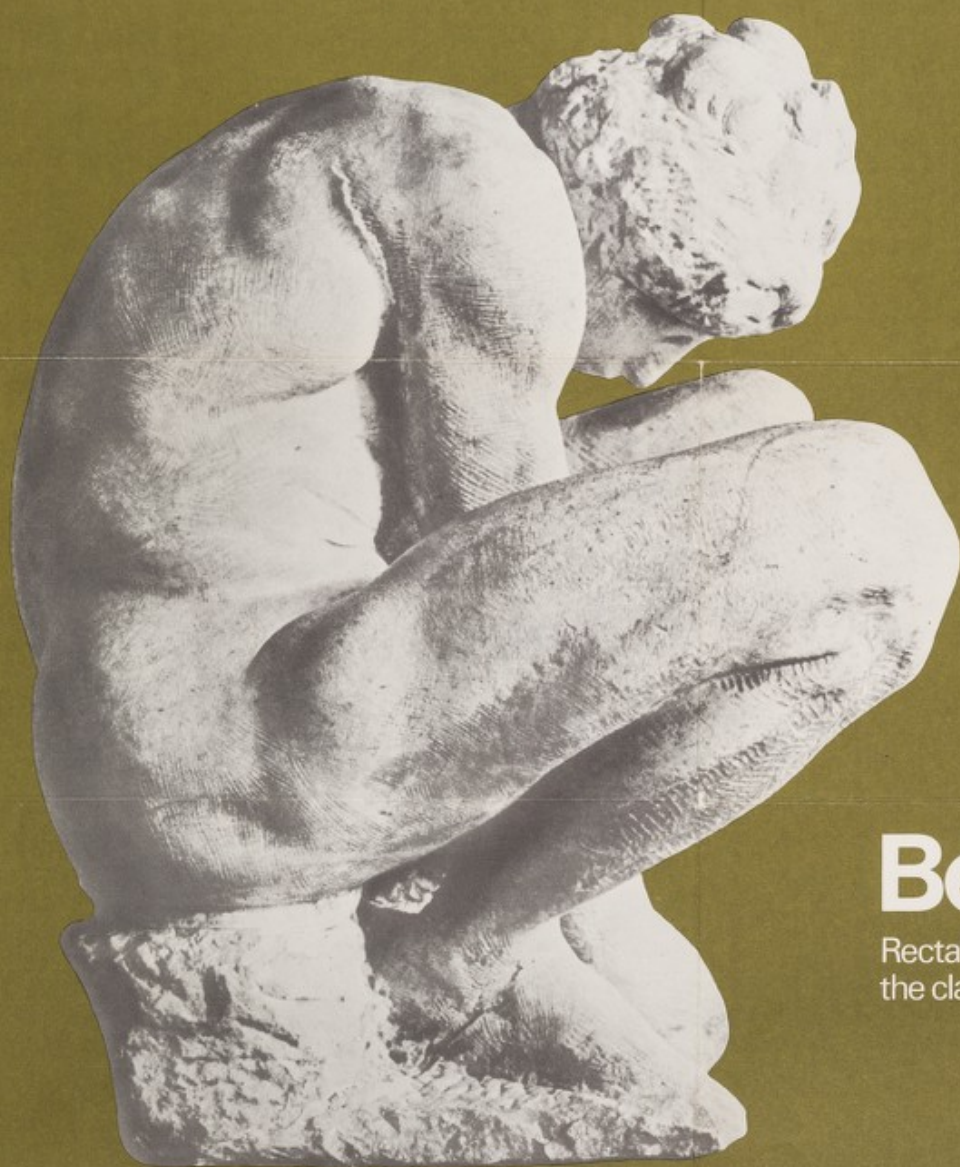
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'Crouching Boy'
By Michelangelo
About 1530, Leningrad, Hermitage



Betnovate

Rectal Preparations
the classic haemorrhoidal therapy

Betnovate

the fast, effective, economical rectal preparations

Effectiveness

Betnovate Rectal Ointment contains 0.05% betamethasone 17-valerate—the most successful topical corticosteroid. Betamethasone gives quicker and more effective treatment in relatively responsive conditions and can often succeed when other topical corticosteroids fail.^{1,2,3}

Each Betnovate Compound Suppository contains 0.5 mg betamethasone 17-valerate, with 40.0 mg of the local analgesic lignocaine hydrochloride for rapid relief of pain. In order to constrict swollen blood vessels, minimise bleeding and to prolong the effect of the lignocaine 2.0 mg of the vasoconstrictor phenylephrine hydrochloride is included. Betnovate Rectal Ointment contains 0.05% betamethasone 17-valerate, 2.5% lignocaine hydrochloride and 0.1% phenylephrine hydrochloride.

Lowest cost

Betnovate Rectal Ointment is the least expensive corticosteroid-containing rectal ointment. At low cost you can now prescribe a most effective

preparation for the treatment of external and internal haemorrhoids, anal fissures and minor ano-rectal disorders associated with haemorrhoids. Betnovate Suppositories complete the range of low-cost anti-haemorrhoidal preparations.

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

For your detailed reading

Betnovate rectal preparations
Betnovate Rectal Ointment and Betnovate Compound Suppositories usually provide a high degree of relief from pain and bleeding associated with haemorrhoids, anal fissures and mild ano-rectal disorders such as pruritus, peri-anal eczema and mild proctitis.

The efficacy of the Betnovate rectal preparations can be attributed to the powerful local anti-inflammatory activity of the topical corticosteroid betamethasone 17-valerate, the analgesic effect of lignocaine, and the vasoconstrictor effect of

phenylephrine. Apart from minimising any bleeding phenylephrine prolongs the duration of local analgesia.

Indications

Pain and bleeding associated with anal fissures and internal or external haemorrhoids.
Post-haemorrhoidectomy pain
Ano-genital pruritus
Minor degrees of proctitis

Precautions

Corticosteroids should not be used in the presence of infection unless effective chemotherapy is also employed.

Adverse reactions

As with all topical corticosteroids, if the Betnovate preparations are used in large amounts, or for prolonged periods, the possibility of systemic absorption should be considered, especially in children. Prolonged corticosteroid therapy may cause local atrophy.

Method of use

Ointment: apply a small amount of ointment two or three times a day initially, using the applicator if internal administration is required. When inflammation is subsiding, once daily application is sufficient in most cases. One tube should provide treatment for at least a week.
Suppositories: insert a suppository night and morning.

Legal restriction

To be supplied on prescription only. (Therapeutic Substances Act: Part II)

Presentation	Ointment	Per Suppository
Betamethasone valerate	0.05%	0.5 mg
Phenylephrine hydrochloride	0.1%	2.0 mg
Lignocaine hydrochloride	2.5%	40.0 mg
	Basic NHS cost	
Betnovate Compound Suppositories		
Box of 10		7/6
Betnovate Rectal Ointment		
20 gram tube		7/6





Glaxo 

Glaxo Laboratories Ltd, Greenford, Middlesex

HC 6400/NHS—OP/Aug 1969 Betnovate is a Glaxo trade mark