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Neosporin Ophthalmic Solution advertisement.

[s.l.]: [s.n.], 1977

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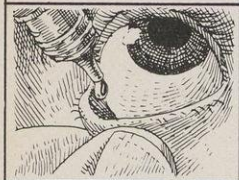
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In the application of topical ocular solutions,

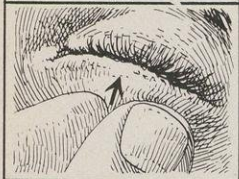
"Pouch" technique quadruples the amount of solution retained in the eye¹



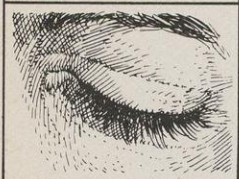
1
Have patient put head back. Gently pull lower eyelid away from eye to make a pouch. Have the patient look up.



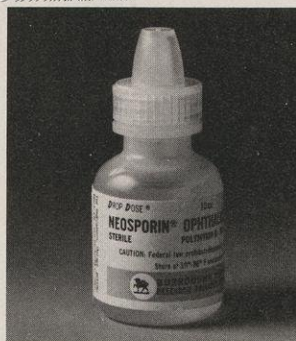
2
Put one drop into the cul-de-sac (conjunctival pouch) without touching the eyelid or lashes.



3
Have the patient look down, then gently lift the lower eyelid and make contact with the upper lid.



4
Have patient keep eye closed for one or two minutes so blinking doesn't activate lacrimal pump.



NEOSPORIN[®] Ophthalmic Solution Sterile (Polymyxin B-Neomycin-Gramicidin)



Burroughs Wellcome Co.
Research Triangle Park
North Carolina 27709

The use of the "pouch" method of applying Neosporin[®] Ophthalmic Solution or Ointment is recommended as good medical technique. In the eye, this product's triple-overlapping antibiotic formula is effective against a wide range of gram-negative and gram-positive bacteria. Efficacy has been proven in millions of uses over the past 20 years.

1. Fraunfelder FT, Hurwitz J, Marsey M. Presentation at Las Vegas Meeting of Association for Research in Vision and Ophthalmology and the American Academy of Ophthalmology and Otolaryngology, Oct 6, 1976, as reported in *Clinical Trends in Ophthalmology*, April 1977.

In a controlled study comparing a variety of common techniques, retention of eye drops on the eye after a five-minute interval went from 16% to 53% when the pouch technique was utilized in the under 20 age group. A 64% retention rate was achieved in the 50-60-year-old age group.

See adjacent page for brief prescribing information.



NEOSPORIN[®] Ophthalmic Solution Sterile (Polymyxin B- Neomycin-Gramicidin)

Each cc contains: Aerosporin[®] brand Polymyxin B Sulfate 5,000 Units; neomycin sulfate 2.5 mg (equivalent to 1.75 mg neomycin base); gramicidin 0.025 mg. Vehicle contains alcohol 0.5%, thimerosal (preservative) 0.001% and the inactive ingredients propylene glycol, polyoxyethylene polyoxypropylene compound, sodium chloride and purified water.

NEOSPORIN[®] Ophthalmic Ointment Sterile (Polymyxin B- Bacitracin-Neomycin)

Each gram contains: Aerosporin[®] brand Polymyxin B Sulfate 5,000 Units; zinc bacitracin 400 Units; neomycin sulfate 5 mg (equivalent to 3.5 mg neomycin base); special white petrolatum qs.

Brief Disclosure below applies to the solution and ointment.

INDICATIONS: For the short-term treatment of superficial external ocular infections caused by organisms susceptible to one or more of the antibiotics.

CONTRAINDICATIONS:

Contraindicated in those persons who have shown sensitivity to any of the components.

WARNINGS:

Prolonged use may result in overgrowth of nonsusceptible organisms. Ophthalmic Ointment may retard corneal healing.

PRECAUTIONS:

Culture and susceptibility testing should be performed during treatment.

Allergic cross-reactions may occur which could prevent the use of any or all of the following antibiotics for the treatment of future infections: kanamycin, paromomycin, streptomycin, and possibly gentamicin.

ADVERSE REACTIONS:

Neomycin is a not uncommon cutaneous sensitizer. Articles in the current literature indicate an increase in the prevalence of persons allergic to neomycin. Complete literature available on request from Professional Services Dept. PML.



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