

Diaparene advertisement.

[s.l.]: [s.n.], 1962

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like the first hands the newborn feels

Diaparene®



gives gentle protection to infant skin

... skin so sensitive that it must be guarded constantly against infant skin problems. Diaparene Antibacterial Products provide this protection...a firm 24-hour-a-day defense against the ever-present, urea-splitting, ammonia-forming bacteria which cause diaper rash and related skin conditions.

Clinical evidence confirms the efficacy of Diaparene. Using a regimen of Diaparene Products, Lipschutz and Agerty¹ found that 96% of 200 babies were kept free of diaper rash and seborrhea. They conclude: "This study has demonstrated that a prophylactic regimen for diaper rash and related skin conditions, carefully followed, can prevent many of the irritating and potentially hazardous skin manifestations commonly encountered in private practice of pediatricians and in the institutional care of infants."

Start the newborn right...with these Diaparene Baby Products

Diaparene Antiseptic Diaper Rinse...
Granules and Tablets...eliminates the cause of diaper rash by impregnating the diaper with methylbenzethonium chloride, an antiseptic that destroys urea-splitting organisms. Such rinsing "...prevents the formation of ammonia up to 15 hours after soiling, and prevents urinary odors."² Inhibits monilial growth...reduces mildew in diapers. For use in hospitals, home laundries or commercial diaper services.

Diaparene Anti-bacterial Ointment...a strikingly effective treatment when diaper rash is present, this water-miscible ointment soothes the raw area...its anti-bacterial methylbenzethonium chloride destroys bacteria, protects against further irritation, allows the rash to heal. Diaparene Ointment spreads easily, is non-staining, and greaseless.

Diaparene Anti-bacterial Peri-Anal® Creme...is outstanding in the prevention and treatment of dermatitis in the perianal area. Peri-Anal Creme forms a water-repellent shield against the irritation caused by loose stools and urine, and inhibits growth of monilia organisms with its methylbenzethonium chloride component.

Diaparene Anti-bacterial Baby Powder...is more than an ordinary baby powder. Medicated with methylbenzethonium chloride for added antibacterial protection, Diaparene has a refined cornstarch base which absorbs more moisture than talc, and contains no irritating boric acid or zinc stearate.

Diaparene Anti-bacterial Baby Lotion...to cleanse the diaper area...soothe and soften infant's sensitive skin...gives added antibacterial protection because of its methylbenzethonium chloride component.

Diaparene Cradol®...a specific for seborrhea capitis, or "cradle cap," Cradol is an

emulsion that softens and loosens the crusts and scales, penetrates them easily because of the wetting properties of methylbenzethonium chloride. This antibacterial also fights local infection.

Diaparene Tod'l®...is an antibacterial, sudsing, emollient skin cleanser for bathing the infant and cleaning the diaper area at changes. Tod'l leaves an antibacterial film on the skin to protect against harmful organisms, contains hexachlorophene 0.5%.

References: 1. Lipschutz, A., and Agerty, H.: Arch. Pediat. 79:257 (July) 1962. 2. J.A.M.A. 181:461 (Aug. 4) 1962.

Better diaper services are Diaparene franchised.



Diaparene® Baby Products...sentinels for infant skin care



Diaparene Products Division, BREON LABORATORIES INC., New York 18, N. Y.
Subsidiary of Sterling Drug Inc.

Diaparene Products Division, Dept. 22
Breon Laboratories Inc.
1450 Broadway, New York 18, N. Y.

Please send me a supply of samples of Diaparene Baby Products.

Name

Address

City Zone State