

THEN *and* NOW!

Finding The Best Medicines

(NAPSA)—The search for effective medicines has led researchers to some unexpected places. One topical ointment, for example, became popular on the hoofs of some four-legged patients. Its story may surprise you.

Then

In 1906, outside Kenton, Ohio, dairy farmers needed to protect their cows' skin from the effects of the cold. They used a product called Corona Antiseptic Ointment. As the ointment grew in popularity, more people began using the medicine to treat saddle sores and hoof problems—and eventually, chapped and cracked hands. The medicine's many uses earned it the name “Wonder Ointment.”

Despite the FDA's labeling the ointment as a “veterinary product,” during the 1950s, Corona's manufacturers say they regularly received letters from customers who used the ointment to treat humans. Many, they say, ended with statements such as “works great on me too!” and “have you ever considered using it for diaper rash?”



Famous lanolin-rich skin ointment traces its roots to veterinary medicine.

Now

The human version of the ointment was introduced in 1988. Called Lantiseptic Skin Protectant, it was named after the phrase “It's Lantiseptic,” which appeared on the original version's can.

The ointment quickly became popular in nursing homes for its ability to provide a superior moisture barrier and soothe and protect severely dry and cracked skin.

For more information, visit www.Lantiseptic.net.