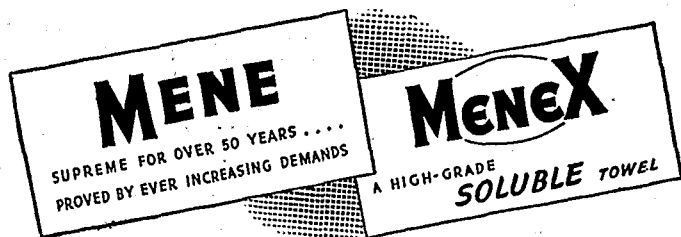




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## Prevention of Infantile Enteritis and Diarrhoea

Over 3,000 children die each year from Infantile Enteritis and Diarrhoea—by far the highest mortality in the notifiable infectious diseases returns published by the Ministry of Health.

The causes of this widespread infection may be specific or non-specific but, in any case, are preventable in the majority of cases.

A very high proportion of affected infants are entirely artificially fed or supplemented by artificial feeding. Everyday elementary hygiene, especially to the baby's feeding

bottle and teats, must therefore be given every attention.

Control bacteriological tests in Institutions have already shown that boiling bottles and teats does not guarantee them sterile at the time of feeding. The same applies under ordinary home conditions.

Further extensive bacteriological tests have proved that chemical sterilization, without boiling, using stable, standardised electrolytic sodium hypochlorite (Milton) is simple, safe and constant.

## Milton Sterilization of babies' feeding bottles and teats

For full information write to:

The Chief Bacteriologist, MILTON ANTISEPTIC LTD., JOHN MILTON HOUSE, LONDON, N.7

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