

"K-Y" LUBRICATING JELLY

"THE PERFECT SURGICAL LUBRICANT
AND EMOLIENT"



Johnson & Johnson
(GT BRITAIN) LTD

SLOUGH & LONDON.

"K-Y" LUBRICATING JELLY

A BRIEF DESCRIPTION

"K-Y" Lubricating Jelly is the gratifying result of repeated experiments and much research work, undertaken in order to find a lubricant which will comply with the very exacting requirements of modern surgery.

"K-Y" Lubricating Jelly is a skillfully blended compound of certain vegetable products, specially selected not only on account of their exceptional lubricating properties, but also because of other distinctive and advantageous qualities which they possess. Combined in correctly balanced proportions with Boric Acid, these vegetable substances afford maximum lubrication and comply with every need of the most perfect and consistent surgical technique.

"K-Y" can be freely used wherever and whenever a lubricant is required, with the agreeable assurance that the satisfaction derived from its extremely effective lubricating action will not be lessened by interference in any particular with surgical practice.

No exaggerated claims are made on behalf of "K-Y" Lubricating Jelly, all the following data in this little booklet being based on actual experience of the Medical Profession. We can, therefore, honestly recommend the employment of "K-Y", and do so with full knowledge of the vital importance attached to the use of such a lubricant.

SPECIAL QUALIFICATIONS

First, and perhaps principally, attention should be directed to the remarkable lubricating power of "K-Y". It lubricates everything it touches and unquestionably is possessed of a higher degree of "slipperiness" than any other substance or combination of substances at the command of the medical profession.

"K-Y" does not soil the clothing.

"K-Y" LUBRICATING JELLY

It is non-irritating, and will not irritate the most sensitive surface. On the contrary, it possesses marked emollient properties and is soothing to inflamed tissues.

Finally, "K-Y" Lubricating Jelly is non-greasy and water soluble, qualities which make possible its ready removal from instruments and hands by simply rinsing in water.

No other lubricant presents these distinctive properties to such a uniform and marked degree, and the resulting gain to both practitioner and patient in the aid given to the rapid and successful introduction of instruments needs no comment.

SPECIAL USES

"K-Y" Lubricating Jelly is the ideal lubricant for the introduction of catheter, rectal and colon tubes, the use of specula, sounds, vaginal and rectal nozzles, etc. It lubricates perfectly, reducing the discomfort caused by the introduction of instruments. Its antiseptic character reduces the chances of infection, and thus removes the principal menace attending the use of the catheter.

For digital examinations of the vagina and rectum, "K-Y" is preferably to all other lubricants. It is cleanly, emollient and can be removed with water from the hands or tissues without the slightest difficulty.

The soothing and healing character of "K-Y" will suggest an infinite variety of uses, not the least of which is the care of the hands following the frequent or prolonged use of irritating antiseptics.

Finally, "K-Y" Lubricating Jelly is the most serviceable lubricant that the physician can place in the hands of those who are forced to live the so called "catheter life." It not only relieves "catheter discomforts," but gives aid in the avoidance of "catheter dangers."

"K-Y" does not stain nor irritate the hands.

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METHODS OF USE

"K-Y" Lubricating Jelly is supplied in compressible tubes and as occasion requires, the exact quantity can be squeezed out on to the finger or instrument to be used.

The perfect control of the quantity pressed each time from the tube, not only assures cleanliness, but makes it extremely economical in use.

"K-Y" is thin enough to permit of easy and perfect distribution over any and all the surfaces—whether of the urethra, fingers, catheters, sounds, specula or other instruments—to which it may be applied.

SYNOPSIS

Physicians and surgeons who once use "K-Y" Lubricating Jelly cannot fail to be impressed with its superior advantages from both mechanical and surgical standpoints. In this day of intelligent asepsis and antiseptics, it serves a most important purpose as follows:

1. It minimizes the discomforts of Instrument-Introduction.
2. It assures the best and easiest possible Lubrication of Instrument or Urethra.
3. "K-Y" is constantly enclosed and protected from the air by the use of a practical and convenient compressible tube.
4. It is pleasant to use because of its physical and cleanly character, as well as complete freedom from any irritating action whatsoever.
5. It never varies in its quality and character, and every reliance may be placed on the constant uniformity of this useful product.

**"K-Y" does not prevent nor interfere with the application
of local remedies.**

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ADDITIONAL USES OF "K-Y" LUBRICATING JELLY

As Suggested by Professional Friends

"K-Y" AS AN EMOLLIENT

THE EMOLLIENT VALUE OF "K-Y" Frankly we are unable to state the reasons why "K-Y" Lubricating Jelly soothes as it does, because no one of its ingredients has acquired particular fame as an emollient in ancient or modern therapy. Various explanations have been advanced as to just why "K-Y" Lubricating Jelly is so soothing. Of course, the element of protecting the skin and its nerve-endings—of excluding the air—is the essential purpose of any local application.

A SURE SHIELD But "K-Y" Lubricating Jelly seems to be more than merely protective—it soothes while performing its primary function as a shield against atmospheric contact with, and corresponding effect upon, the injured area. Be the underlying causes what they may, however, the fact undoubtedly remains that "K-Y" Lubricating Jelly has often given relief in cases in which other measures adopted have been found to be altogether ineffective.

FOR THE SURGEON'S HANDS "K-Y" Lubricating Jelly is an ideal emollient—clean, antiseptic, non-greasy and water soluble. It cools, soothes and "closes the cracks" in hands roughened and made sore by bichloride, carbolic or alcohol. The skin of the fingers, too, becomes surprisingly soft and pliant—especially at the tips. The acuteness of the tactile sense is thereby enhanced in a remarkable degree, with the result that the majority of our surgical friends now regard the use of "K-Y" Lubricating Jelly as indispensable before and after examination and operation.

PRURITUS of the genital and anal regions from almost every known cause (and the causes are many) has been relieved—temporarily, at least—by a liberal application of "K-Y" Lubricating Jelly.

N.B.—Wash off the preceding application before applying more.

DIABETIC AND UREMIC IRRITATIONS of the genitalia and other parts have been found equally amenable to the soothing influence of "K-Y" Lubricating Jelly.