

***"The ideal chemotherapeutic agent . . .  
should exhibit selective and effective  
antimicrobial activity, and it should  
be bactericidal rather than bacteriostatic."***

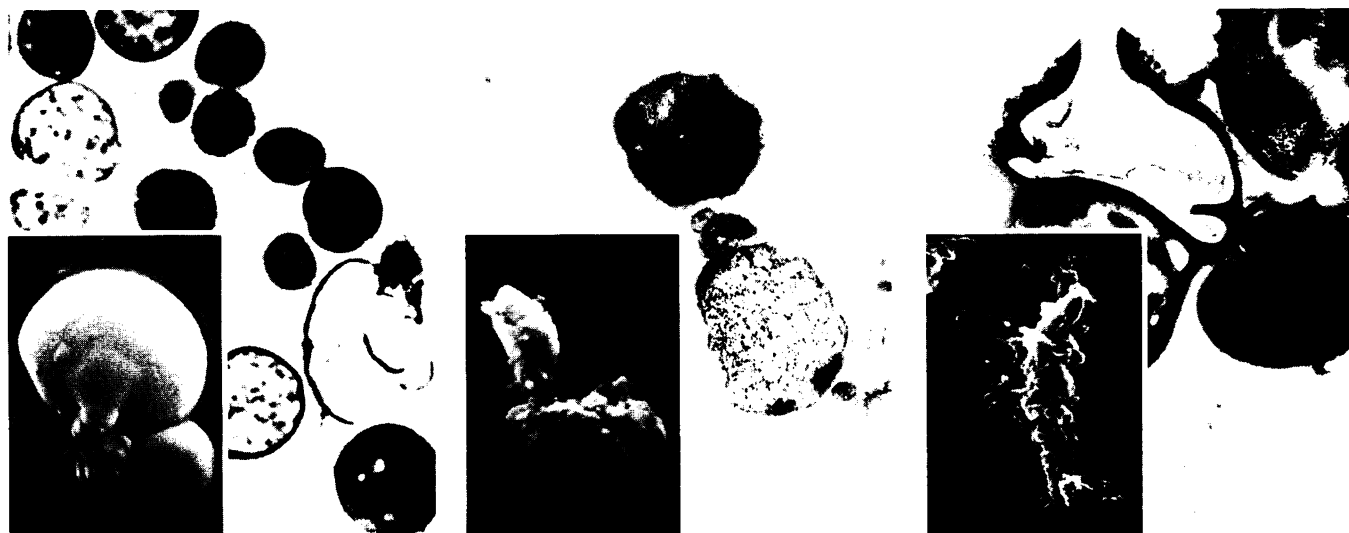
Goodman, L.S. and Gilman, A. (eds) (1975). *The Pharmacological Basis of Therapeutics*, 5th Ed, New York; MacMillan.

## ***in vivo Results***

Staphylococcus aureus after 3 days treatment with Erythrocin 500. Intracellular dissolution almost total. Surface defects consistent with protein synthesis inhibition.

After 3 days therapy pneumococcus exhibits marked cellular deformity with secondary cell wall and membrane changes.

Beta-haemolytic streptococcus after 5 days treatment with Erythrocin 500. Dissolution of cellular integrity is almost total and cellular debris can be seen quite clearly.



# **The Bactericidal Potency of ERYTHROCIN *effective · selective* 500**



Pictures taken from an *in vivo* co-operative study by Merle Balbirsing *et al* (in Press)

Full prescribing information on

Erythrocin 500 (Erythromycin Stearate, Abbott) is available on request from Abbott Laboratories Ltd., Queenborough, Kent, ME11 5EL.

EC 352

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**selective beta blocker**

## Simplicity in Hypertension

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**Highly effective, early on in treatment**

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**Once or twice daily dosage**

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**No gradual build-up and  
a patient who feels as well on treatment as he did before**

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## **Lopresor improves the quality of life for the hypertensive patient**

**Dosage** 2 x 100 mg tablets given once- or twice-daily. This may be increased to 4 tablets daily subsequently if required. Lopresor may be combined with a diuretic and/or a vasodilator in patients who fail to respond satisfactorily to one or other agent.

**Contraindications** Atrioventricular block, digitalis-refractory heart failure, severe bradycardia, cardiogenic shock.

**Precautions** Lopresor has proved safe in a large number of asthmatic patients; although it is a selective beta-blocker it is prudent to exercise care in the treatment of patients with chronic obstructive pulmonary disease. The dosage of any adrenergic bronchodilators may require adjustment.

As with other beta-blockers, Lopresor should not be given to patients with cardiac decompensation unless concomitantly treated with digitalis and/or diuretics. It may be necessary to adjust the dose of the hypoglycaemic agent in labile and insulin-dependent diabetes. Lopresor therapy should be brought to the attention of the anaesthetist prior to general anaesthesia.

Animal studies have been undertaken in rat and rabbit and as a result of these investigations there is no reason to believe that Lopresor is, or may be, teratogenic in humans. However, the administration of Lopresor during pregnancy, as with other drugs, is advised only if there are compelling reasons.

**Side effects** Slight gastrointestinal discomfort and disturbance of sleep pattern occasionally occur. In most cases these effects have been transient, or have disappeared after a reduction in dosage.

**Availability** Lopresor 100 mg tablets are light blue film coated scored tablets engraved Geigy on one side and are available in packs of 100 tablets.

Geigy Pharmaceuticals  
Macclesfield  
Cheshire SK10 2LY

Full prescribing information is available.

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# Geigy