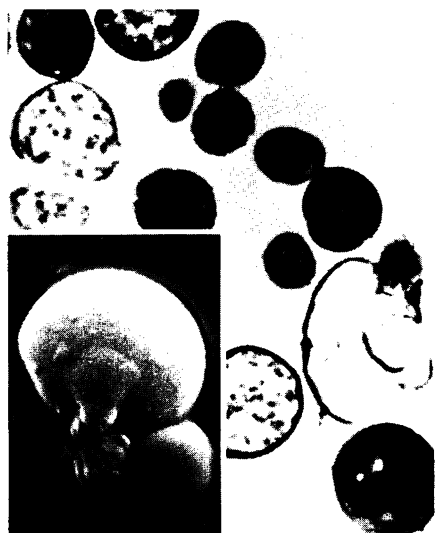


***“The ideal chemotherapeutic agent...  
should exhibit selective and effective  
antimicrobial activity, and it should  
be bactericidal rather than bacteriostatic.”***

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

## ***in vivo Results***

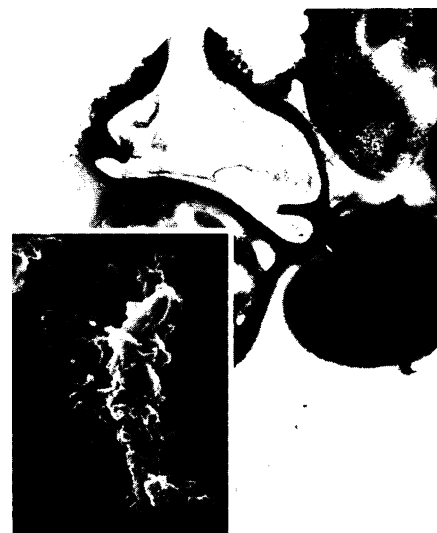
Staphylococcus aureus after 3 days treatment with Erythrocin 500. Intracellular dissolution almost total. Surface defects consistent with protein synthesis inhibition.



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 Balbirsingh *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

# FIGHT BACK AGAINST CANCER

It is good to remember that most people live their lives untouched by any form of cancer.

But as all too many are aware, cancer is something that casts its shadow far beyond those it directly affects. That is why so many people think it right to help the urgent work of the Imperial Cancer Research Fund.

From our discoveries in the past has come much of today's hope for sufferers. To go forward with our research for future alleviation, we ask *your* help in the present.



*The main laboratories at Lincoln's Inn Fields*

## IMPERIAL CANCER RESEARCH FUND



*Donations will be most gratefully received by the Appeals Secretary,  
Room 101/7, P.O. Box 123, Lincoln's Inn Fields, London WC2A 3PX*

# Prothiaden

## What's the significance of the new 75mg tablet?

**Presentation** Prothiaden is dothiepin hydrochloride, an antidepressant of the tricyclic group. Prothiaden is available as sugar-coated tablets, each containing 75mg of dothiepin hydrochloride. The tablets are red in colour and bear the overprint 'P 75' in white. It is also available in hard gelatin capsules, each containing 25mg of dothiepin hydrochloride. The capsules are red/brown in colour with the overprint 'P25' in white.

**Uses** Prothiaden is indicated in the treatment of depression and the anxiety frequently associated with depressive illness.

**Dosage and Administration** Prothiaden should be given in a dosage of 75 to 150mg daily. The following dosage schemes are suggested:

Mild to moderate depression, 25mg three times daily or 75mg at night.  
Moderate to severe depression, 150mg daily in divided doses, or as a single dose at night. (If the latter regimen is adopted, it is preferable to use a smaller dose for the first few days).

\*In certain circumstances, i.e. in hospital use, Prothiaden has been given at dosages up to 225mg daily. No dietary restrictions are necessary during treatment with Prothiaden.

**Contra-indications. Warnings, etc.** Prothiaden has anticholinergic properties; therefore, it may precipitate urinary retention in susceptible individuals and its use should be avoided in patients with existing or potential urinary retention. Patients with closed-angle glaucoma should not be given Prothiaden and the occurrence of a painful red eye in a patient receiving the drug may indicate acute closed-angle glaucoma; this requires urgent treatment. In patients with chronic simple glaucoma, the risk of Prothiaden causing a rise in intraocular pressure is relatively small provided adequate anti-glaucoma therapy is being used. Caution is advised when treating epileptic patients and those with cardiovascular disorders. From studies in animals, it was concluded that Prothiaden had no teratogenic effects in the species tested. Nevertheless, as with any relatively new drug, the use of Prothiaden during pregnancy should be avoided if possible.

**Use with other drugs:** Prothiaden should not be given concurrently with MAO inhibitors; nor should it be given within 14 days of ceasing treatment with an MAO inhibitor. Prothiaden may alter the pharmacological effects of some concurrently administered drugs: CNS depressants, including alcohol and narcotic analgesics, will be potentiated, as will the effects of adrenaline and noradrenaline (it should be borne in mind that some local anaesthetic preparations contain these sympathomimetics). The hypotensive effect of certain antihypertensive agents (e.g. bethanidine, debrisoquine, guanethidine) may be reduced.

**Side-effects:** Generally, the side-effects associated with Prothiaden have been mild and controlled by reduced dosage. The following have been reported—dryness of mouth, constipation, disturbed accommodation, lassitude, dizziness, orthostatic hypotension, palpitations, somnolence, tremor, headache.

**Overdosage:** The symptoms of overdosage with Prothiaden may include sedation, dry mouth, blurring of vision, tachycardia, tremor, sweating, nausea, vomiting, confusion. The main dangers from overdosage arise from unconsciousness, convulsions, abnormal cardiac rhythms, hypotension and depression of respiration. The smallest dose of Prothiaden alone which resulted in the death of an adult was reported to be 0.75–1.0g (30 to 40 x 25mg capsules). The largest dose from which recovery took place was reported to be 5.0g (200 x 25mg capsules). In view of the many factors which influence the outcome of an overdose, these figures should not be considered in isolation.

**Treatment of overdosage:** Gastric lavage; in the unconscious patient or where the cough reflex is depressed, the lungs should be protected by a cuffed endotracheal tube. Repeated gastric/intestinal aspiration may remove drug and metabolites excreted into the gut via the bile. General support of the circulation with continuous ECG monitoring is advised. Abnormalities of cardiac rhythm and epileptic convulsions may occur and should be treated accordingly. Forced diuresis and haemodialysis are not recommended. Bed-rest is advisable, even after clinical recovery.

**Pharmaceutical Precautions**—Recommended storage conditions 5°C to 20°C.

**Legal Category** POM.

**Package Quantities**—Prothiaden Tablets (75mg) 100, 500. Prothiaden Capsules (25mg) 100, 600.

**Basic NHS Prices:** 100 x 25mg £1.57      600 x 25mg £9.03  
100 x 75mg £4.52      500 x 75mg £21.70

**Product Licence Number** Prothiaden capsules PL 0096/5007. Prothiaden Tablets PL 0096/0046.

The Crookes Laboratories Ltd., Basingstoke, Hants.

**References:** 1. Pearce, J. B. & Linford Rees, W. J., *Int. Med. Res.* 1974, **2**, 12.  
2. Rees, J. A. & Cryer, P. C. *Curr. Med. Res. Opin.* 1976, **4**, 416.

# Prothiaden 75mg

more effective, better tolerated  
treatment for depression and anxiety.

... dothiepin in a single daily dose is better tolerated and produces a greater overall response than a divided dose regimen of amitriptyline.

2

... A single daily dose of dothiepin (Prothiaden) has been shown to produce a better clinical response and to be better tolerated than a divided daily dose regimen. 1

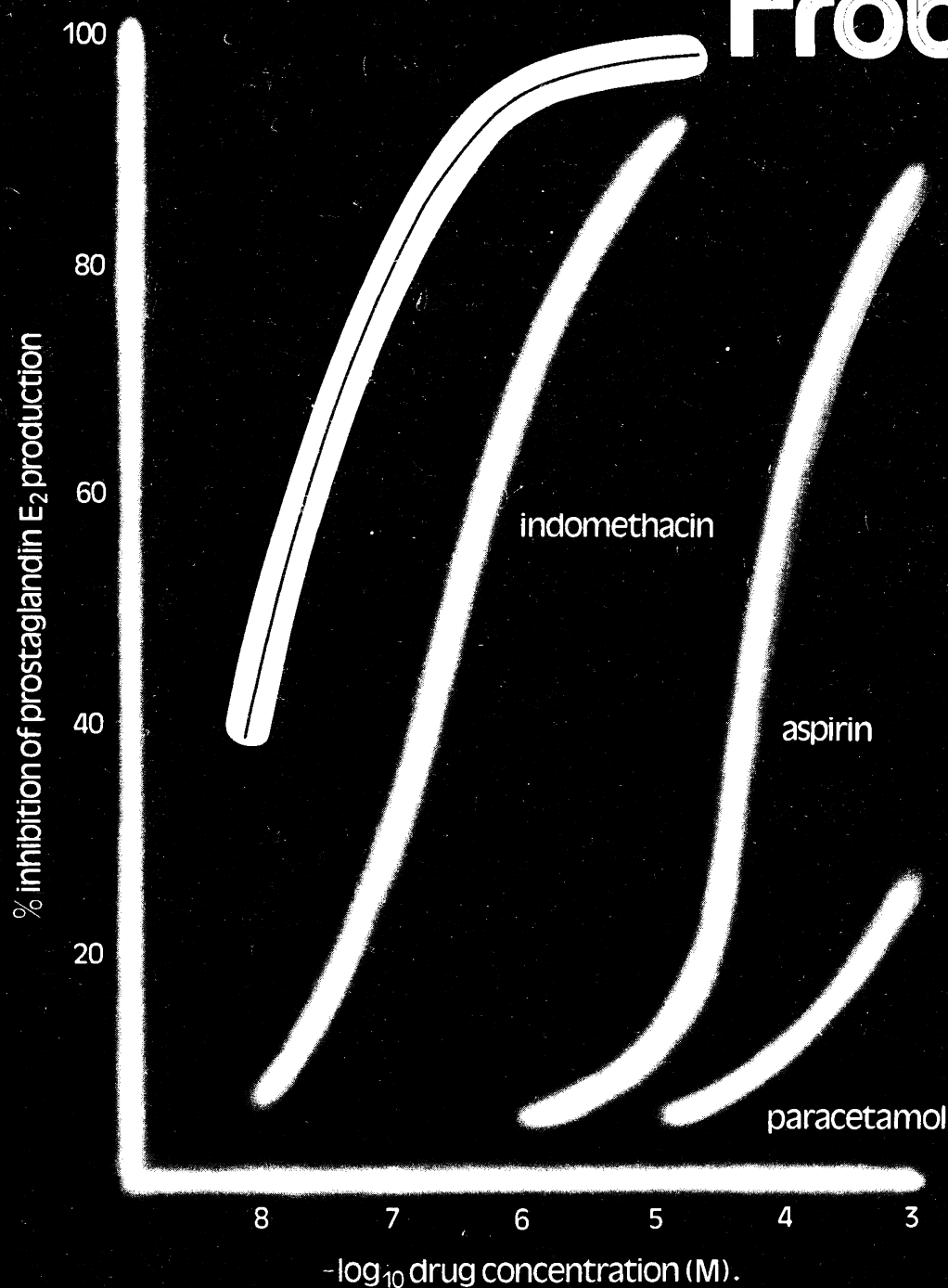
... with dothiepin both the incidence and severity of side-effects were much less than with amitriptyline.

2

# Froben

**New potent anti-arthritic,  
potent antiprostaglandin**

Froben



# Froben

## New potent anti-arthritic, potent antiprostaglandin

### Froben inhibits prostaglandin biosynthesis

Accumulating evidence suggests that prostaglandins sensitise pain receptors to pain producing stimuli and chemical mediators.

### **Froben inhibits prostaglandin biosynthesis and relieves pain.**

Prostaglandins can produce an inflammatory response directly and by augmenting the action of other inflammatory mediators. **Froben inhibits prostaglandin biosynthesis and relieves inflammation.**

The ability of flurbiprofen (Froben) to inhibit prostaglandin biosynthesis at the site of action has been confirmed by Bacon *et al*.<sup>1</sup> Their experiments using microsomal fractions from human rheumatoid synovial tissue suggest flurbiprofen is one of the most powerful of the anti-inflammatory drugs.

### **Your Froben Patients**

The anti-inflammatory and analgesic effects resulting from the antiprostaglandin action of flurbiprofen makes it suitable for treating patients with osteoarthritis, rheumatoid disease, ankylosing spondylitis and allied conditions.

Since Froben has been shown to be well tolerated by the majority of patients, it would appear to be particularly well suited for patients intolerant to the side-effects of high dosage aspirin, phenylbutazone or indomethacin and those whose present long standing treatment no longer provides adequate relief.

### **Prescribing Information**

**Presentation.** Light yellow, sugar-coated tablets containing either 50mg or 100mg of flurbiprofen. The 50mg tablets are overprinted 'F50' in black; the 100mg tablets are overprinted 'F100', also in black.

**Uses.** Froben is a nonsteroidal anti-inflammatory agent which has significant anti-inflammatory, analgesic and antipyretic properties and is indicated in the treatment of rheumatoid disease, osteoarthritis, and ankylosing spondylitis.

**Dosage and Administration.** The recommended daily dosage is 150 to 200mg in three or four divided doses.

In patients with severe symptoms or disease of recent origin, or during acute exacerbations, the total daily dosage may be increased to 300mg in divided doses.

**Contra-indications and Warnings, etc.** Froben should not be given to patients with peptic ulceration. Care should be taken when administering the drug to patients with asthma or who have experienced bronchospasm with other anti-inflammatory or analgesic agents. The safety of Froben during pregnancy or lactation has not been established. In animal experiments, no teratogenic effects were observed but parturition was delayed and prolonged.

Side-effects: Dyspepsia, heartburn and headache are the commonest side-effects encountered. Occasional skin rashes have been reported.

Treatment of Overdosage: Gastric lavage, and, if necessary, correction of serum electrolytes. There is no specific antidote to flurbiprofen.

**Pharmaceutical Precautions.** No specific storage requirements are necessary.

**Package Quantities.** 50mg tablets, packs of 100 and 500, 100mg tablets, packs of 100.

**Product Licence Number.** Froben 50mg Tablets, PL0014/0167, Froben 100mg Tablets, PL0014/0168.

**Basic NHS Price.** 50mg Tablets—100, £8.24.  
100mg Tablets—100, £15.65.


1. Bacon *et al.*, Curr. Med. Res. Opin., 1975, **3** Suppl. 4, 20.

# FIGHT ARTHRITIS WITH ALL OUR MIGHT

Further information available on request.



The Boots Company Limited, Nottingham, England.



Sleep disturbance  
is one of the first  
symptoms of depression

**Sinequan**<sup>\*</sup>  
brand of doxepin \*Trade Mark

**Improves sleep...even before it  
lifts the patient's depression**

Sinequan is **not** an hypnotic but a sedative-antidepressant.  
Helps to relieve sleep disturbances due to depression while  
alleviating the underlying depression itself. Improves the quality  
and quantity of sleep...patients experience fewer awakenings...  
feel more rested in the morning.<sup>1</sup> Can obviate the need for  
hypnotics.<sup>2</sup>

**Now in a 75mg. capsule  
for once daily dosage at bedtime**

**Indications:** depression with or without anxiety. **Contraindications:** glaucoma, urinary retention, hypersensitivity to the drug. **Side effects:** dry mouth and drowsiness are most commonly reported. **Precautions:** Sinequan may potentiate other compounds - e.g. monoamine oxidase inhibitors; not recommended in pregnancy or children under 12 years of age. **Packs and Basic N.H.S. Cost:** 10mg capsules (P.L. 57/5032), pack of 100, £2 42; 25mg capsules (P.L. 57/5033), pack of 100, £3 44; 50mg capsules (P.L. 57/5034), pack of 100, £5 70; 75mg capsules (P.L. 57/0133), pack of 60, £5.39. **References:** 1. Scientific Exhibit, Annual Meeting of Massachusetts Medical Society, Boston, Mass. May 30th-June 1st 1972. 2. **Modern Medicine** (G.B.), September 1976.

Further information on request to the Company.

  
**Pfizer**  
**PFIZER LIMITED**  
SANDWICH, KENT

# Lopresor<sup>®</sup>

metoprolol tartrate

**selective beta blocker**

## Simplicity in Hypertension

---

**Highly effective, early on in treatment**

---

---

**Once or twice daily dosage**

---

---

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

---

## 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.

# Geigy