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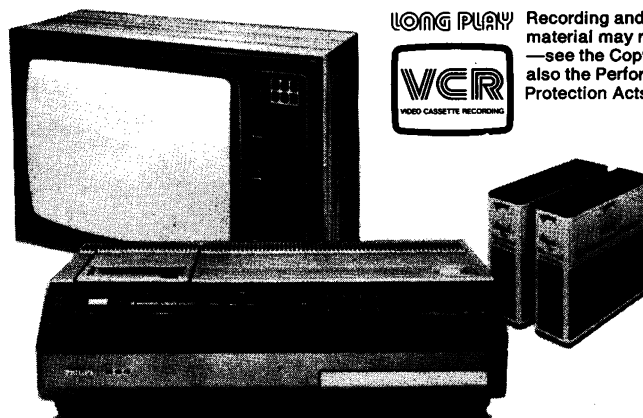
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**Write to: The Sales Director,
The Video Journal of Medicine, 13/14 Bateman St, London W1V 6EB or Telephone 01-437 9611**

Who'd have thought they'd ever feel shame and embarrassment?

Certainly not them. But that was 35 years ago. Despite the hardships they faced, they always remained proud, confident — and cheerful. Now it's not so easy.

Old age brings new problems. And one of the problems the older man faces could be harder than anything that's gone before. Many older men suffer from urinary frequency and incontinence. It's a common problem, and to the patient it means shame, embarrassment and loss of confidence with a feeling of complete bewilderment at his sudden apparent lack of bladder control.

Surely, he deserves something better than this? Cetiprin can help.

At a dosage of 200 mg tds Cetiprin exerts a specific antispasmodic activity on the bladder, delaying the urge to urinate and increasing bladder capacity to an acceptable level for the patient's age.

Cetiprin^{*}

200 mg t.d.s.

persuades the bladder to wait



Cetiprin (emepronium bromide) **Presentation** Cetiprin 200 mg tablets are white, coated and slightly bulged tablets of 11 mm diameter, scored and engraved with the letters CP. Each tablet contains 200 mg emepronium bromide. **Indications** 1. Urinary frequency and severe incontinence in old people. 2. Nocturnal frequency. 3. After bladder surgery, prostatectomy or bladder radiotherapy. **Dosage and Administration** Route of administration: by mouth, followed by a glass of water. **Recommended dosage** (a) Urinary frequency and severe incontinence in old people: 200 mg three times daily in most cases. (b) Nocturnal frequency and urgency incontinence: 200 mg — 400 mg at bedtime. (c) After bladder surgery, prostatectomy or bladder radiotherapy: 200 mg three times daily in most cases. **Side effects** Rarely, dryness of the mouth. NB Ulceration of the gums and mouth has been reported, particularly in geriatric patients who hold the tablets in their mouths for long periods. There have also been instances of oesophageal ulceration and stricture when the tablets have not been swallowed with an adequate amount of fluid. **Contra-indications and Precautions** Whilst emepronium bromide is indicated in the early stages of prostatic enlargement with urinary frequency, it is contra-indicated in later stages with flaccid bladder and large amounts of residual urine. Caution should be observed in patients with glaucoma or gastric retention. **PL 0022/5900 Product Licensee** KabiVitrum Ltd, Bilton House, Uxbridge Road, Ealing, London W5 2TH Telephone: 01-567 4717 and 01-579 1871 **Basic NHS Price** 18p daily.

Full prescribing information is available from: **KabiVitrum**  KabiVitrum Limited, Ealing, London W5 2TH **NHS Price** 18p daily. ^{*} Trademark KV 27-11/77

What the papers say

Shortest Acting

"With doses up to 1 mg, the natriuresis was largely complete within 3 hrs."³
 "It (Burinex) has a short duration of action, being virtually complete in 3 hrs."⁴

Fast Acting

"The rapid absorption from the gastrointestinal tract is reflected in the brisk diuresis established within the hour."¹
 "Its (Burinex Injection) onset of action is within 10 min."²
 "Bumetanide is rapidly absorbed from the gut."³

Clinically Effective

"Fourteen patients showed a good diuretic response on bumetanide where previous treatment with frusemide had proved either unsatisfactory or too slow."⁵
 "An impressive diminution of the signs of pulmonary oedema was seen in most patients and in some the clearance of alveolar oedema was dramatic."⁶

"Based upon our experience with the use of bumetanide in several hundreds of patients and the detailed studies reported above, it may be concluded that this new diuretic agent is a very useful drug in the treatment of congestive cardiac failure."⁷

"Our study... confirms that bumetanide is a potent diuretic effective over a wide dose range and in a variety of clinical conditions."¹

Well tolerated

"Burinex was extremely well tolerated."¹²
 "Bumetanide was well tolerated by patients."¹
 "Overall, bumetanide showed itself to be a safe and effective diuretic when administered to severely ill patients in a busy hospital milieu."⁵

The correct amount of K

"It is known from short-term studies that 1 mg. of bumetanide increases the excretion of potassium by 10-15 mmol daily (Asbury et al, 1972; Olesen et al, 1973; Davies et al, 1974). Two tablets of the combined preparation Burinex K contain 1 mg. of bumetanide and 16 mmol of potassium."⁸

At the correct time

"35% of the potassium chloride is released by one hour, the rest being released over a period of six hours."⁴

The Morning OR Evening diuretic

"The rapid onset and short duration of action of loop diuretics are clearly desirable when a rapid diuresis is indicated, and when given in the evening to patients with chronic heart failure, the short duration of action can ensure a good nights sleep undisturbed by nocturia or breathlessness."⁹

"The use of potent and short-acting diuretics such as bumetanide allow the Physician and patient scope to decide upon the most appropriate time for administration and so reduce major disruptions in the patient's daily routine."¹⁰

"Patients who go out to work may find Burinex K given in the evening more socially acceptable."¹¹

Patients prefer Burinex K

"These results indicate that when long-term diuretic/potassium supplement therapy is required, Burinex K is a more acceptable regimen to the patients than one in which diuretic + Slow K are given separately."¹³

"Patients showed a highly significant preference to take two tablets on one occasion (Burinex K) rather than two different types of tablet on three separate occasions (Lasix + K)."¹⁴

* Burinex is a trade mark

... But of course the decision is yours.

Burinex K*

Tablets contain 0.5 mg bumetanide with a slow release core of 573 mg (7.7mEq) of potassium chloride.

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3. Clin. Pharm. Ther., 15, 141, (1974)
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6. Brit. J. Clin. Prac., 29, 7, (1975)
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10. J. Int. Med. Res., 3, 241, (1975)
11. Postgrad. Med. J., 51, (Suppl. 6), 71, (1975)
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14. J. Int. Med. Res., 4, 37-41 (1976)

Full prescribing information available from



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Hydes Gate House, Hayes, Middx.