

# Imodium

TRADE MARK

loperamide hydrochloride

made to  
measure  
treatment for  
acute and  
chronic  
diarrhoea

*The tailored dosage means that  
patients only take Imodium when  
they need it with no interruption to normal routine.  
Imodium is easy to take and convenient to carry.*

*Designed for the specific control of  
diarrhoea, Imodium relieves pain and  
abdominal cramps rapidly and effectively.*

Imodium  
simply  
stops diarrhoea fast.

Further information is available from :



**Janssen Pharmaceutica**  
2340 Beerse, Belgium

or from :

Janssen Pharmaceutical Limited,  
Janssen House, Marlow, Bucks.

PL 0242/0028 PL 0242/0040



# TAKE ONE



## **Sectral 400**

ACEBUTOLOL

### **Once daily anti-hypertensive**

The handy calendar pack of 'Sectral 400' serves as an instant reminder for hypertensive patients. There's none of those "Did I or didn't I?" problems about daily medication. What's more, 'Sectral 400' is as effective given in single as in divided doses, with a low incidence of side effects.\*  
Select 'Sectral 400' – the simple day-by-day treatment for hypertension.

Further information in data sheet.

\*Ashton, W. L., Curr. Med. Res. Opin., (1978), 5, 347.

'Sectral 400' is a trade mark of May & Baker Ltd., Dagenham, Essex RM10 7XS.



**M&B May & Baker**

A member of the Rhône-Poulenc Group of Companies



Dosage (hypertension): oral, 400 mg once daily at breakfast. If inadequate increase to 800 mg (or occasionally 1200 mg) divided dose daily. (See Data sheet for injection indications)  
Contraindications: cardiogenic shock; heart block. Precautions: with bradycardia, heart failure signs, catecholamine-depleting drugs, asthma. If preferred, discontinue 24–48 hours before anaesthesia. Side effects: none serious. Rare hypotension, bradycardia, gastro-intestinal effects, depression, rashes. Discontinue if rashes or dry eyes encountered. Presentation: PL0012/0100 100 mg caps. PL0012/0124 400 mg tabs.

MA7176

\*

## Selective

'Very few lower gastrointestinal disorders occurred. This, in all probability, reflects its selective antibacterial activity which limits drug disturbance of the normal colonic and vaginal flora.'<sup>3</sup>

## Effective

'In our clinical trials mecillinam achieved a cure-rate of over 90% at 2 weeks in patients with urinary-tract infections.'<sup>1</sup>

The original bacterial strain in the urine was eradicated in 100% of the cases.'<sup>2</sup>

## Low Toxicity

'Mecillinam has a novel mode of action but shares the penicillins' low toxicity.'<sup>4</sup>

...the data establish that pivmecillinam is a safe and potent drug in the treatment of urinary tract infection.'<sup>5</sup>

### References

1. Brumfitt, W., and Hamilton-Miller, J.M.T., *Lancet*, 1, 445, 1978.
2. Ekberg, M. et al., *Scand. J. Infect. Dis.*, 10, 127, 1978.
3. Bresky, B., *J. Antimicrob. Chemother.*, 3(Suppl. B), 121, 1977.
4. Geddes A.M. and Wise R., *J. Antimicrob. Chemother.*, 3(Suppl. B), iii, 1977.
5. Verrier Jones, E.R. and Asscher, A.W., *J. Antimicrob. Chemother.*, 1, 193, 1975.

**SELEXID Prescribing Information** Available as Selexid tablets and Suspension. Each tablet contains 200mg pivmecillinam hydrochloride; each unit-dose foil sachet of suspension contains 100mg pivmecillinam as white granules to be dissolved in a small quantity of water. Tablets and suspension should be taken with a meal. **Dose for Urinary Tract Infections:** Tablets and suspension: From 200mg 8 hourly - 400mg 6 hourly depending on severity. For children weighing less than 40kg: 20-40mg/kg bodyweight daily in 3-4 divided doses. **Contra-indications:** Penicillin or cephalosporin hypersensitivity. **Precautions/Adverse Reactions:** In accordance with normal practice Selexid should be avoided in the 1st trimester of pregnancy. Dosage may need modification when renal function is impaired. Routine monitoring of liver and renal function advisable with prolonged therapy. Gastro-intestinal upset, rash, and anaphylaxis may occur. Full information is available on request. **Price:** £2.82 for a five day course.

**Product Licence No.:** 0043/0048.



LEO Leo Laboratories Limited, Hayes Gate House, Hayes, Middlesex

\*Selexid is a trade mark