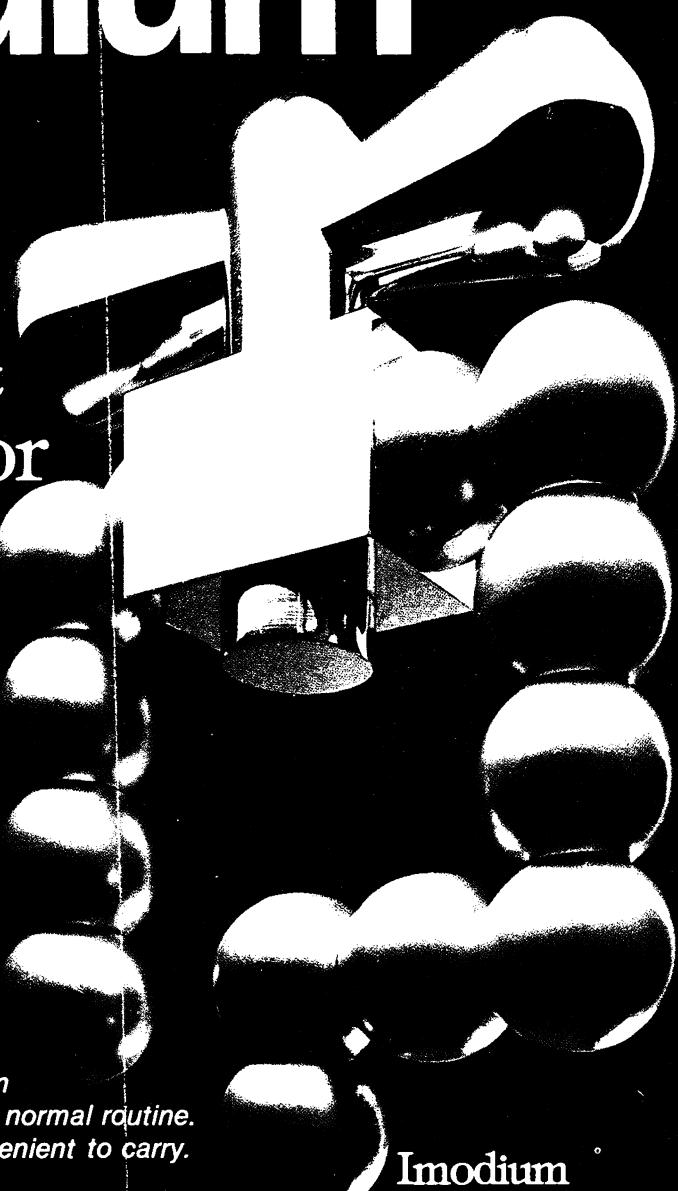


Imodium

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.

Further information is available from :



Janssen Pharmaceutica
2340 Beerse, Belgium

Imodium
simply
stops diarrhoea fast.

or from :

Janssen Pharmaceutical Limited,
Janssen House, Marlow, Bucks.

PL 0242/0028 PL 0242/0040

WHY NOT SUBSCRIBE TO THE SPECIALIST JOURNALS PUBLISHED BY THE BMA:—A SELECTION INCLUDES

Archives of Disease in Childhood, British Heart Journal, British Journal of Ophthalmology, Gut, Journal of Clinical Pathology & Journal of Neurology, Neurosurgery & Psychiatry.

FULL DETAILS OF SUBSCRIPTION RATES FROM BMA SPECIALIST PUBLICATIONS: BMA HOUSE, TAVISTOCK SQUARE, LONDON WC1H 9JR
TELEPHONE 01-387 4499 EXT. 309.

The combination of simple language and straightforward line drawings has made the

ABC OF OPHTHALMOLOGY

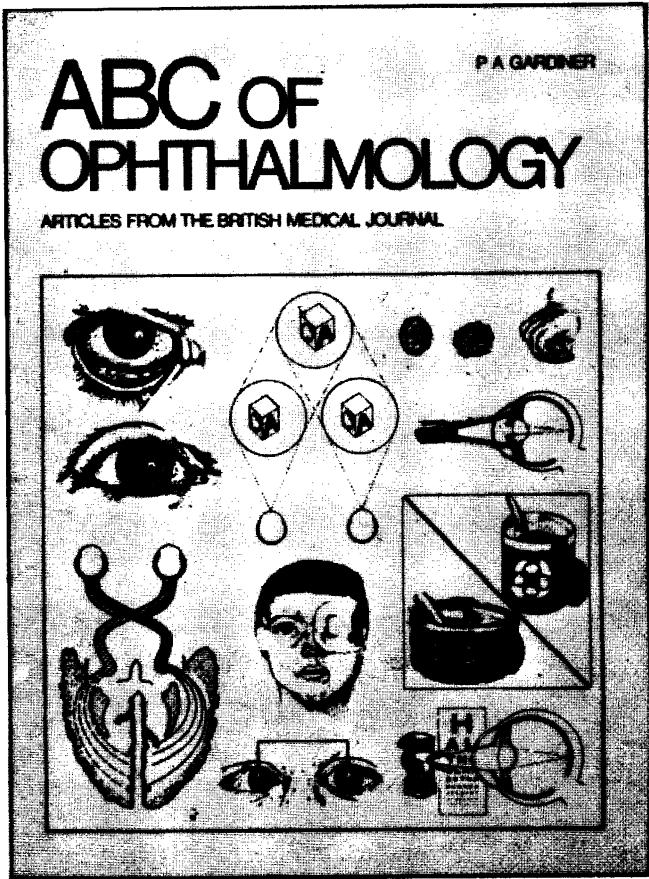
one of the most popular series of articles in the Medical Practice section of the British Medical Journal.

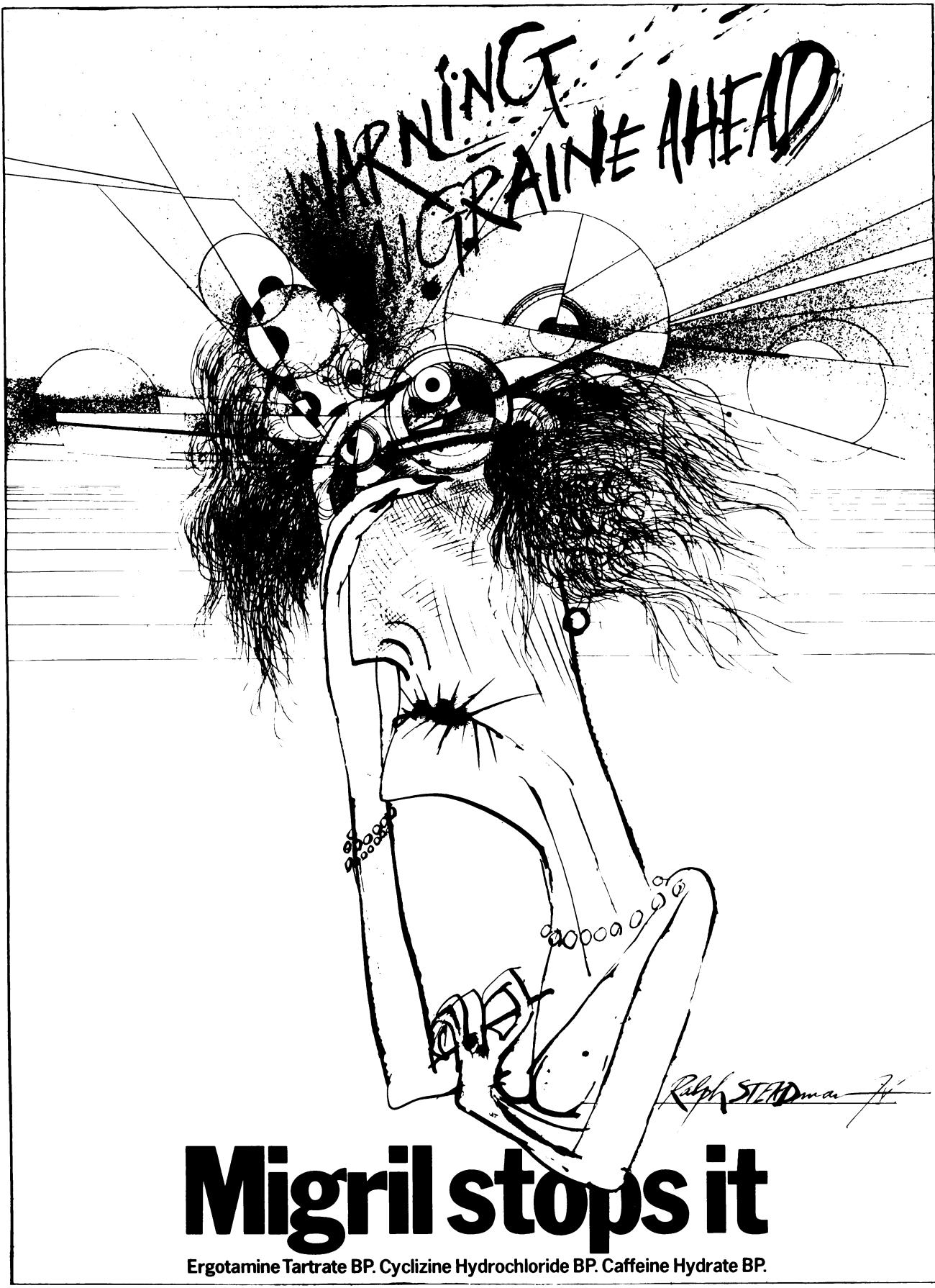
All the common problems are covered - visual defects, squints, glaucoma and cataracts - together with detailed instruction on examination, diagnosis and management.

The articles have now been collected into book form - in exactly the same format as they appeared in the BMJ - price: Inland £2.50; Overseas US\$6.25 (Inland £2.00; Overseas US\$5.00 for BMA members).

AVAILABLE NOW

Order your copy now
From: The Publisher,
British Medical Journal,
BMA House,
Tavistock Square,
London WC1H 9JR
or any leading bookseller





Migril stops it

Ergotamine Tartrate BP. Cyclizine Hydrochloride BP. Caffeine Hydrate BP.

Indication: For relief of the acute migraine attack. **Dosage:** Adults. Initial dose is 1 or 2 tablets swallowed at the first warning of an attack, followed by half or 1 tablet at half-hourly intervals if necessary, but not more than 4 tablets per attack. Not more than 6 tablets in any one week. Children N/A. **Contra-indications:** As for ergotamine. Migril should not be used for prophylaxis. **Precautions:** Hypersensitivity rare. Coldness in extremities signifies drug should be withdrawn. Prolonged abuse may lead to chronic

ergotism. Cyclizine may cause drowsiness and patients should be cautioned accordingly. Alcohol should not be taken with Migril. **Presentation:** Each Migril tablet contains ergotamine tartrate BP 2 mg, cyclizine hydrochloride BP 50 mg, caffeine hydrate BP 100 mg. Coloured white, scored, coded Wellcome A3A. Basic NHS cost £1.08 for 10 tablets. PL 3/5114. Additional information is available on request.

Trade Mark

Wellcome Medical Division
The Wellcome Foundation Ltd
Crewe Cheshire



Wellcome

RESEARCH IS OUR ONLY SHAREHOLDER

PHARMACIA, THE MANUFACTURERS OF SALAZOPYRIN, WISH TO DRAW THE ATTENTION OF ALL PRACTISING PHYSICIANS AND SURGEONS TO SOME IMPORTANT NEW INFORMATION.

Crohn's Disease

Various clinical trials and publications^{1,2,3,4,5} have now demonstrated that the benefits of Salazopyrin may be successfully extended to the management of active Crohn's Disease.

Ulcerative Colitis

Recent work has stressed that the ideal maintenance dose in ulcerative colitis is 2g per day,⁶ and that such maintenance should be extended indefinitely to minimise the risk of relapse.⁷ Cessation of therapy increases relapse risk four-fold regardless of time^{7,8} since the acute attack, or whether placebo⁷ or high fibre diet⁸ are substituted.

Salazopyrin

sulphasalazine

36 years of therapeutic management.

Prescribing Information

Dosage and Administration

Plain or EN Tablets: In acute moderate attacks 2-4 tablets 4 times a day. In severe attacks steroids should also be given. After 2-3 weeks the dose may gradually be reduced to the maintenance level of 3-4 tablets daily which should be given indefinitely.

Suppositories: Two inserted morning and night, the dose being gradually reduced after 3 weeks as improvement occurs.

Children: Reduce the adult dose on the basis of body weight.

Contra-Indications, Warnings etc.

Contra-Indications: Contra-indicated in sensitivity to salicylates and sulphonamides. Infants under 2 years.

Adverse Reaction: Side effects common to salicylates or sulphonamides may occur. Most commonly these are nausea, loss of appetite and raised temperature which may be relieved on reduction of dose, use of EN tablets or

suppositories. If serious reactions occur the drug should be discontinued.

Rarely the following adverse reactions have been reported:

Haematological: eg Heinz body anaemia, haemolytic anaemia, leucopenia, agranulocytosis and aplastic anaemia.

Hypersensitivity: eg Rash, fever.

Gastrointestinal: eg Impaired folate uptake, stomatitis.

C.N.S.: eg Headache, peripheral neuropathy.

Renal: eg Proteinuria, crystalluria.

Also Stevens-Johnson syndrome and lung complications eg Fibrosing alveolitis.

Precautions

Care in cases of porphyria, allergic, renal or hepatic disease, glucose 6-PD deficiency. Blood checks should be made initially and periodically.

Pregnancy

The benefit to risk ratio must be carefully evaluated when the drug is given during pregnancy.

References

- 1 Scand. J Gastroenterol (1974) **9**, 549.
- 2 Scand. J Gastroenterol (1978) **13**, 161.
- 3 Brit. med. J (1975) **2**, 297.
- 4 Proceedings of a workshop on Crohn's Disease, Leyden 23-25 October, 1975. Ed. Weterman, Peña and Booth. Excerpta Medica, Amsterdam, p 183-185.
- 5 Gastroenterology (1977) **72**, 1133.
- 6 Gut, (1977) **18**, 421.
- 7 Gut, (1973) **14**, 923.
- 8 Brit. med. J (1978) **1**, 1524.



Pharmacia

Salazopyrin (regd), sulphasalazine, is a product of Pharmacia (Great Britain) Ltd. Prince Regent Road, Hounslow, Middlesex TW3 1NE. Telephone: 01-572 7321. Further information is available on request to the Company.

The new antirheumatic from Geigy



VOLTAROL®

diclofenac sodium

bridges the gap between efficacy and tolerability

**The potent antirheumatic effect
and very good tolerability
of Voltarol have been confirmed**

- **in over 90 countries throughout the world**
- **in over 10,000,000 patients**
- **in comparison with aspirin, indomethacin, ibuprofen, ketoprofen, naproxen and phenylbutazone**
- **in more than 15,000 patients in controlled clinical trials.**

Presentation Tablets containing 25mg diclofenac sodium, circular, slightly biconvex with bevelled edges, yellow enteric coated, approximately 7mm diameter, imprinted Geigy on one side

Mode of action Voltarol is a non-steroidal agent with marked analgesic-anti-inflammatory and antipyretic properties. Like most other drugs in this class, it is an inhibitor of prostaglandin synthetase.

Indications Rheumatoid arthritis, osteoarthritis

Dosage Oral: In adults the initial dosage is 25-50mg 3 times daily, depending on the severity of the condition. Maintenance dose should be reduced to the minimum amount that will provide continuous therapeutic control, usually 1 x 25mg tablet three times daily.

Dosage in children has not yet been established.

The tablets should be swallowed whole, with a meal.

Contraindications

Peptic ulcer. Voltarol is contraindicated in asthmatic patients in whom attacks of asthma, urticaria or acute rhinitis are precipitated by aspirin or other non-steroidal anti-inflammatory agents with prostaglandin synthetase inhibiting activity.

Precautions Voltarol should not be prescribed during pregnancy, unless there are compelling reasons for doing so.

Patients with a history of peptic ulcer, haematemesis, or melaena, or with severe hepatic or renal insufficiency, should be kept under close surveillance.

Voltarol has been reported to depress

salicylate levels, and vice versa, the clinical relevance of this phenomenon is not yet clear.

Warnings & side-effects Initially, some patients may complain of epigastric pain, nausea and diarrhoea, headache and slight dizziness. These side-effects are often transient, disappearing with continuation of medication.

Occasionally skin rash, peripheral oedema and abnormalities of serum transaminases have been reported.

Very rarely peptic ulcer and haematemesis or melaena have been reported, mainly in patients with a history of such disorders, or who were receiving concomitant anti-rheumatic medication.

Accidental overdosage There is no known antidote to Voltarol and the treatment is

symptomatic. Immediate treatment consists of forced emesis to recover undigested tablets.

Pharmaceutical precautions Storage - protect from moisture.

Legal Category Prescription only.

Package quantities Basic N.H.S. prices
Packs of 100. £9

Further information Pharmacodynamic studies have shown no potentiation of oral hypoglycaemic and anti-coagulant drugs.

Product Licence No. Tablets 25mg PL0001/0036

Product Licence Holder Geigy Pharmaceuticals, Macclesfield, Cheshire, SK10 2LY

