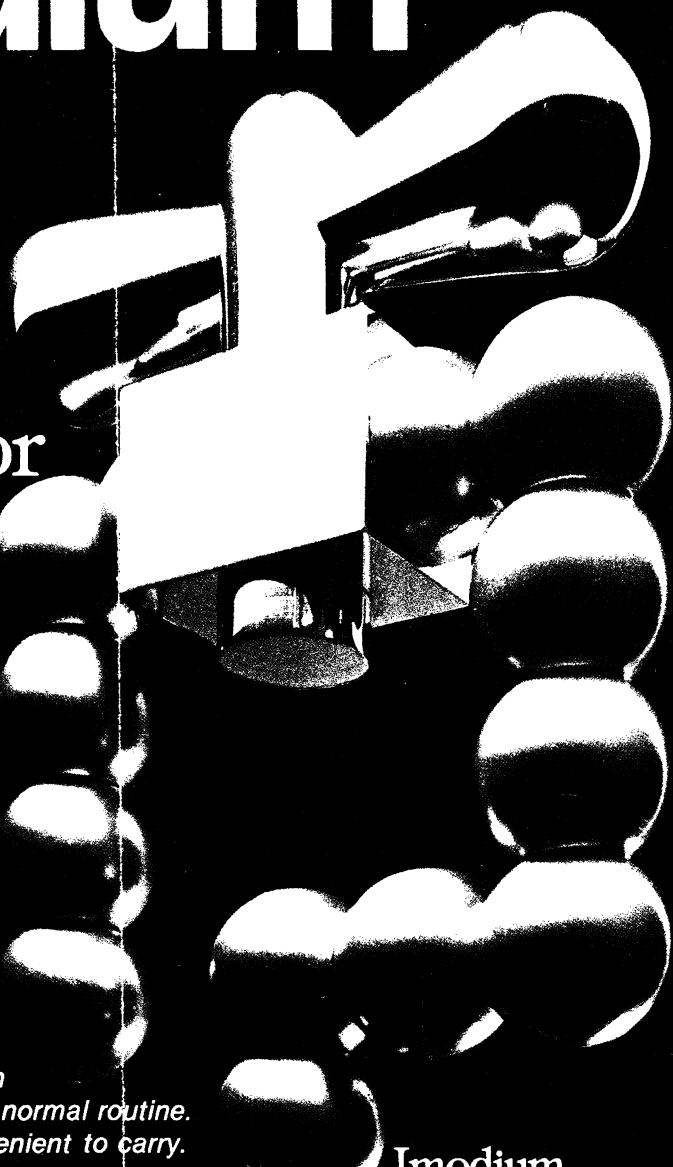


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loperamide hydrochloride

TRADE MARK

made to
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treatment for
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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.

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

6 European expert committees have now reported on diet and CHD.

5 recommend partial substitution of saturated fats by polyunsaturated fats.

1 NORWAY, SWEDEN & FINLAND 1968. "Medical boards' recommendations on diet in the Scandinavian countries."	✓	4 GERMANY (FR) 1974. Federal health report: "Edible fats and circulatory disorders."	✓
2 NETHERLANDS NUTRITION COUNCIL 1973. "Recommendations on the amount and nature of dietary fats."	✓	5 UNITED KINGDOM 1976. Royal College of Phy. & the British Cardiac Soc: "Prevention of coronary heart disease."	✓
3 UNITED KINGDOM 1974. DHSS Coma Report: "Diet and coronary heart disease."		6 UNITED KINGDOM 1978. Centre for Agricultural Strategy: "Food, health and farming"	✓

This European consensus on the role that dietary fat plays in the prevention of CHD is supported by a new report from an international committee.*

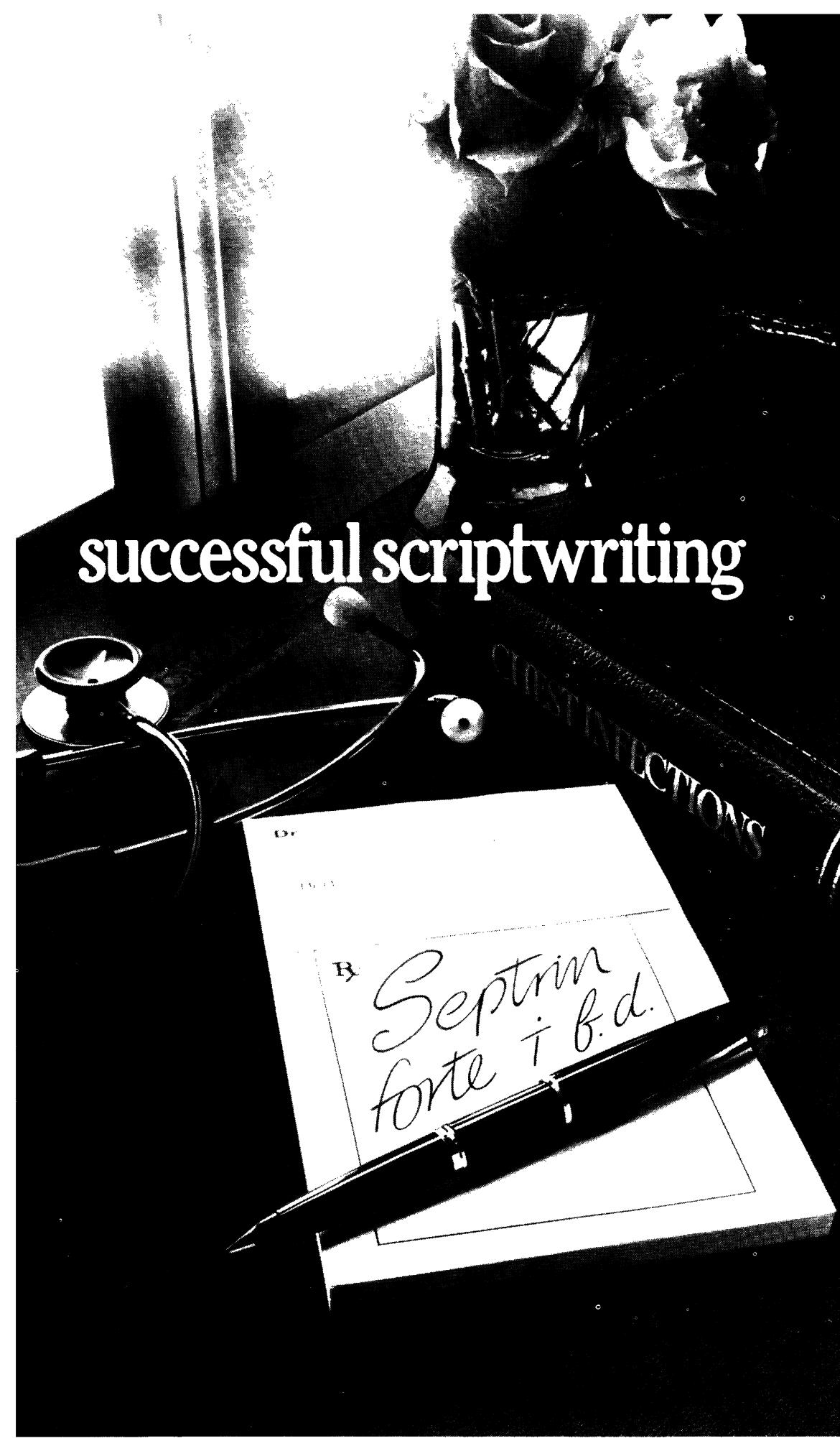
This recommends that "the intake of excess dietary energy, saturated fat and cholesterol should be reduced" and that "the intake of polyunsaturated fatty acids should be increased, preferably to the same level as the intake of saturated fatty acids."

Flora margarine is made with pure sunflower oil. It is higher in polyunsaturates than any other nationally available spread and the lowest in saturated fat.



Flora—the margarine that matters.

*Dietary fats and oils in human nutrition. Food and Agriculture Organization of the United Nations. 1977.



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SEPTRIN is effective against all the major pathogens, including *H. influenzae* and *Strep. pneumoniae*.

¹Data on file.

successful scriptwriting

PRESCRIBING INFORMATION

Indications Bacterial infections of the lower respiratory, urinary and genital tracts, sinusitis, otitis media, skin infections, septicaemia, typhoid and paratyphoid fevers, and other infections caused by sensitive organisms.

Dosage *Septrin Forte Tablets*. Adults and children over 12 years: 1 twice daily. Maximum dosage for particularly severe infections: 1½ forte tablets twice daily. In acute infections Septrin should be given for a minimum of 5 days.

Adverse Reactions Occasionally, nausea, vomiting, glossitis and skin rashes may occur with normal doses and very rarely, haematological reactions. **Precautions** In cases of renal impairment a reduced dosage is indicated and an adequate urinary output should be maintained. Regular blood counts are necessary whenever long-term therapy is used. Caution is advised in patients with folate deficiency. Care should be taken when giving Septrin to patients receiving oral anticoagulants of the coumarin group pyrimethamine or sulphonylureas.

Contra-indications Septrin is contra-indicated in patients with marked liver parenchymal damage, blood dyscrasias or severe renal insufficiency. Septrin should not be given to patients hypersensitive to sulphonamides; should not be given during pregnancy or to neonates.

Presentation Septrin Forte Tablets each contain 160 mg Trimethoprim BP and 800 mg Sulphamethoxazole BP. Basic NHS cost: £1.34 for 10. PL 3/0121.

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Additional information is available on request.

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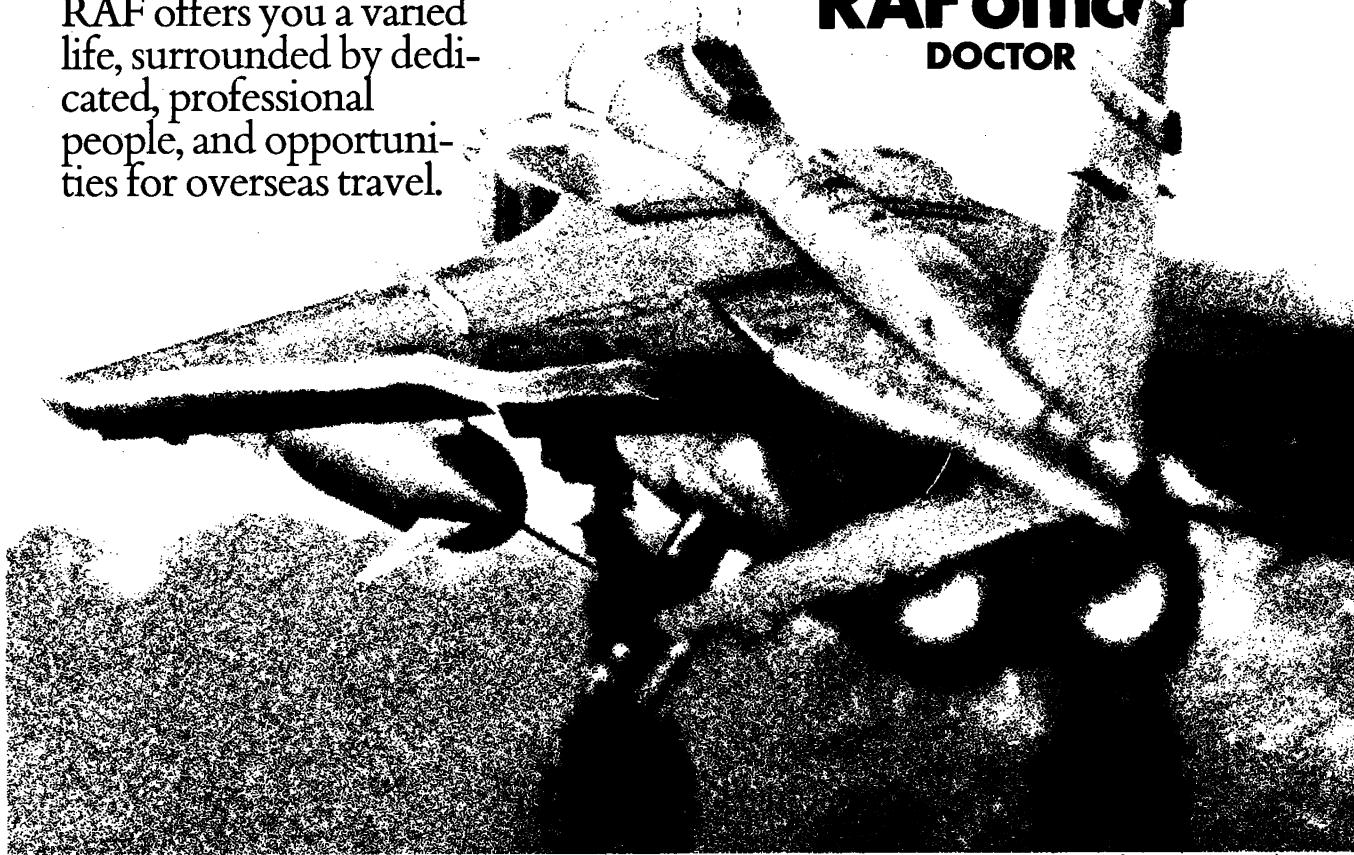
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"Acne is an almost universal complaint in adolescence."*

"Many patients when they seek the help of their doctor are depressed, discouraged and disillusioned. Their own efforts at treatment have failed, or the first prescription was not the cure they anticipated. In the management of acne the patient must appreciate that he or she may have to persevere with treatment throughout their teens, and it should be emphasised that in this way one hopes to limit as far as possible the severity of the lesions and prevent severe or permanent scarring."**

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Available as Quinoderm with Hydrocortisone Cream 30G. for initial treatment. Quinoderm Cream 25G. for subsequent treatment.

* Practitioner, 1970, 204, 639

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in an astringent cream base

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Quinoderm

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Unsted Park

Munstead Heath, Godalming, Surrey.
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Further details and brochures may be obtained from the Medical Director, St Andrew's Hospital, Northampton (Telephone 0604-21311)

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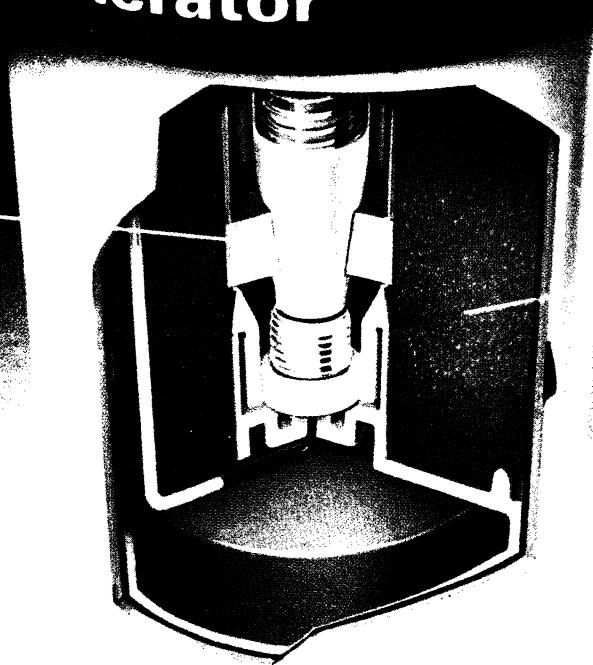


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The potent antirheumatic effect and very good tolerability of Voltarol have been confirmed

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

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 melena, or with severe hepatic or renal insufficiency, should be kept under close surveillance.

Dosage in children has not yet been established.

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 melena have been reported, mainly in patients with a history of such disorders, or who were receiving concomitant anti-rheumatic medication.

Accidental overdose 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

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Packs of 100.

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

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