

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:



Pharmaceutica

Imodium simply stops diarrhoea fast.

or from:

Janssen Pharmaceutical Limited, Janssen House, Marlow, Bucks.

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As a fast acting diuretic

is unbeatable...

as a potassium supplement it's unforgettable

Your patients rarely forget to take their 'water pill' but all too frequently fail to take their potassium supplement if you prescribe it separately.

Burinex K solves this problem because Burinex the 'most effective natriuretic agent'2 'coats' the potassium core - to make it truly unforgettable.

In addition - because of the shape and size - it's easier to swallow than the most commonly used potassium supplement alone.3

Burimex Kin CCF right from the start

1. Brit.Med.J., 618, **2**, 1977 2. Acta med. scand., 119, **193**, 1973 3. J.Int. Res., 104, **3**, 1975



Full prescribing inform