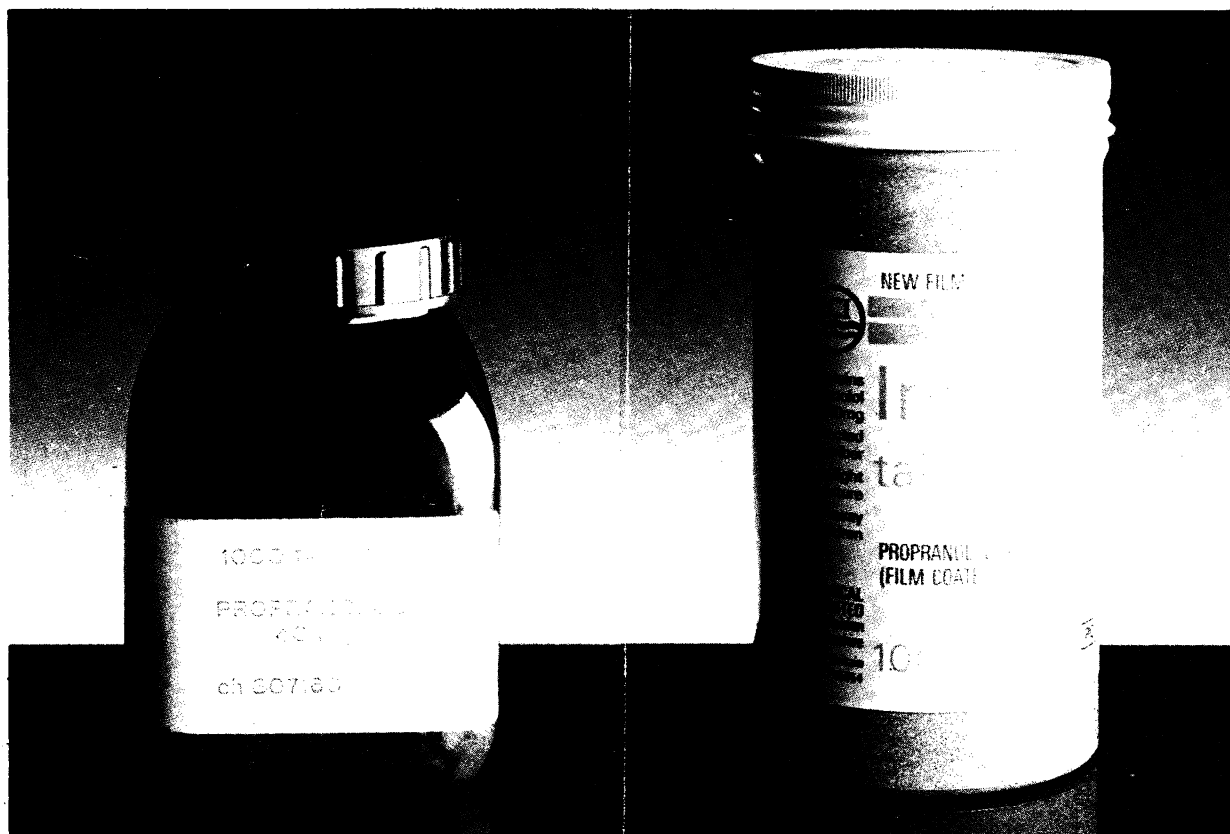


# Which product would you rather be responsible for?



Until recently it made no difference whether a prescription carried the name propranolol or the ICI brand name 'Inderal'. If you wish to maintain your patients on the treatment you both know and trust, it is now necessary to prescribe 'Inderal' by name.

'Inderal' is a formulation backed by the full technical resources and quality control standards of ICI. Its efficacy and reliability have been proven in fourteen years of worldwide clinical practice and in countless trials.

Writing 'Inderal' readily identifies ICI as the manufacturer when you need to know who has supplied the brand of propranolol you have prescribed.

 **INDERAL**  
Propranolol Hydrochloride

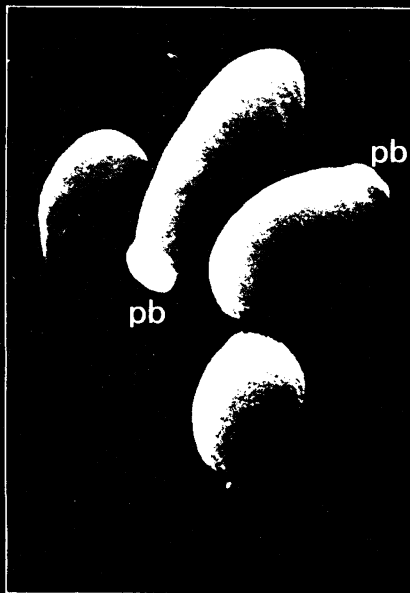
**Write 'Inderal' by name.**

**Indications:** Essential and renal hypertension; angina. **Dosage:** Hypertension Initially 80mg twice daily increasing to 160mg twice daily after one week, as necessary. Angina Initially 40mg two or three times daily increasing as necessary at weekly intervals to 160mg three times daily. **Contraindications:** 1. 2nd and 3rd degree heart block. 2. A history of bronchospasm. 3. After prolonged fasting 4. Metabolic acidosis (eg diabetes). **Precautions:** Special care should be taken with patients whose cardiac reserve is poor. **Anaesthesia:** 'Inderal' can cause an altered response to stress and therefore it may be necessary to withdraw the drug before surgery: see the data sheet. **Pregnancy:** As with all other drugs, 'Inderal' should not be given in pregnancy unless its use is essential. **Adverse reactions:** Minor side effects such as cold extremities, nausea, insomnia, lassitude and diarrhoea are usually transient. There have been reports of skin rashes and/or dry eyes associated with the use of beta adrenergic blocking drugs: see data sheet. **Withdrawal:** It is important that beta blockers are not discontinued abruptly. **Overdosage:** Excessive bradycardia can be countered with atropine 1-2mg intravenously, followed, if necessary, by a beta receptor stimulant such as isoprenaline 25 micrograms intravenously or orciprenaline 0.5mg intravenously. **Product licence Nos:** 0029/5064 (40mg tablets), 0029/5065 (80mg tablets), 0029/0103 (160mg tablets). **Basic NHS Prices:** 40mg 250...£9.21, 1000...£34.82, 80mg 100...£5.60, 500...£26.32, 160mg 50...£5.60, 250...£26.32. 'Inderal' is a trademark for propranolol hydrochloride. Full prescribing information is available from Imperial Chemical Industries Limited, Pharmaceuticals Division, Alderley House, Alderley Park, Macclesfield, Cheshire.

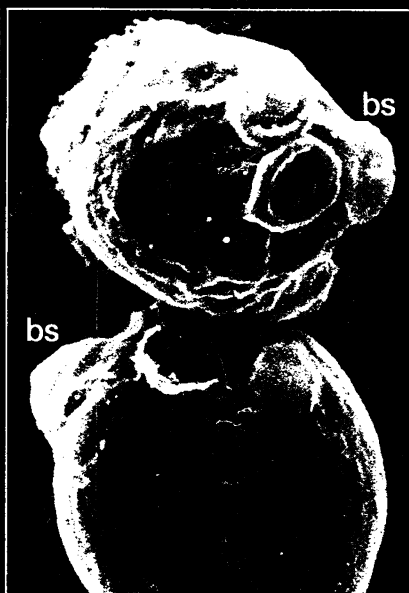


# the fungicidal breakthrough

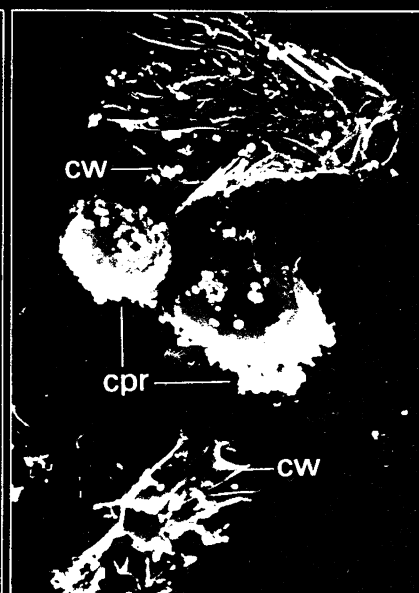
Scanning Electron Microscopic photographs of *Candida albicans* before and after treatment with miconazole.



1. Untreated cells appear as isolated yeast forms in an oval shape and with a smooth surface showing the formation of polar buds (pb).



2. Upon exposure to a fungistatic dose ( $10^{-7}$  M) of miconazole the cells tend to cluster. Budding becomes disorganized with visible budding scars (bs) that are randomly distributed over the surface of the cells.



3. Treatment with a fungicidal dose of miconazole causes the cell wall (cw) to burst. Vesicles of cytoplasm disintegrate and adhere to the surface of yet unbroken cells (cpr). (The interior of the cells is completely lytic).



*the standard fungicidal treatment*

## Daktarin

miconazole nitrate 2 % w/w

*highly effective  
in all fungal infections*

further information available on request from :



**Janssen Pharmaceutica**  
2340 Beerse, Belgium.

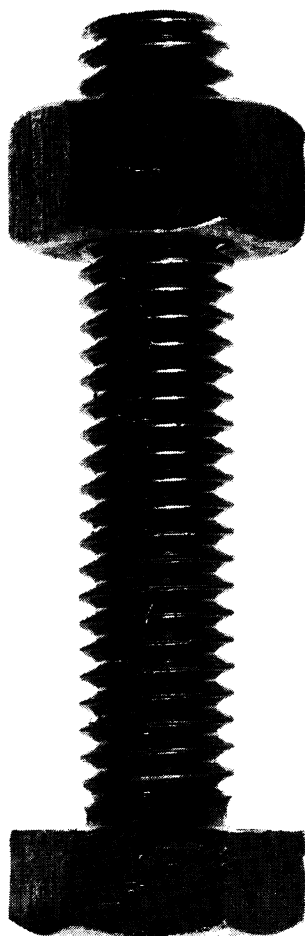
or from :  
Janssen Pharmaceutical Ltd.  
Janssen House, Marlow, Bucks.  
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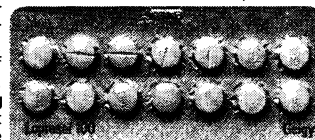
# Lopresor<sup>®</sup>

metoprolol tartrate for hypertension

Efficacy—Tolerability— $\beta_1$  Selectivity—Simple dosage regime:  
the essentials of Lopresor simplicity in hypertension



**Lopresor prescribing data:** Presentation: Lopresor (metoprolol tartrate) as 50mg and 100mg tablets. Indications: Hypertension and angina pectoris. Dosage: *Hypertension:* Initially one 100mg tablet morning and evening. Doses of 100-200mg twice daily may subsequently be prescribed depending upon response. The total daily dose of Lopresor may be given as a single dose if required. Where there has been lack of response to previous therapy, Lopresor may be added to the regimen with the appropriate adjustment of the previous therapy where necessary. *Angina pectoris:* One or two 50mg tablets, twice or three times daily. **Contra-indications:** Atrioventricular block, digitalis-refractory heart failure, severe bradycardia, cardiogenic shock. **Precautions:** Lopresor has proved safe in a large number of asthmatic patients; although it is a selective beta-blocker it is prudent to exercise care in the treatment of patients with chronic obstructive pulmonary disease. The dosage of any adrenergic bronchodilators may require adjustment. As with other beta-blockers, Lopresor should not be given to patients with cardiac decompensation unless concomitantly treated with digitalis and/or diuretics. It may be necessary to adjust the dose of the hypoglycaemic agent in labile and insulin-dependent diabetes. Lopresor therapy should be brought to the attention of the anaesthetist prior to general anaesthesia. As a result of animal studies in the rat and rabbit there is no reason to believe that Lopresor is, or maybe, teratogenic in humans. However, the administration of Lopresor during pregnancy, as with other drugs, is advised only if there are compelling reasons. **Side-effects:** Slight gastro-intestinal discomfort and disturbance of sleep pattern occasionally occur. In most cases these effects have been transient, or have disappeared after a reduction in dosage. **Further information:** Because of its cardioselectivity, Lopresor can be administered even to patients with obstructive respiratory disorders, provided adequate precautions are taken. Legal category: Prescription only. Basic NHS price: 50mg. Packs of 100 tablets £4.20. 100mg. Packs of 100 tablets £7.80. 100mg Calendar Packs of 56 tablets £4.37. Product licence numbers: Lopresor 50mg tablets PL0001/0065. Lopresor 100mg tablets PL0001/0066. Product licence holder: Geigy Pharmaceuticals, Macclesfield, Cheshire.



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calendar packs**