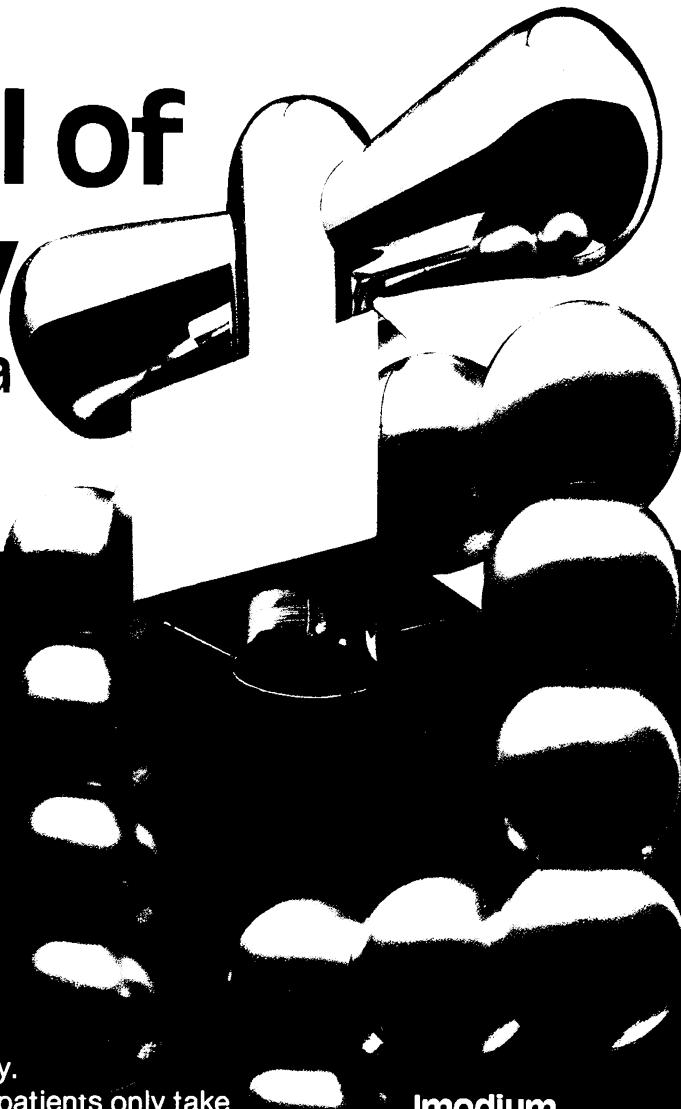


# Imodium

TRADEMARK

(loperamide hydrochloride)

symbol of  
accuracy  
in acute diarrhoea



Imodium's specific action  
controls diarrhoea, relieving pain and  
abdominal cramps rapidly and effectively.

A tailored dosage regime means that patients only take  
Imodium when they really need it, minimising the risk of  
constipation and encouraging economy of medication.  
Patients will find Imodium capsules easy to take and the blister  
pack of just twelve capsules is convenient to carry throughout  
the working day.

Imodium  
Simply Stops Diarrhoea-fast  
2 stat and 1  
at each loose stool

Further information is available from :



JANSSEN PHARMACEUTICA  
2340 Beerse, Belgium

JANSSEN PHARMACEUTICAL LTD.  
Marlow, Bucks. SL7 1ET.

**Presentation :**

Hard gelatin capsules containing 2 mg loperamide hydrochloride and syrup containing 1 mg loperamide hydrochloride per 5 ml.

**Indications :**

Imodium\* is indicated for the symptomatic control of acute diarrhoea of any aetiology.

**Contra-indications and warnings etc. :**

There are no specific contraindications to Imodium\*. Studies in animals have shown no abnormal teratogenic effects, however the use of loperamide during pregnancy is subject to the usual precautions. In trials, no side effects have been reported that can reliably be distinguished from the symptoms of the gastro-intestinal disorder being treated. As persistent diarrhoea can be an indicator of potentially more serious conditions, Imodium\* should not be used for prolonged periods until the underlying cause of the diarrhoea has been investigated.

**Dosage and Administration :**

Acute Diarrhoea : **Adults** : Two capsules initially, followed by one capsule after every loose stool. The usual dosage is 3 to 4 capsules a day, the maximum daily dose should not exceed 8 capsules. **Children** : 4 to 8 years : Syrup 5 ml four times daily until diarrhoea is controlled. In children under 8 years, further investigation may be necessary if diarrhoea has not responded to three days' treatment. 9 to 12 years : Syrup 10 ml (or 1 capsule) four times daily until diarrhoea is controlled.

**Basic NHS Cost :**

12 capsules (ex 250 pack) 104p. (correct at time of printing)

**Product Licence Numbers :**

Capsules 0242/0028 · Syrup 0242/0040 ·

# **TODAY'S TREATMENT/3**

Diseases of the respiratory and urinary systems account for a high proportion of all consultations in general practice, justifying the 200 pages devoted to them in the third volume of Today's Treatment. The remaining section deals with the use of antibiotics across the whole spectrum of medicine, looking at the advantages and drawbacks of the major categories and their use in clinical settings where decision-making may be difficult. Like its predecessors, Today's Treatment/3 concentrates on practical issues and provides the busy clinician with the information he needs in his day to day practice.

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# One million



## TENORMIN

Atenolol 100mg

One million patient years experience in hypertension and angina.

**Prescribing Notes:**

**Dosage:** 100mg daily. **Contraindications:** Heart block. **Precautions:** Untreated cardiac failure, bradycardia, renal failure, anaesthesia and pregnancy. 'Tenormin' is Beta<sub>1</sub> selective and can be used with caution in obstructive airways disease. **Side Effects:** Coldness of extremities and muscular fatigue. Sleep disturbances rarely seen. Rashes and dry eyes have been reported with beta-blockers - consider discontinuance if they occur. Cessation of therapy with a beta-blocker should be gradual. **Pack size and basic NHS price:** 28's £6.46. **P.L.** 0029/0122.

Full prescribing information is available on request to the Company



**Stuart Pharmaceuticals Limited**  
Garr House, Garr Road  
Cheadle, Cheshire SK8 2LG

Tenormin is a trademark for atenolol