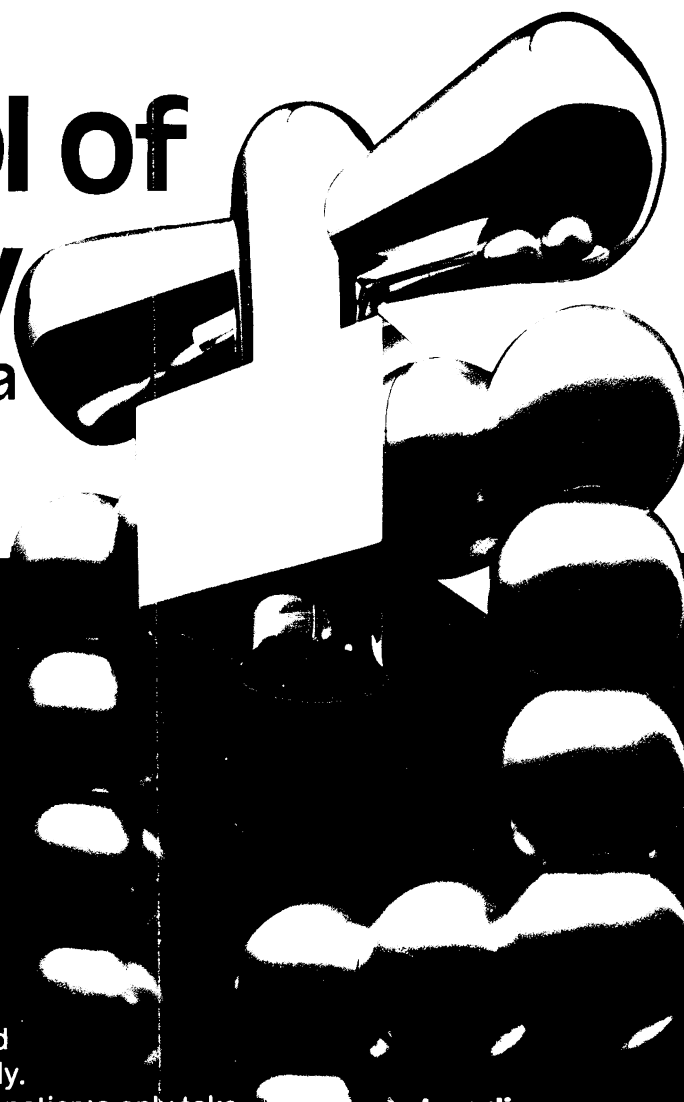


# Imodium

TRADE MARK

(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

or

**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

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Every doctor knows the sinking sensation induced by waiting one's turn for an examination viva and the social anxieties of changing jobs. The misery of first night nerves does not, however, disappear with time: each decade brings new challenges. On these occasions—chairing a committee, giving evidence in court, appearing on television—practical tips can be enormously helpful. The same is true of the many skills not taught in medical school—how to lecture, referee papers, edit, or use a library. All these and many more nuggets of down-to-earth advice have been collected from past issues of the *BMJ* to form a compendium for the novice—whatever his or her age or seniority.

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## HOW TO DO IT



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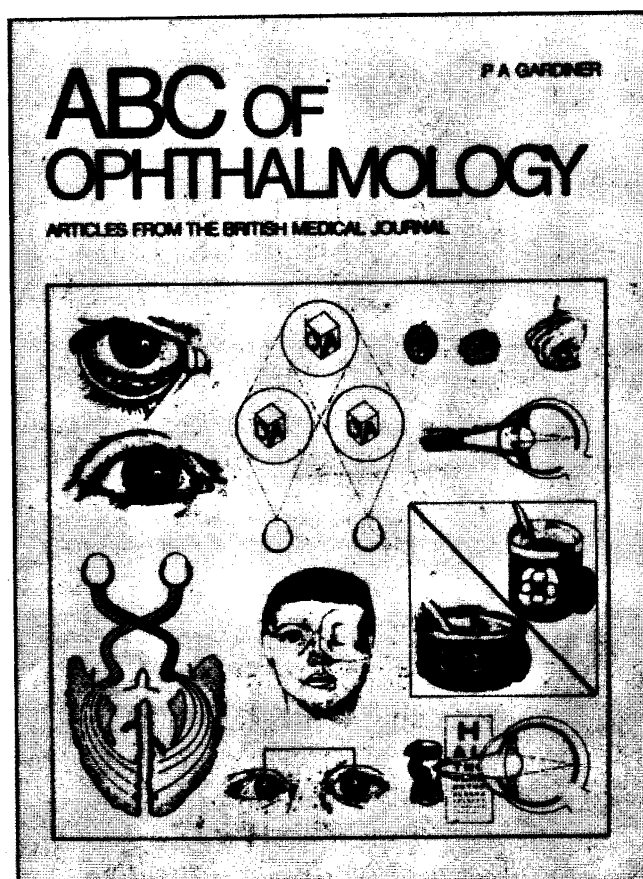
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clear of  
metabolic  
hurdles**

**Serenid-D\***

**Short acting anxiolytic**  
**Rapid clearance with no active metabolites for**

***The Elderly Patient • The Anxiety "Episode"***

Serenid-D is an established short acting benzodiazepine particularly appropriate for patients needing rapid drug clearance unhindered by active metabolites. Two such types of patients are the anxious elderly and those requiring only intermittent treatment of a single or recurring anxiety "episode."

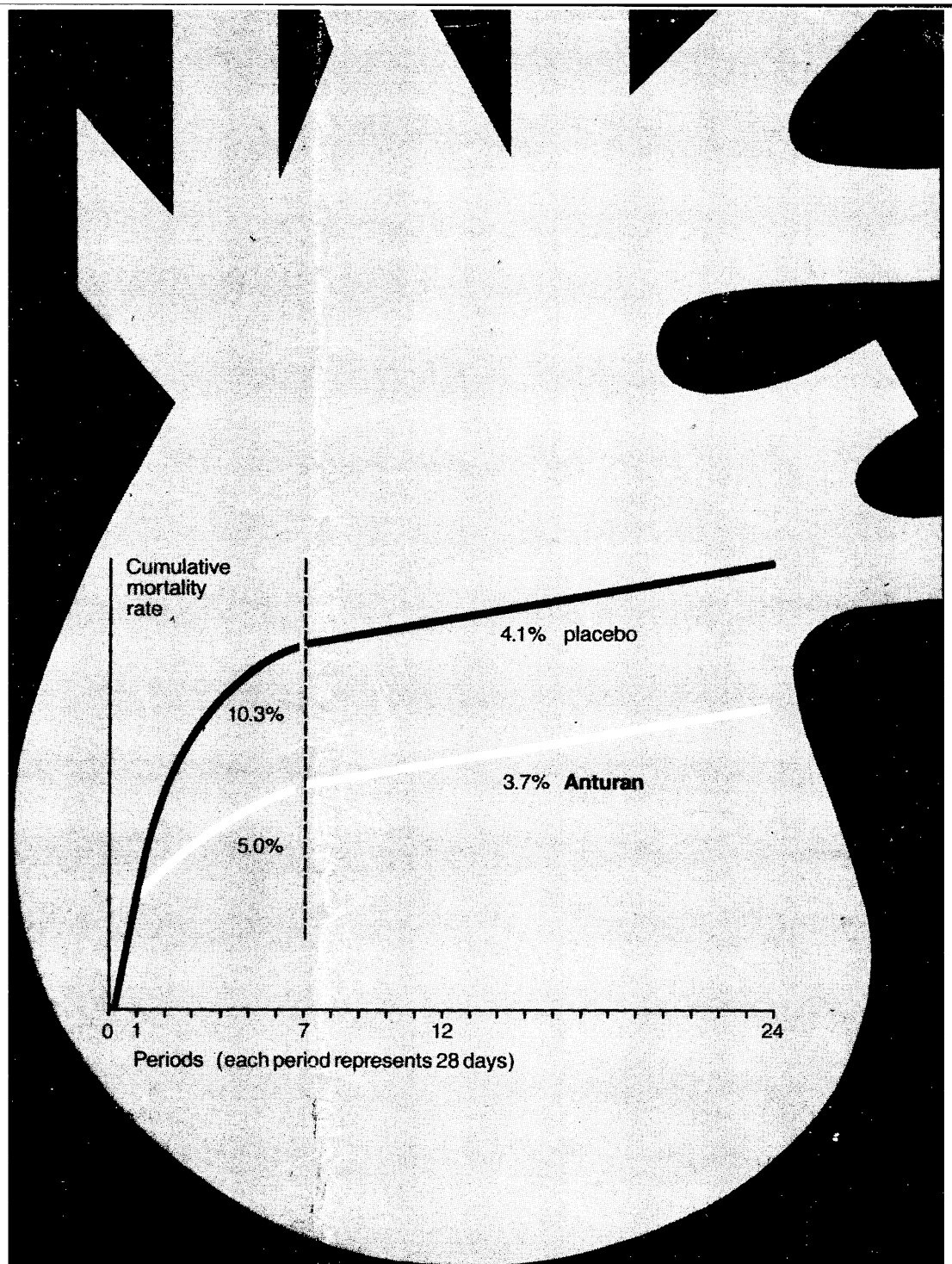
**Dosage** For the majority of elderly patients - one 15 mg tablet three times a day. Dosage should be adjusted to the needs of the individual patient. **Presentation** SERENID-D is presented as white, flat tablets containing 15 mg oxazepam (a 10 mg tablet is also available). **Uses** The control and management of all degrees of anxiety. **Contra-Indications** SERENID-D should not be given to patients with a previous history of sensitivity to benzodiazepines. **Precautions** As with other drugs of this type, patients should be advised that their reactions may be modified (as in handling machinery, driving etc.) depending on the individual patient's response. Prolonged or excessive use of benzodiazepines may occasionally result in the development of some psychological dependence with withdrawal symptoms on sudden discontinuation. Treatment in these cases should be withdrawn gradually. Careful usage seldom results in the development of dependence. SERENID-D should not be prescribed during pregnancy unless considered clinically justifiable. Special care in the first trimester. **Side-effects** Transient mild drowsiness during first few days may be experienced. Occasional dizziness, vertigo, headache and syncope. In psychiatric patients, mild excitatory effects sometimes reported. Very rare side effects include minor diffuse skin rashes, nausea, lethargy, oedema, slurred speech, tremor and altered libido. These are generally controlled with reduction of dosage. **Legal category** POM. **Packs** 10 mg and 15 mg tablets are supplied in boxes of 100. **Basic N.H.S. cost** 100 x 15 mg, £1.50. **Product Licence Numbers** PLR 0011/5022 (10 mg), PLR 0011/5023 (15 mg). **Hospital Price** As per local contract.

\*Trademark

S 1/01

Further information is available. **Wyeth Laboratories**, John Wyeth & Brother Ltd, Taplow, Maidenhead, Berks.





## sulphinpyrazone BP

1,2

1. N. Engl. J. Med. **298**:289, 1978. 2. N. Engl. J. Med. **302**:250, 1980.

### Prescribing information

**Mode of action** Regulation of platelet function. **Indication** Prevention of cardiac mortality following recent myocardial infarction. **Dosage Adults** One 200mg tablet four times daily, commencing approximately one month after myocardial infarction. **Children** Paediatric usage not established. **Contra-indications** Active peptic ulcer. Sensitivity to phenylbutazone or other pyrazole derivatives. Severe hepatic disease. **Precautions** Use with caution in patients with impaired renal function or nephrolithiasis and in patients with healed peptic ulcer. Anturan should be used with caution in patients receiving aspirin, coumarin-type anticoagulants and plasma protein-binding drugs such as hypoglycaemic agents and sulphonamides. Modification of the dose of these drugs may be necessary. Use with caution in pregnancy. **Side-effects** During the early stages of treatment in patients with hyperuricaemia or gout, acute attacks of gout may be precipitated; ensure adequate fluid intake and alkalinisation of the urine to prevent renal damage. Gastro-intestinal bleeding; mild transient gastro-intestinal side-effects. Rash or blood dyscrasias may occur, and are contraindications to further treatment. **Legal category** Prescription only. **Availability** 200mg tablets. Calendar packs of 112 (4 x 28). Basic NHS price £8.96. **Product licence number** PL 0001/0080 **Product licence holder** Geigy Pharmaceuticals, Horsham, West Sussex. Full prescribing information and reprints are available.