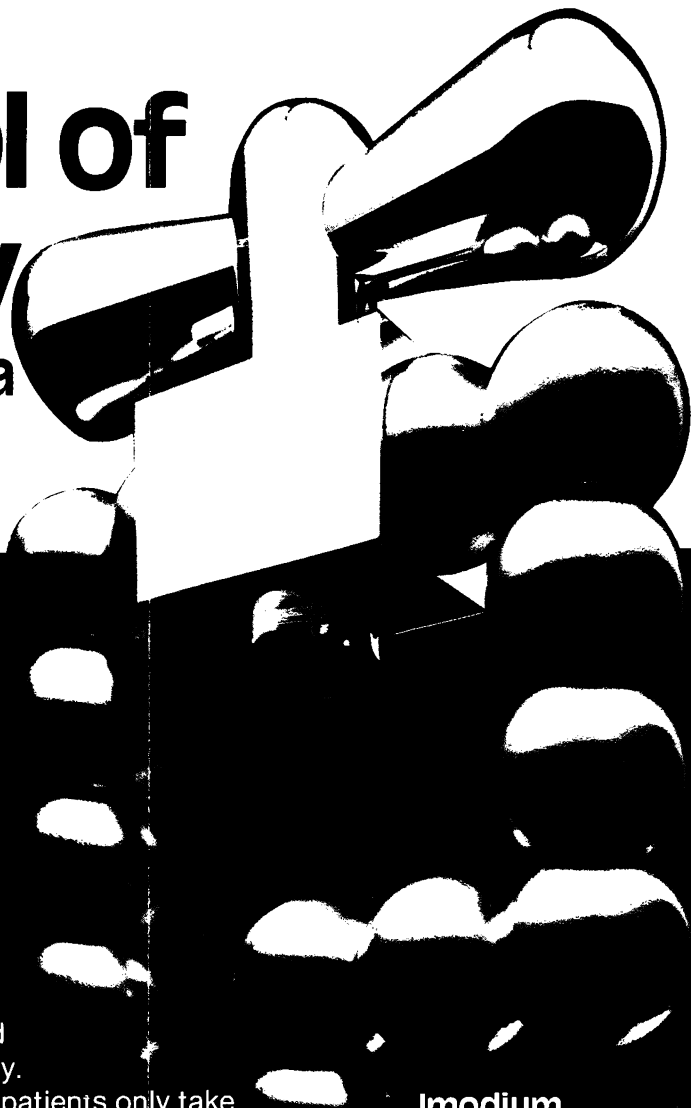


# Imodium

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**

0

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

© JPL/037/80

\* Trademark



Infected  
eczema

Pustular  
Herpes simplex

Folliculitis

Impetigo

Whenever  
antibiotic

# CICATRIN\* CREAM

**Indications** Topical broad-spectrum antibacterial. Superficial bacterial

infections of the skin such as impetigo, varicose ulcers, pressure sores, trophic ulcers and burns. **Dosage and administration** A light dusting of the powder or a thin layer of the cream should be applied to the affected area up to three times daily.

**Contra-indications, warnings, etc.** Contra-indicated in those individuals who have shown hypersensitivity to bacitracin or the neomycin group of antibiotics. Neomycin is potentially ototoxic and nephrotoxic if absorbed from open surfaces.

**zinc bacitracin BP neomycin sulphate BP**

Bacitracin is also potentially nephrotoxic. **Presentation** Each gram of Cicatrin Cream or Powder contains: Neomycin Sulphate BP 3,300 units, Zinc Bacitracin BP 250 units, L-Cysteine 2 mg, Glycine 10 mg, dl-Threonine 1 mg. Cicatrin Cream (PL 3/5082) is available in tubes of 15 g and 30 g. Cicatrin Powder (PL 3/5081) is available in puffer packs of 15 g and 50 g. Further information is available on request Calmic Medical Division, The Wellcome Foundation Ltd., Crewe, Cheshire.

\*Trade Mark



# The nasal-block buster

FOR COLDS, RHINITIS AND SINUSITIS

## ACTIFED TABLETS

triprolidine hydrochloride BP/pseudoephedrine hydrochloride BP

**Indications** Symptomatic relief of upper respiratory congestion in: the common cold, hay fever, vasomotor and allergic rhinitis, acute sinusitis, otitis barotrauma.

**Dosage** Three times a day: Adults and children over 12 years: 1 tablet or 10 ml. 6-12 years: 7.5 ml. 1-6 years: 5 ml. 3-12 months: 2.5 ml.

**Contra-Indications** Actifed\* is contraindicated in persons under treatment with MAO inhibitors and within two weeks of stopping such treatment.

**Precautions** Although at recommended dosage pseudoephedrine has virtually no pressor effects in normotensive subjects, Actifed should be used with caution in patients with cardiovascular disorders. As with other antihistamine-containing

preparations, drowsiness may occur. In some patients the action of antihistamines may be potentiated by alcohol.

**Presentation** Each Actifed tablet contains 2.5 mg triprolidine hydrochloride and 60 mg pseudoephedrine hydrochloride. PL3/5003.

Each 5 ml of Actifed Syrup contains 1.25 mg triprolidine hydrochloride and 30 mg pseudoephedrine hydrochloride. PL3/5004.

Additional information is available on request.

Wellcome Medical Division  
The Wellcome Foundation Ltd., Crewe, Cheshire.



\*Trade Mark

The combination of  
simple language and straightforward  
line drawings has made the

# ABC OF OPHTHALMOLOGY

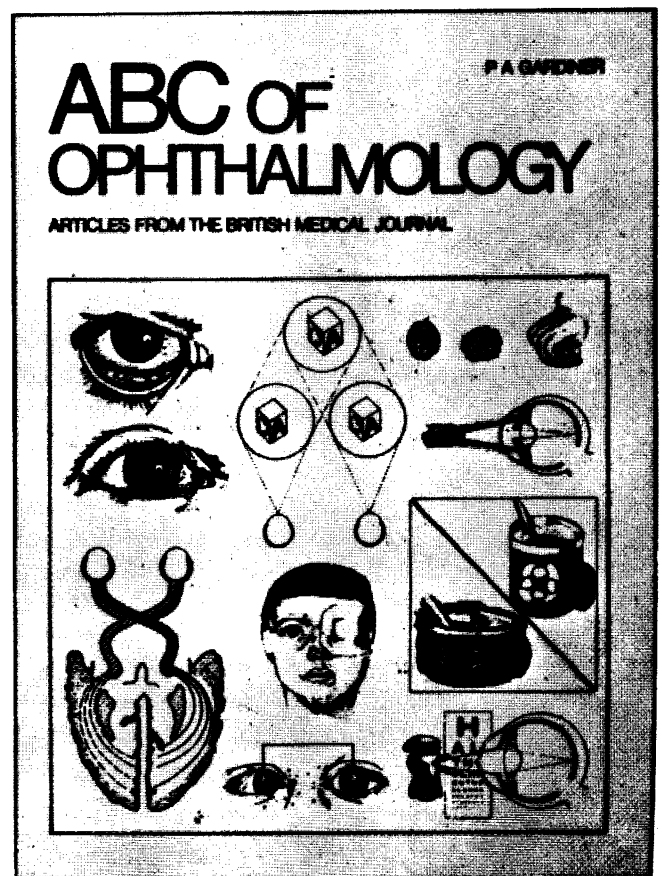
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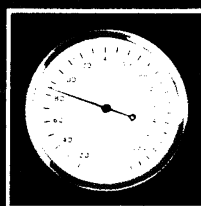
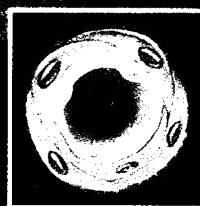
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For full Prescribing Information, please contact your Pfizer representative.

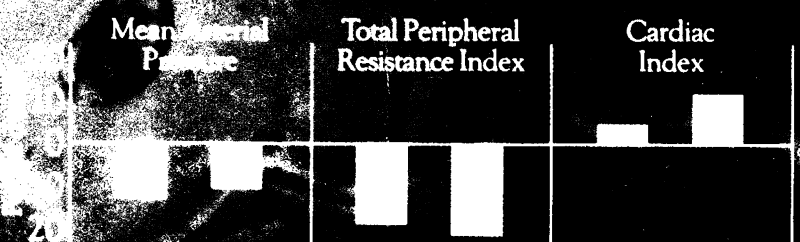
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# Controls Hypertension Peripheral Resistance



- MINIPRESS Reduces Mean Arterial Pressure
- MINIPRESS Reduces Total Peripheral Resistance
- MINIPRESS Does Not Reduce Cardiac Index

MINIPRESS Maintains These Effects Over  
Long-Term Therapy



Relative hemodynamic changes at rest and during exercise after one year of prazosin therapy in 10 hypertensive patients. Adapted from Lund-Johansen<sup>1</sup>

■ Rest ■ Exercise

# MINIPRESS<sup>®</sup>

(prazosin HCl)

**Pfizer**  
INTERNATIONAL INC.

1. Lund-Johansen, P. Postgraduate Medicine Clinical Symposium Proceedings, November, 1975, pp. 45-52.

# STATISTICS AT SQUARE ONE

by T. D. V. SWINSCOW

from the British Medical Journal

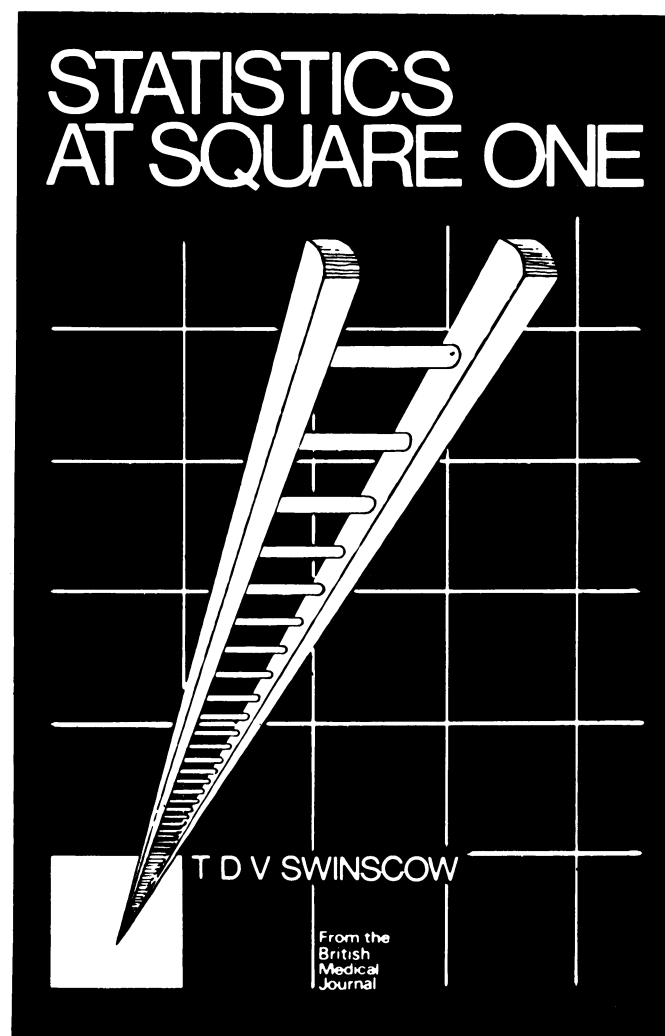
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de Jong, Rudolph H., *J.A.M.A.*, 1977, 237, 1874



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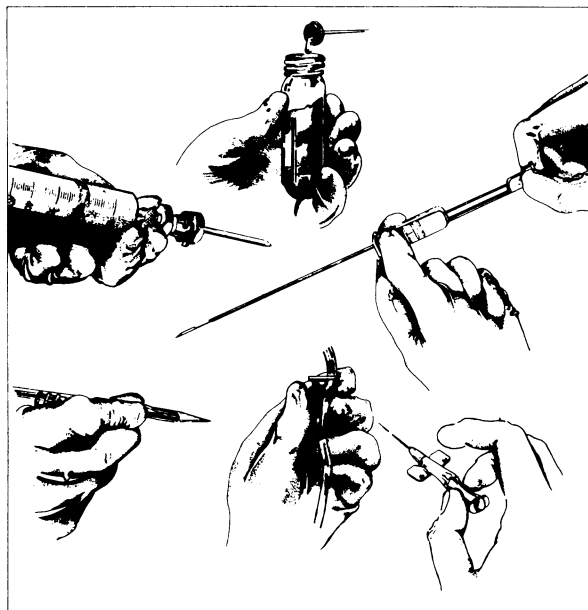
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## PROCEDURES IN PRACTICE

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# NATRILIX<sup>®</sup>

indapamide

## a primary antihypertensive agent

Natrilix offers a simple, effective means of controlling blood pressure both in newly diagnosed and in poorly controlled patients with mild to moderate hypertension

### Prescribing information

#### Presentation

Pink biconvex sugar-coated tablets each containing 2.5 mg indapamide hemihydrate.

#### Uses

For the treatment of hypertension.

#### Dosage and administration

##### Adults

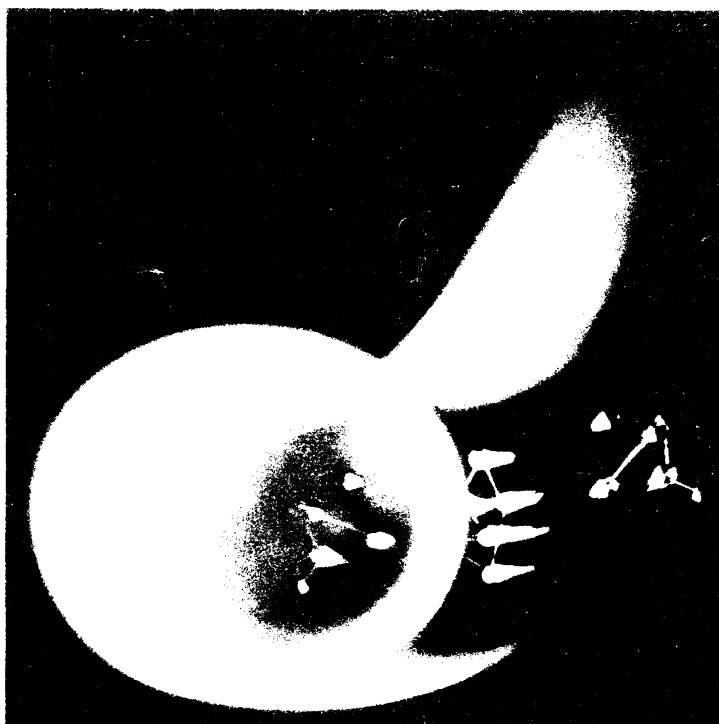
The dosage is one tablet daily to be taken in the morning.

##### Children

There is no experience of the use of this drug in children.

#### Contra-indications, warning, etc.

There are no absolute contra-indications to the use of Natrilix but caution should be exercised when prescribing it in cases of severe renal or hepatic impairment. As with all new drugs, the administration of Natrilix should be avoided during pregnancy although no teratological effects have been seen in animals. At doses higher than that recommended, Natrilix has a diuretic effect, therefore it is not recommended to prescribe it with a diuretic agent which may cause hypokalaemia. Also, slight weight loss has been reported in some patients taking Natrilix. Reported side effects have included nausea and headache,



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Box of 30 tablets.

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## one tablet daily

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**Geigy**

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