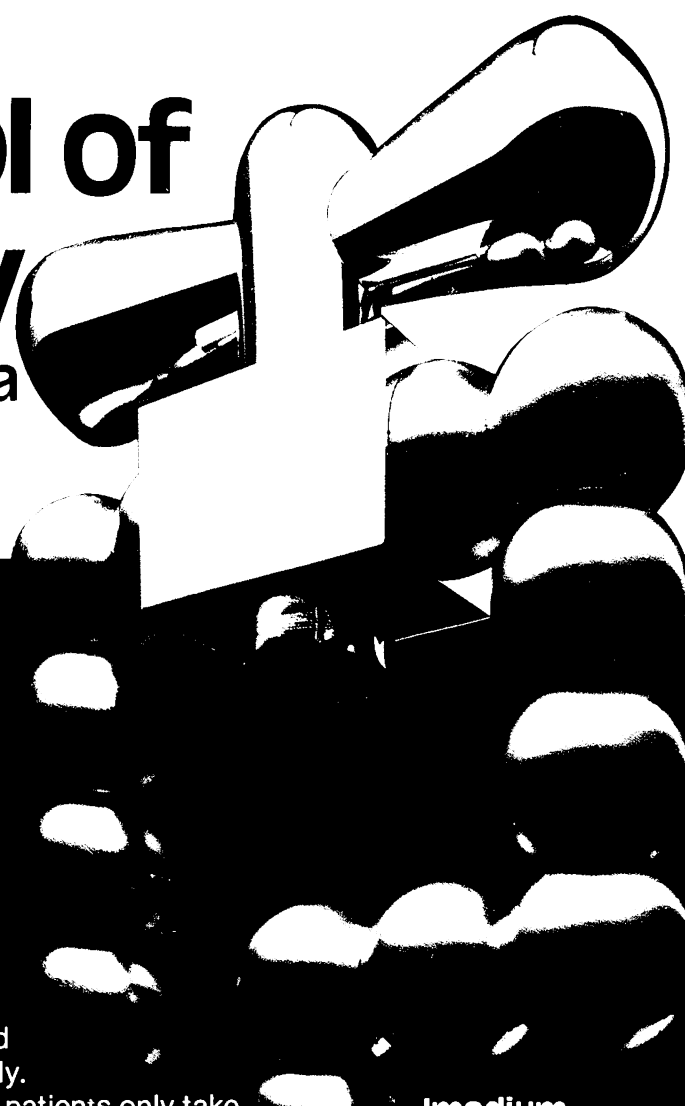


Imodium

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

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 6 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



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

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

*Trade Mark

STATISTICS AT SQUARE ONE

by T. D. V. SWINSCOW

from the British Medical Journal

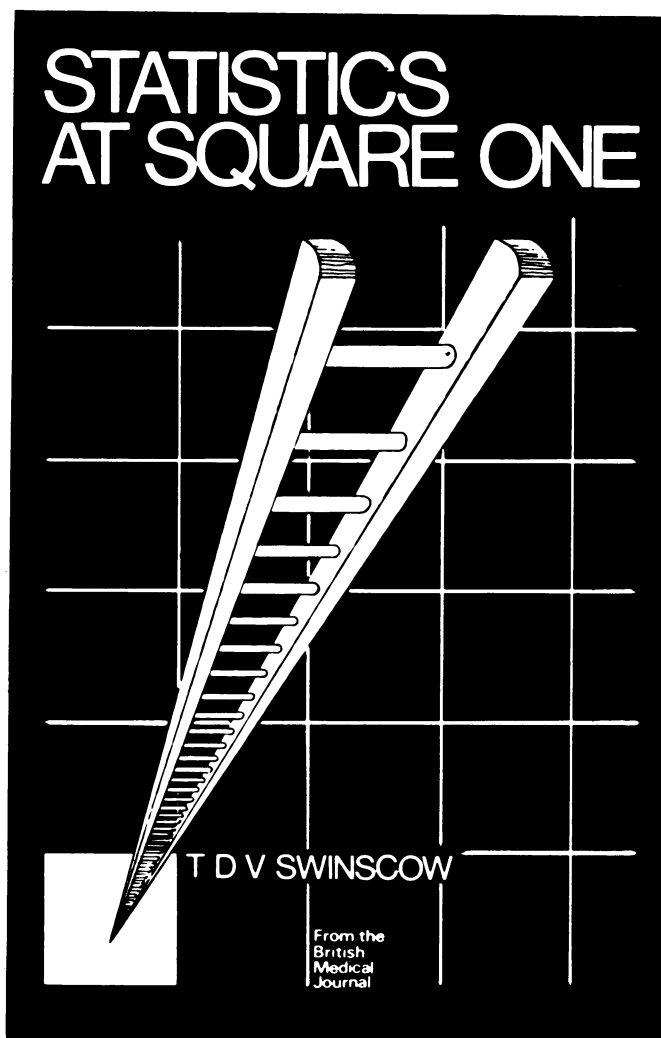
The statistical testing of data is indispensable in many types of medical investigation and a help on countless occasions in clinical practice. This book provides step-by-step instruction. Subjects covered include standard deviation, χ^2 tests, t tests, non-parametric tests and correlation. Methods specially adapted to pocket calculators.

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O'Donnell, Barry, *British Medical Journal*, 1977, 1, 451.

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



Seventh edition

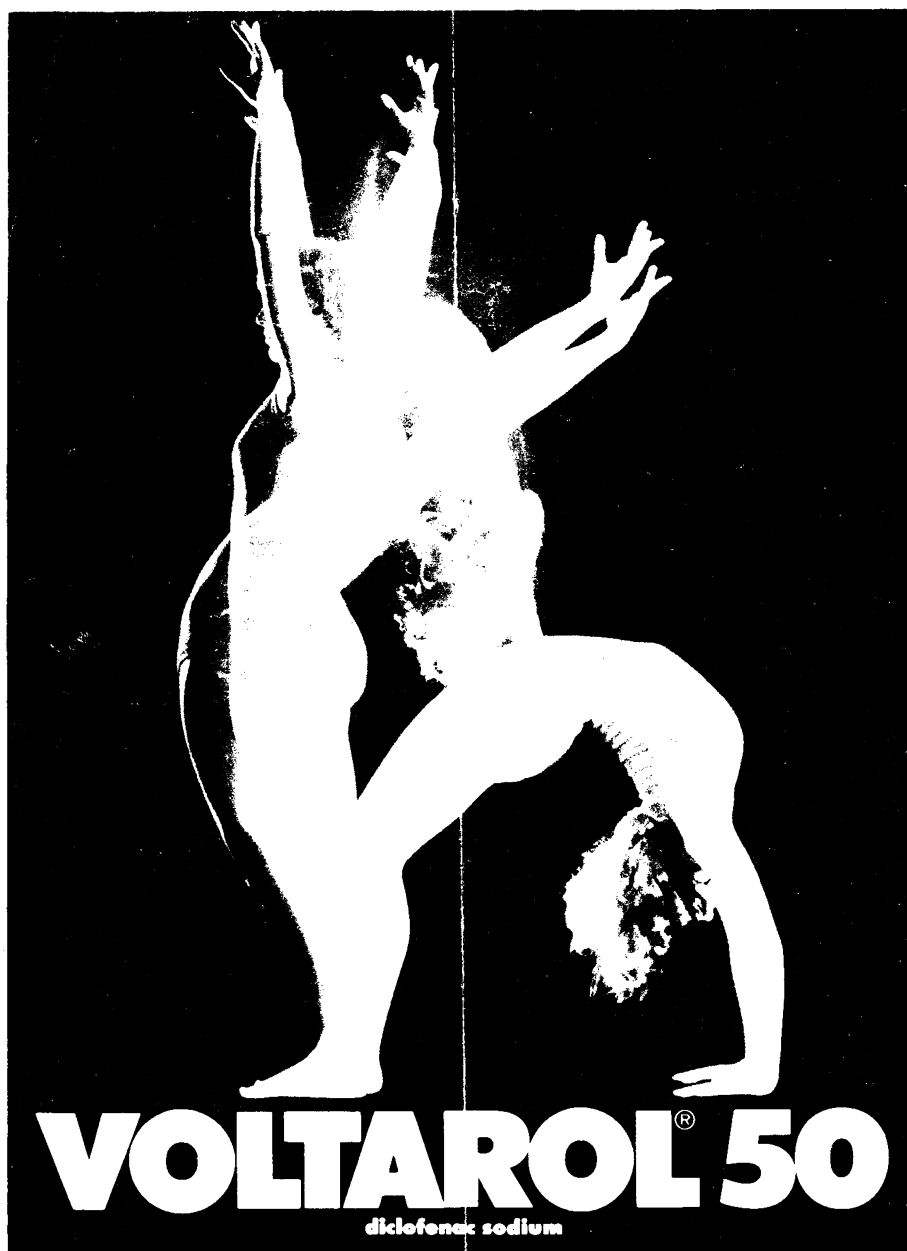
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The symbol of a new flexibility

Eases rheumatic pain and stiffness
Improves mobility
Flexible dosage

Geigy

Presentation Yellow, biconvex enteric coated tablets of 25mg diclofenac sodium, imprinted Geigy on one side. Light brown, biconvex enteric coated tablets of 50mg diclofenac sodium, imprinted Geigy on one side. Yellowish-white suppositories of 100mg diclofenac sodium. **Mode of action** Voltarol is a non-steroidal agent with marked analgesic/anti-inflammatory properties. **Indications** Rheumatoid arthritis, osteoarthritis. **Dosage** Tablets: a total of 75-150mg daily, given in two or three divided doses. Rectal: One suppository daily which may be combined with tablets. The daily dose should not exceed 150mg. **Contra-indications** Peptic ulceration. Patients in whom attacks of asthma, urticaria or acute rhinitis are precipitated by aspirin or other non-steroidal anti-inflammatory agents. **Precautions** Voltarol should not be prescribed during pregnancy, unless there are compelling reasons for doing so. Patients with a history of peptic ulcer, haematemesis, or melaena, or with severe hepatic or renal insufficiency, should be kept under close surveillance. Voltarol has been reported to depress salicylate levels, and vice versa; the clinical relevance of this phenomenon is not yet clear. **Warnings and side-effects** Transient epigastric pain, nausea and diarrhoea, headache and slight dizziness have been reported as occasionally have skin rash, peripheral oedema and abnormalities of serum transaminases. **NHS price** Tablets 25mg: pack of 100 - £9.00; 50mg: pack of 100 - £17.50; Suppositories: pack of 10 - £2.98. **Product licence numbers** Tablets 25mg PL0001/0036, 50mg PL0001/0082, Suppositories 100mg PL0001/0083. **Product licence holder** Geigy Pharmaceuticals, Horsham, West Sussex. Full prescribing information is available from Geigy Pharmaceuticals, Horsham, West Sussex.