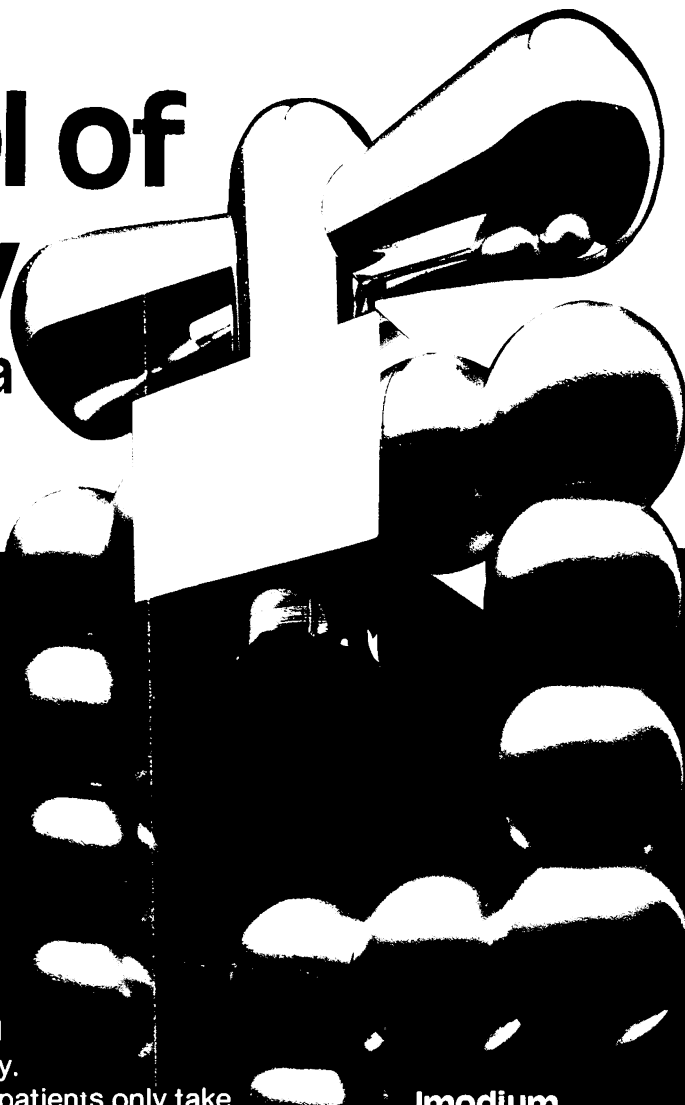


Imodium

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 contra-indications 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

Just published

TODAY'S TREATMENT/4

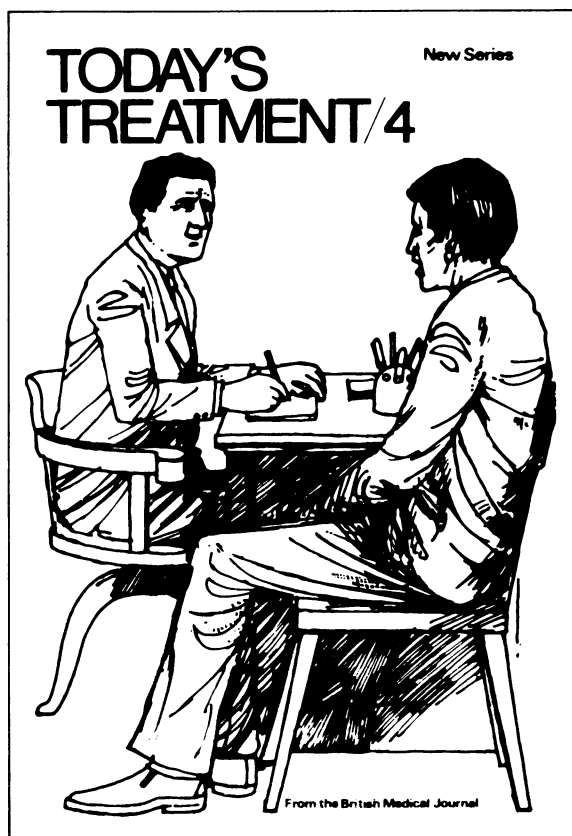
The drugs that we use today are increasingly potent, dangerous, and expensive, and every doctor should have some understanding of clinical pharmacology and drug-induced diseases. Both these subjects, which have been badly taught in medical schools, are covered comprehensively in this new book, which consists of articles taken from the *BMJ*. Also included are articles that provide a clear and up-to-the-minute introduction to anaesthetics.

Price: Inland £4.50;
Overseas US\$20.50*
(Inland £4.00;
Overseas US\$19.00* for
BMA members)

**including air mail postage*

When ordering BMA members must quote their membership number or the full price will be applicable.

Order your copy now
From: The Publisher,
British Medical Journal,
BMA House,
Tavistock Square,
London WC1H 9JR
or any leading bookseller



Today's antibacterial



Success 9 times out of ten in chest infections would be hard to beat. It is this order of success, confirmed in worldwide clinical studies involving over 8,500 patients, that has helped thousands of doctors to decide that **Septin** is today's antibacterial. With over 2,500 published reports and more than 250 million prescriptions written worldwide, is it any wonder that **Septin** is Britain's No. 1 branded antibacterial?

PRESCRIBING INFORMATION

Indications Sensitive bacterial infections of the lower respiratory, urinary and genital tracts, sinusitis, otitis media, skin infections, septicaemia, typhoid and paratyphoid fevers, and other infections caused by sensitive organisms.

Dosage **Septin Forte** Tablets. Adults and children over 12 years: 1 forte tablet twice daily. Maximum dosage for particularly severe infections 1½ forte tablets twice daily. In acute infections **Septin** should be given for a minimum of 5 days or until the patient has been symptom-free for 2 days.

Contra-indications **Septin** is contra-indicated in patients with marked liver parenchymal damage, blood dyscrasias or severe renal insufficiency. **Septin** should not be given to patients hypersensitive to sulphonamides or co-trimoxazole; should not be given during pregnancy or to neonates.

Precautions In cases of renal impairment a reduced dosage is indicated and an adequate urinary output should be maintained. Regular blood counts are necessary whenever long-term therapy is used. Caution is advised in patients with folate deficiency. Care should be taken when giving **Septin** to patients receiving oral anticoagulants of the coumarin group, pyrimethamine or sulphonylureas.

Adverse Reactions Occasionally, nausea, vomiting, glossitis and skin rashes may occur with normal doses and, very rarely, haematological reactions.

Presentation **Septin Forte** Tablets each contain 160 mg Trimethoprim B.P. and 800 mg Sulphamethoxazole B.P.

PL3/0121



RESEARCH IS OUR ONLY SHAREHOLDER
Further information is available on request.
Wellcome Medical Division
The Wellcome Foundation Ltd., Crewe, Cheshire

Septin^{*}
CO-TRIMOXAZOLE
Forte
a successful first choice
in chest infections

^{*}Trade Mark

Just published

ABC OF EAR NOSE AND THROAT

Diseases of the ear, nose and throat account for a substantial proportion of all consultations in general practice; they cause time off work and, particularly in children, a great deal of misery and discomfort.

Mr. Harold Ludman's illustrated articles on the common problems of ENT provide the busy clinician with a practical and reliable guide to their assessment and management.

These articles have been collected together in book form in the same format as they appeared in the BMJ.

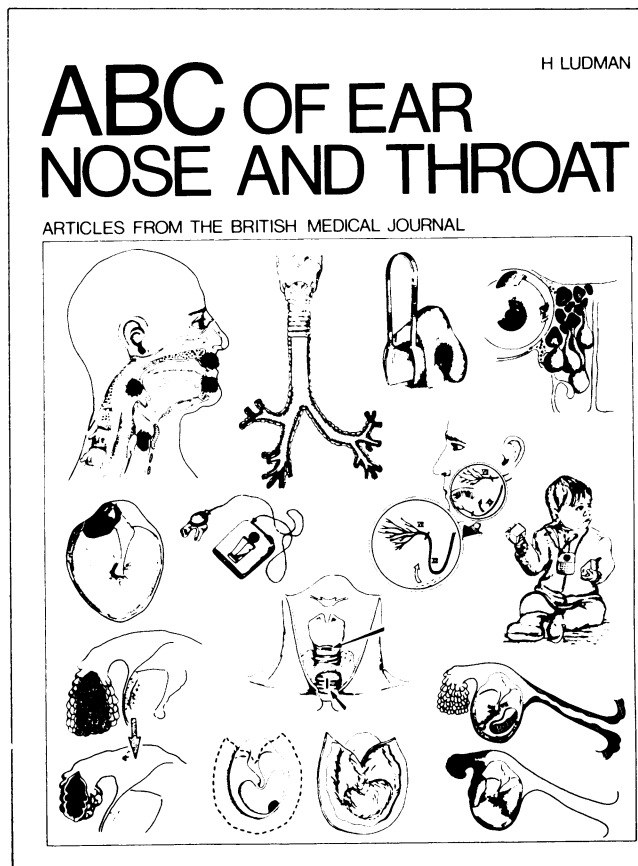
**Price: Inland £3.50;
Overseas US\$16.00*
(Inland £3.00;
Overseas US\$14.50* for
BMA members)**

**including air mail postage*

Order your copy now

**From: The Publisher,
British Medical Journal,
BMA House,
Tavistock Square,
London WC1H 9JR**

or any leading bookseller



Just published

ABC OF HYPERTENSION

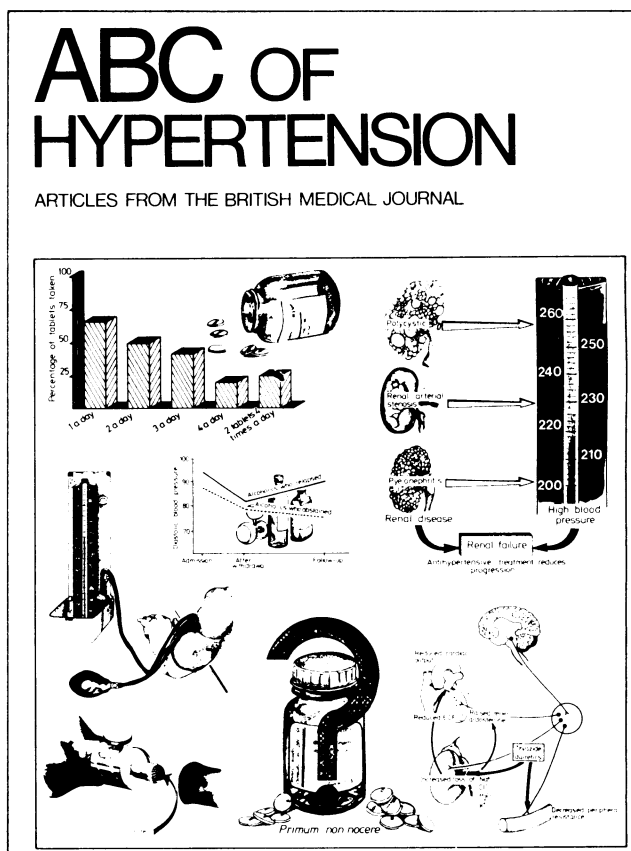
Hypertension is a common disorder that is easily detected. But it may be deceptively simple: the measurement of blood pressure, interpretation of the results, and the decisions that follow need to be based on a comprehensive knowledge of recent advances.

These illustrated articles on blood pressure measurement, reduction and management have now been collected together in the same format as they appeared in the BMJ to provide a practical guide for general practitioners and others concerned with hypertension.

Price: Inland £3.50;
Overseas US\$16.00*
(Inland £3.00;
Overseas US\$14.50* for
BMA members)

**including air mail postage*

Order your copy now
From: The Publisher,
British Medical Journal,
BMA House,
Tavistock Square,
London WC1H 9JR
or any leading bookseller



NATRILIX[®]

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

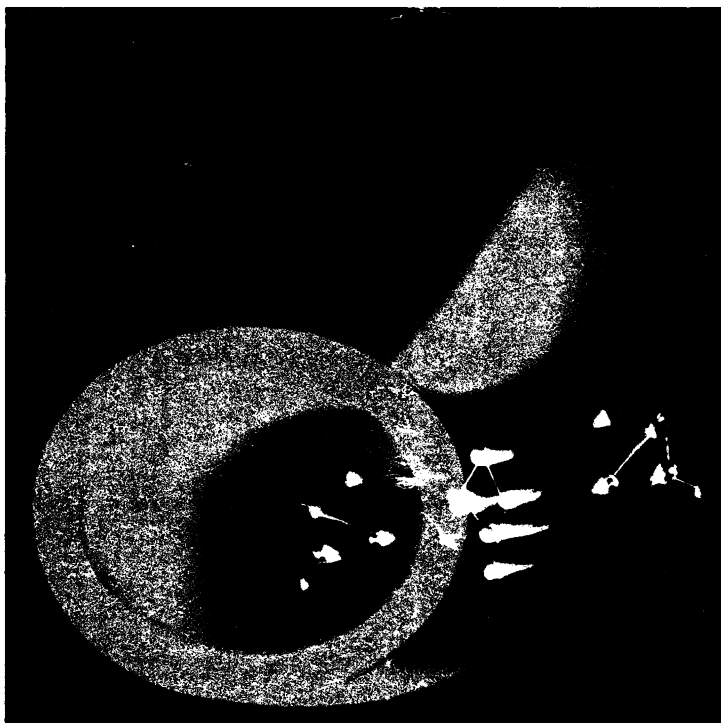
The dosage is one tablet daily to be taken in the morning.

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,



but they are generally uncommon and mild in nature.

Serum urate levels may rise slightly but there is no evidence that glucose tolerance is adversely affected.

Box of 30 tablets.

Product licence number 0093/0022.

NATRILIX is available as: FLUDEX[®] in Africa, Belgium, France, Holland, Portugal, Switzerland.

NATRILIX[®] in English speaking Countries of Africa, Brazil, Central America, Germany, Ireland, Italy, Middle East, South East Asia, United Kingdom.

TERTENSIF[®] in Spain.

NATRILIX[®] in Korea.

Further information is available on request from Servier Laboratories Ltd., Servier House, Horsenden Lane South, Greenford, Middx. UB6 7PW.



Les Laboratoires Servier, 22, rue Garnier - 92201 Neuilly - France.

one tablet daily

WHY NOT SUBSCRIBE TO THE SPECIALIST JOURNALS PUBLISHED BY THE BMA:—A SELECTION INCLUDES

Annals of the Rheumatic Diseases, British Journal of Venereal Diseases, Thorax, Journal of Epidemiology and Community Health, British Journal of Industrial Medicine.

FULL DETAILS OF SUBSCRIPTION RATES FROM BMA SPECIALIST PUBLICATIONS: BMA HOUSE, TAVISTOCK SQUARE, LONDON WC1H 9JR
TELEPHONE 01-387 4499 EXT. 309.



Out of the shadows of depression
and irrational fear with

Anafranil[®] 10mg
(clomipramine hydrochloride)

Geigy

Anafranil (clomipramine hydrochloride). **Dosage:** Depression – 30–50mg per day. In severe cases increase to 75mg or higher if necessary. Phobic/Obsessional States – generally higher dosage – build up to 100–150mg per day. **Contra-indications:** 1) Anafranil is contra-indicated in conjunction with, or within 14 days of treatment with a monoamine oxidase inhibitor. 2) In existing liver damage. 3) In cardiac/circulatory failure or following a recent myocardial infarction. **Precautions:** Caution is necessary in ischaemic heart disease, glaucoma, and retention of urine. Great caution in patients with epilepsy. Anafranil may antagonise the action of certain antihypertensive drugs, and may potentiate the cardiovascular action of noradrenaline and adrenaline. As with other drugs, avoid using during the first trimester of pregnancy if possible. **Side effects:** Dry mouth, sweating, difficulty with accommodation, constipation, disturbance of micturition, tachycardia. Less commonly tremor, ataxia, orthostatic hypotension and vertigo. More rarely anxiety, agitation, fatigue, drowsiness, confusion, insomnia and headache. Epileptiform seizures have occurred in a small number of patients. Symptomless hypothermia and allergic skin reactions are extremely rare. Interference with sexual function, particularly ejaculation, may be encountered. Agranulocytosis has occasionally occurred in patients on tricyclic antidepressants – routine blood counts are advised during treatment with Anafranil. **Availability:** Two-tone yellow/caramel capsules of 10mg (PL0001/0037) £3.10 per 100. Two-tone orange/caramel capsules of 25mg (PL0001/5000) £6.11 per 100. Two-tone blue/caramel capsules of 50mg (PL0001/0068) £11.63 per 100. Orange flavoured and coloured syrup containing 25mg of Anafranil in 5ml (PL0001/5001) £5.55 per 150ml bottle. Full prescribing information is available on request from Geigy Pharmaceuticals, Horsham, West Sussex.