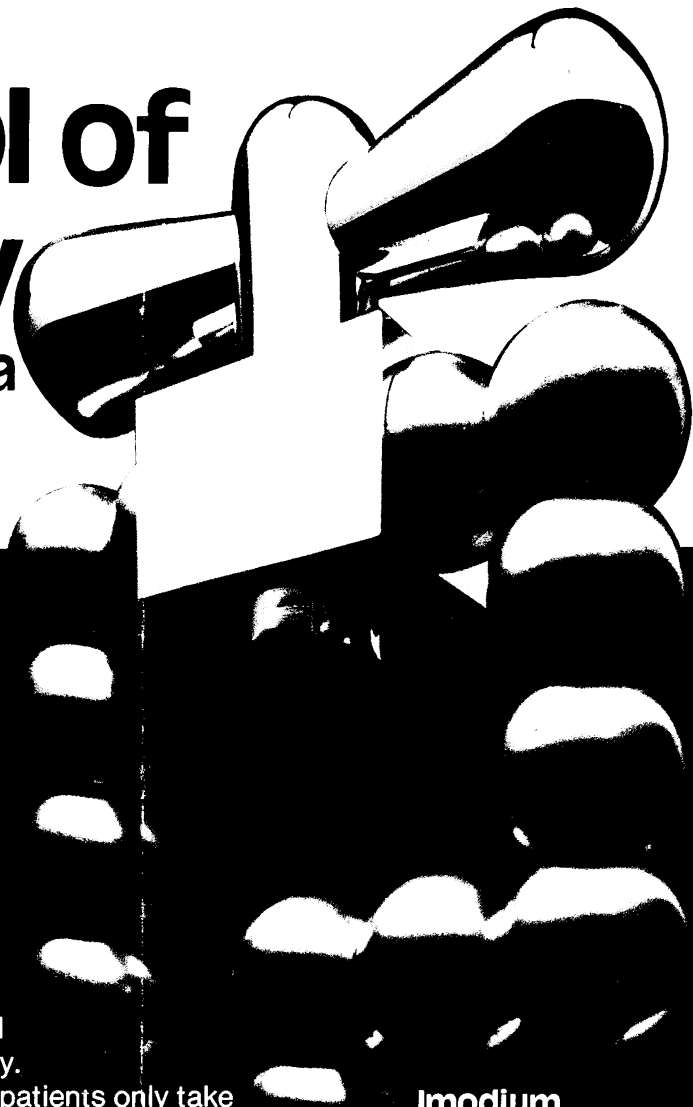


# Imodium

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 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

PL/037/80

\* Trademark

*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*





# 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

*Just published*

# ABC OF HYPERTENSION

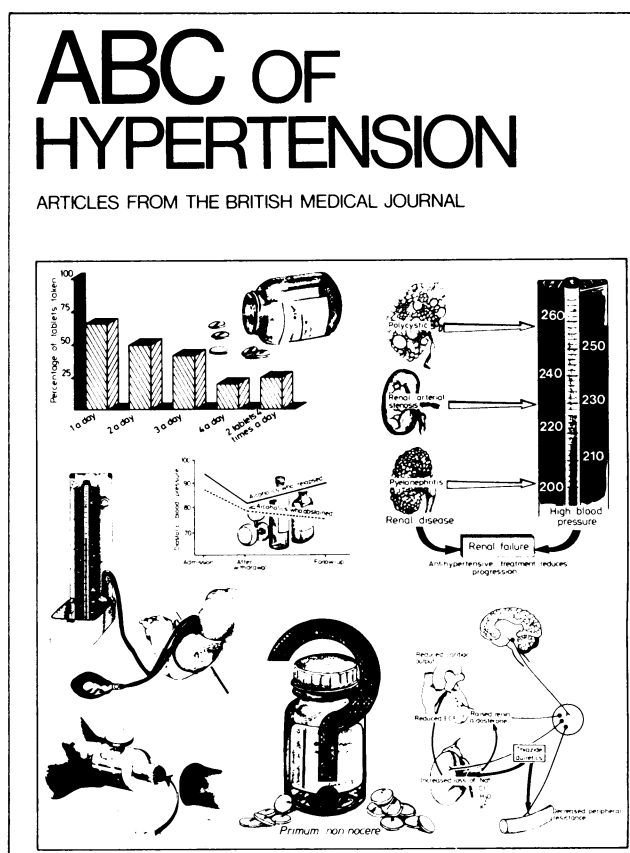
Hypertension is a common disorder that is easily detected. But it may be deceptively simple: the measurement of blood pressure, interpretation of the results, and the decisions that follow need to be based on a comprehensive knowledge of recent advances.

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*

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



*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.

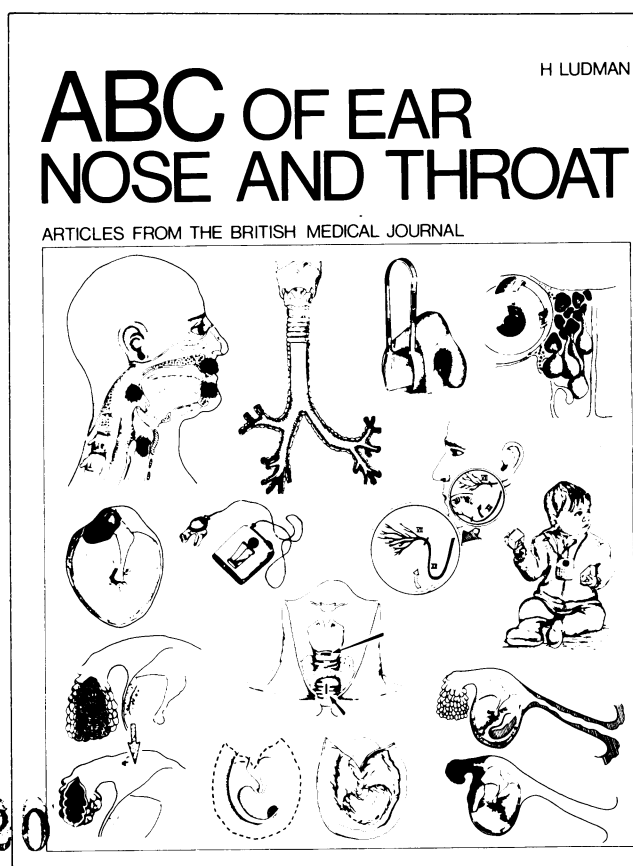
These articles have been collected together in book form in the same format as they appeared in the BMJ.

Price: Inland £3.50;  
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BMA House,  
Tavistock Square,  
London WC1H 9JR

*or any leading bookseller*



#### Prescribing Information

##### Presentation

Opaque green/red hard gelatin capsule, size 0. Each capsule contains 475 mg Dried Aluminium Hydroxide Gel BP as a white powder.

##### Uses

Alu-Cap is recommended for use as a phosphate binding agent in the management of renal failure. It may also be used as an antacid.

In the gut, aluminium hydroxide absorbs phosphate ions. This reduces absorption of phosphate into the body and thereby reduces serum phosphate levels. In patients with renal failure, the problem of high serum phosphate levels may be partially solved by a diet low in phosphorus. However, a more liberal diet is feasible when a phosphate binding agent, such as aluminium hydroxide, is used.

Aluminium hydroxide gel is a slow-acting antacid. It is used to provide symptomatic relief in gastric hyperacidity. In addition, the antipeptic and demulcent activity of aluminium hydroxide helps to protect inflamed gastric mucosa against further irritation by gastric secretions.

## IN THE MANAGEMENT OF RENAL FAILURE SOME ALUMINIUM HYDROXIDE PREPARATIONS

ARE  
HARD TO  
SWALLOW

Difficult to swallow tablet...  
unpleasant taste... nausea...  
these are all factors  
which result in  
poor patient compliance.

ALU-CAP  
capsules avoid unpleasant  
taste and texture problems,  
minimise nausea and  
have now been reduced  
in size to make them even

## EASIER TO SWALLOW

when fluid intake is  
restricted.

# ALU-CAP

DRIED ALUMINIUM HYDROXIDE GEL

*The acceptable presentation  
of aluminium hydroxide gel*

ALU-CAP: Riker, 3M: trade marks  
Further information is available  
on request

#### Dosage and administration

##### For phosphate binding

Adults and Children: The dosage must be selected in accordance with individual patient requirements, and may range from 4 to 20 capsules of Alu-Cap daily (approximately 2 to 10 g dried aluminium hydroxide gel).

##### As an antacid

Adults: One Alu-Cap four times daily and on retiring. Alu-Cap is not suitable for antacid therapy in children.

**Side-effects** Aluminium hydroxide is astringent and may cause constipation.

**Precautions** Serum phosphate levels should be monitored in all patients receiving phosphate binders to prevent the development of a phosphate depletion syndrome.

Aluminium hydroxide may form complexes with certain antibiotics (eg tetracyclines); concomitant administration may result in reduced absorption of the antibiotic.

**Contra-indications** Patients with hypophosphataemia.

##### Basic NHS price

100 capsules: £2.76

##### Product Licence number

PL68/0052



# 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 £7.27. P.L. 0029/0122.

Full prescribing information is available on request to the Company



**Stuart Pharmaceuticals Limited**  
Carr House, Carrs Road  
Cheadle, Cheshire SK8 2EG

Tenormin is a trade mark for atenolol.