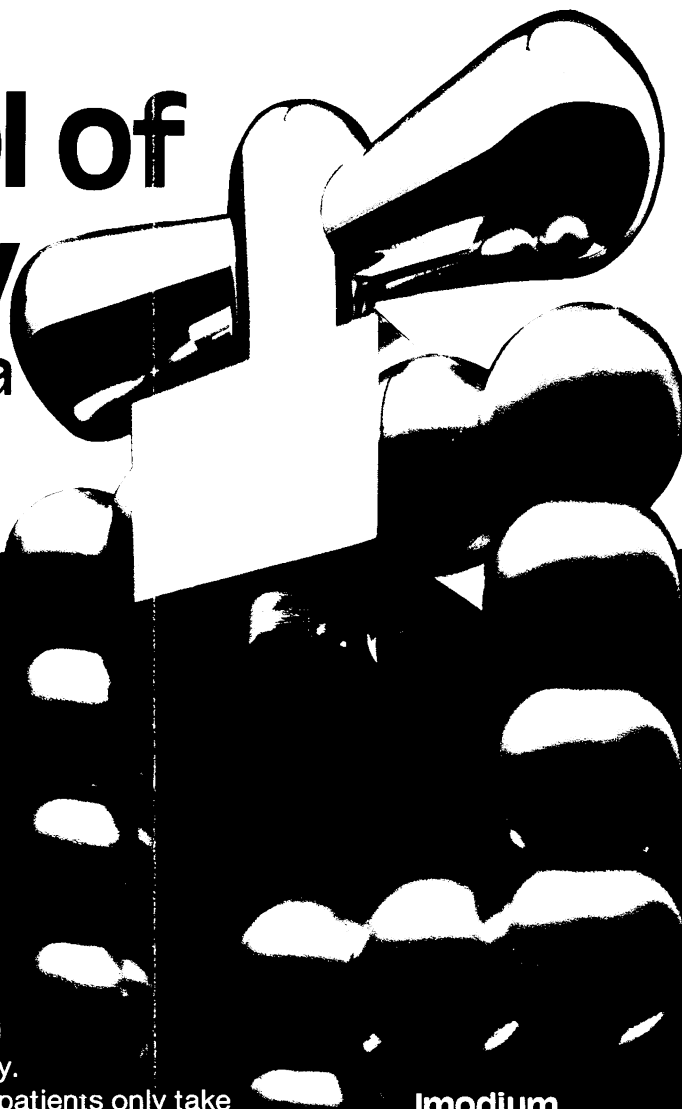


Imodium

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 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

JP/037/80

* Trademark

STATISTICS AT SQUARE ONE

by T. D. V. SWINSCOW

from the British Medical Journal

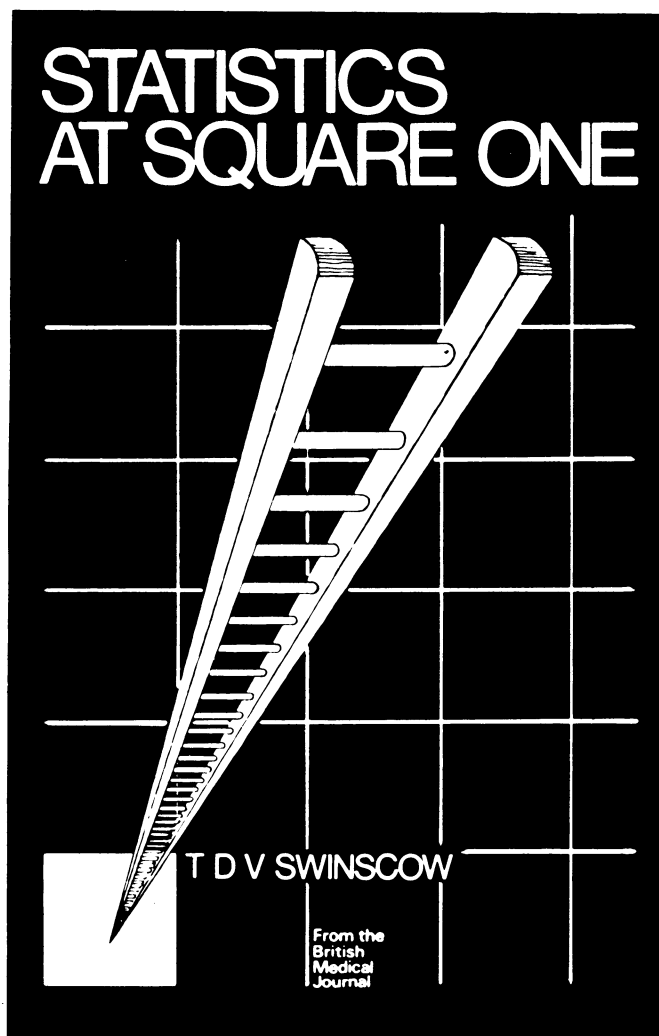
The statistical testing of data is indispensable in many types of medical investigation and a help on countless occasions in clinical practice. This book provides step-by-step instruction. Subjects covered include standard deviation, χ^2 tests, t tests, non-parametric tests and correlation. Methods specially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

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

"... this gem of a practical booklet squeezes the essence of biostatistics into 75 well-written, well-organized pages. Newcomers to the field will like the way obscure concepts are clarified; experts will find the book valuable as a teaching aid."

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



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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

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.

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Just published

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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.

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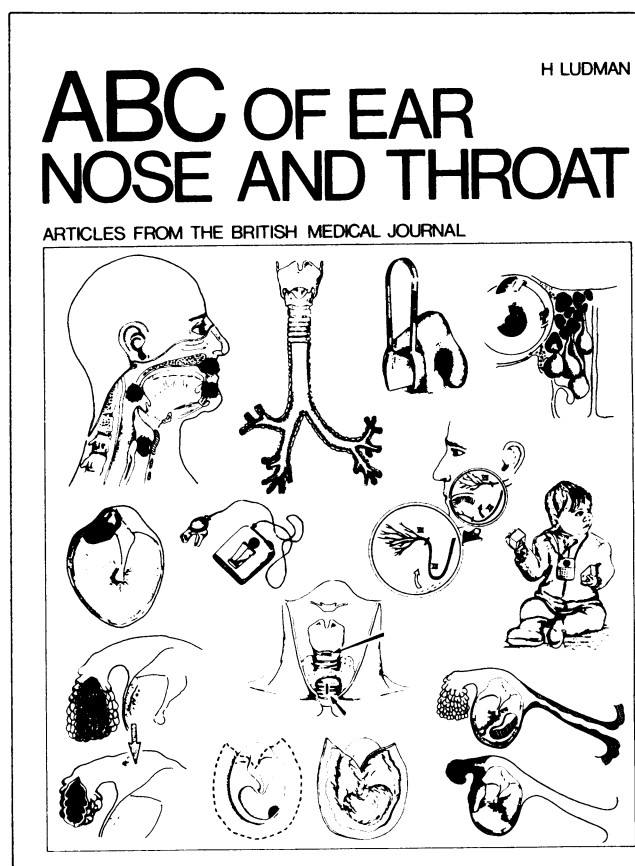
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Prescribing Information
Presentation

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.

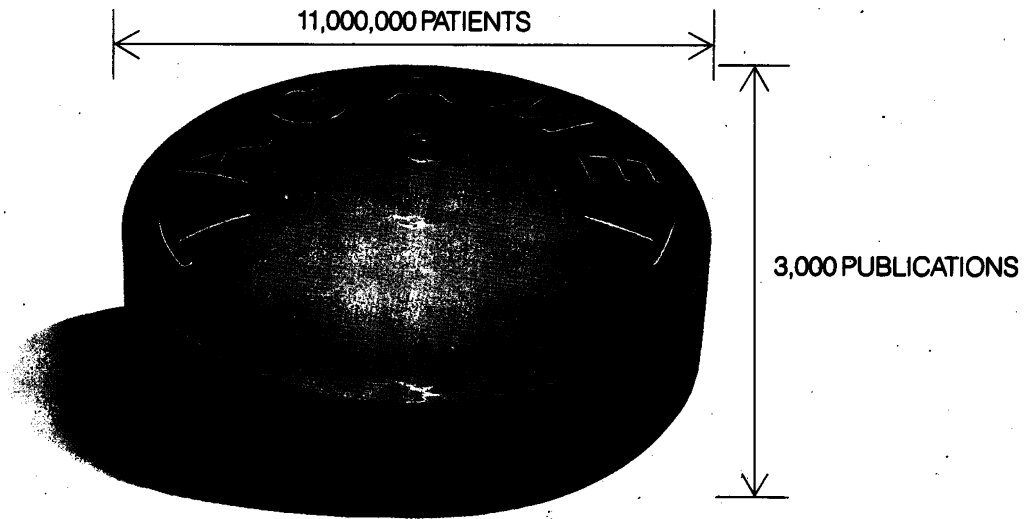
Contra-indications Patients with hypophosphataemia.

Basic NHS price
100 capsules: £2.76

Product Licence number
PL68/0052



Vital statistics



Medicine and statistics meet in every prescribing decision.

Where reduction of gastric acid is likely to be beneficial, you will want to balance statistics of drug efficacy with statistics of high tolerability.

Over eleven million patients have been treated with 'Tagamet', more than one million of these in the UK alone. With over three thousand papers published in about five years, it must be one of the most widely studied drugs in medical history. A compact and readable survey of some aspects of this unique body

of experience entitled, "'Tagamet' – a safety profile", is available free from the address below.

When you're faced with the damaging effects of gastric acid you can prescribe 'Tagamet', confident that it's a well-documented treatment. The control it gives you is backed by a lot of experience.

Tagamet
cimetidine
puts you in control of gastric acid

Prescribing Information

Presentations Tagamet Tablets PL 0002 0063 each containing 200 mg cimetidine 100 £13.22 500 £64.75 Tagamet Syrup PL 0002 0073 containing 200 mg cimetidine per 5 ml 200 ml £6.29
Indications Duodenal ulcer, benign gastric ulcer, reflux oesophagitis
Dosage Duodenal ulcer: Adults, 200 mg t.d.s. with meals and 400 mg at bedtime (1.0 g/day) for at least 4 weeks; 400 mg b.d. with breakfast and at

bedtime, is also effective (for full instructions see Data Sheet) To prevent relapse 400 mg at bedtime or 400 mg morning and at bedtime for at least 6 months Benign gastric ulcer: Adults, 200 mg t.d.s. with meals and 400 mg at bedtime (1.0 g/day) for at least 6 weeks (for full instructions see Data Sheet) Reflux oesophagitis: Adults, 400 mg t.d.s. with meals and 400 mg at bedtime (1.6 g/day) for 4 to 8 weeks
Cautions Impaired renal function: reduce dosage (see Data Sheet)

Potentiation of oral anticoagulants and some benzodiazepines (see Data Sheet) Prolonged treatment: observe patients periodically Exclude malignancy in gastric ulcer Care in patients with compromised bone marrow (see Data Sheet) Avoid during pregnancy and lactation
Adverse reactions Diarrhoea, dizziness, rash, tiredness Rarely mild gynaecomastia, reversible liver damage, confusional states (usually in the elderly or very ill), interstitial nephritis, acute pancreatitis 233 81

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Further information available from: Smith Kline & French Laboratories Limited, Welwyn Garden City, Hertfordshire AL7 1EY
Telephone: Welwyn Garden 25111. 'Tagamet' is a trade mark © 1981 Smith Kline & French Laboratories Limited

TG AD381

