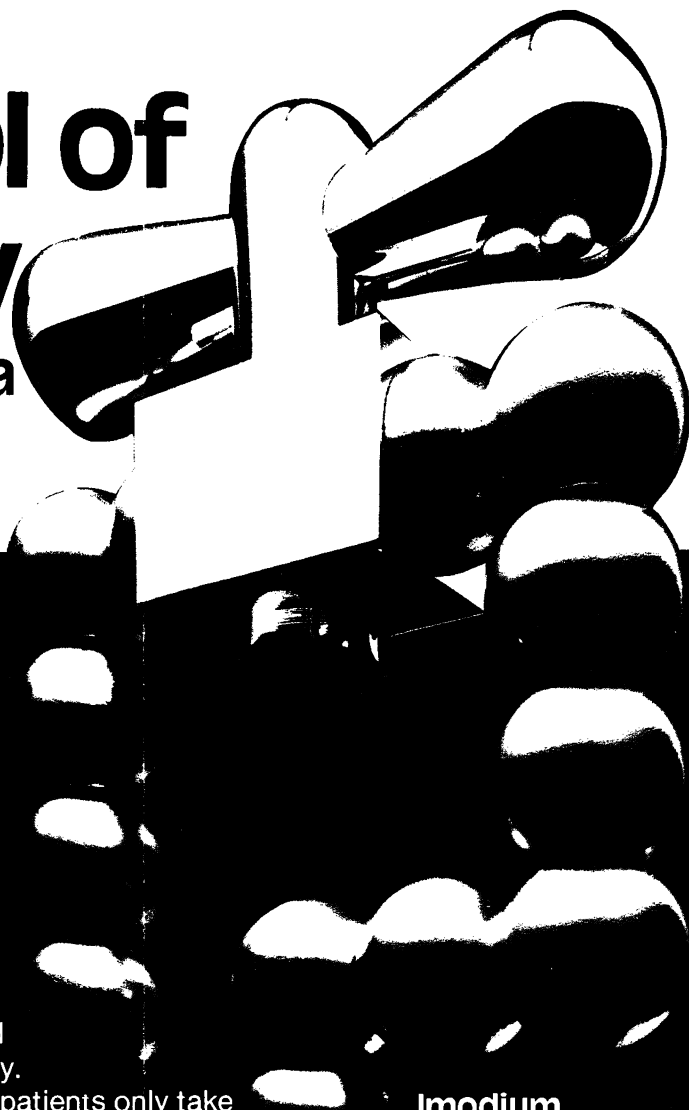


# Imodium

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

*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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# 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

# 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

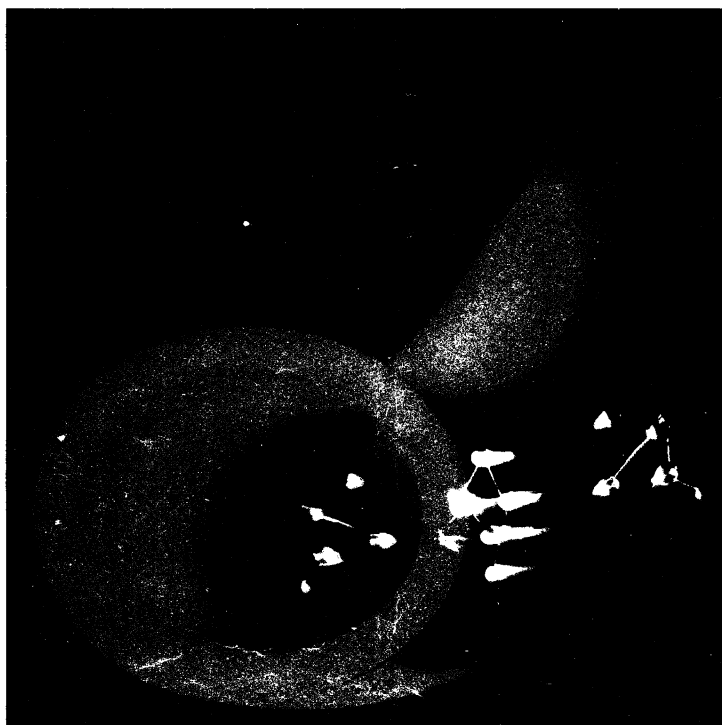
The dosage is one tablet daily to be taken in the morning.

##### 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.

NATRIX® 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

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TELEPHONE 01-387 4499 EXT. 309.

# fucidin

## knows no barriers!

For the treatment of staphylococcal infection



1. . . (staphylococci) form focal, often necrotic lesions, where they are protected from the defence mechanism of the body and shielded from efficient chemotherapy.

2. . . Fucidin exerts a potent antibacterial effect even in the presence of large collections of pus, into which it apparently penetrates in effective concentrations.

3. . . Fucidin, which has the ability to penetrate in significant amounts into tissues carrying a poor blood supply.

- Brain abscess
- Hypopyon
- Endophthalmitis
- Lung abscess
- Endocarditis
- Pneumonia with abscess
- Empyema
- Renal carbuncle
- Deep wound infection
- Septic arthritis
- Foreign bodies
- Osteomyelitis
- Diabetic gangrene

#### Oral dosage:

Adults: 500mg (2 capsules) 3 times daily after meals.  
Children: 20-40mg/kg body weight daily in 3 or 4 doses.  
The standard dose may be doubled in severe staphylococcal infections.

#### Adverse reactions and precautions:

Gastro-intestinal upset occurs in some patients, usually after the first dose. This can be minimised by taking the capsules with food. Fucidin Emulco-Desert Tablets, a new formulation of fucidin, has been found to cause reversible jaundice in some patients. If this occurs, the capsules should be discontinued as soon as possible. If the jaundice persists, the patient should be withdrawn from the capsules. Fucidin capsules should be discontinued if severe diarrhoea occurs. Fucidin capsules should be discontinued if severe skin reactions occur. Fucidin capsules should be discontinued if severe liver function tests are observed.

administered in combination with other drugs, such as penicillins, for the staphylococcal infection.  
Fucidin Emulco-Desert Tablets  
Each capsule contains 250mg potent fucidin.

#### References:

1. Johnson, R. and Landon, H. C. J. Ant. Agents and Chem. Ther. 1964, 10, 100.
2. Cravath, R. H., Schiller, J. and Fink, J.
3. Rowing, D. L. J. Bone Joint Surg. 1966, 48A, 1075.



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