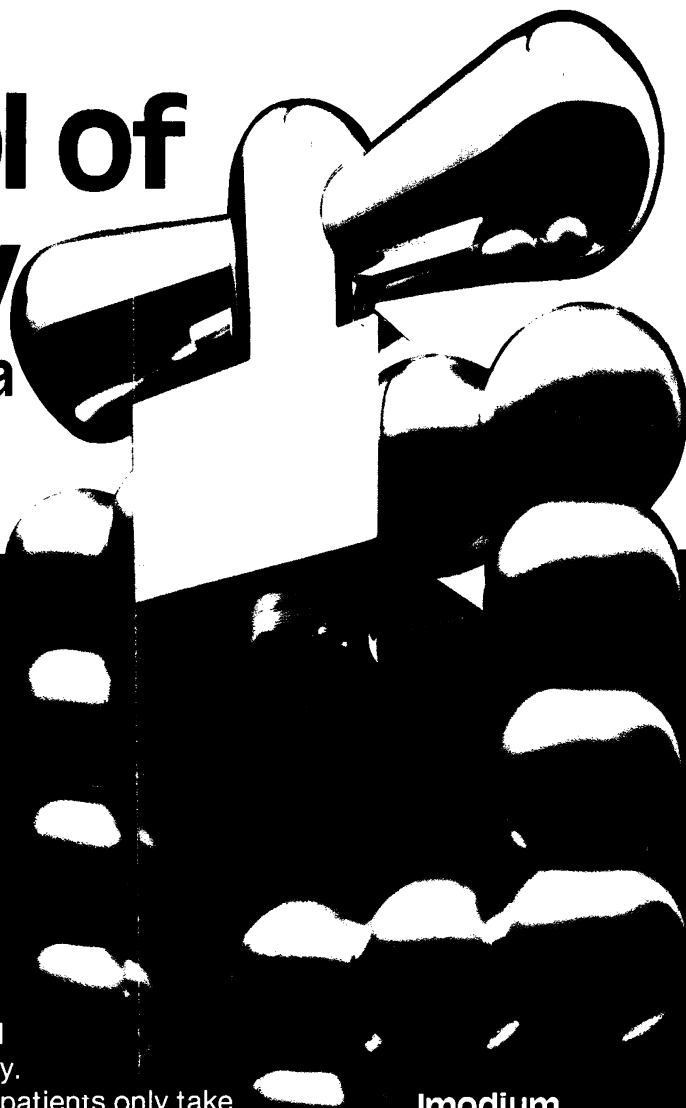


Imodium

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



Infected
eczema

Pustular
Herpes simplex

Impetigo

Folliculitis

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

Just published

A revised edition of the . . .

BRITISH NATIONAL FORMULARY

1981, Number 2

Compiled by a panel of experts guided by the Joint Formulary Committee under the chairmanship of Professor O. L. Wade, and published jointly by the British Medical Association and The Pharmaceutical Society of Great Britain.

The aim of the B.N.F. is to encourage effective, economic, and rational prescribing. This edition has been thoroughly revised, and includes virtually all of the four thousand or so preparations available for prescribing in the U.K. A new feature is the inclusion of price bands for each preparation, thus enabling the prescriber to compare relative prices of similar preparations. Those preparations which are considered to be less suitable for prescribing are printed in smaller type.

The main part of the book consists of classified notes on drugs and preparations used in the treatment of diseases and conditions. These notes are divided into 15 chapters, each of which is related to a particular system of the human body (cardiovascular, respiratory, etc.) or to another main subject (infections, vaccines, etc.). Each chapter begins with con-

cise notes for prescribers, intended to provide information to doctors, pharmacists, nurses, etc, and to facilitate the selection of suitable treatment. The notes are followed by details of the relevant drugs and preparations.

Other new sections of the B.N.F. aid prescribing in liver diseases and in renal impairment. Appendixes cover drug interactions, intravenous additives, and borderline substances. As in previous editions a Formulary section is included, as is a Dental Practitioners' Formulary. A comprehensive index completes the book.

Because of the introduction of new products and improvement in techniques, and because prices change regularly in an inflationary period, it is intended in the future to publish two editions of the new-style B.N.F. in each year.

Principal contents: Guidance on prescribing. Emergency treatment of poisoning. Classified notes on drugs and preparations: Gastro-intestinal system; Cardiovascular system; Respiratory system; Central nervous system; Infections; Endocrine system; Obstetrics and gynaecology; Malignant disease and immunosuppression; Nutrition and blood; Musculoskeletal and joint diseases; Eye; Ear, nose and oropharynx; Skin; Immunological products and vaccines; Anaesthesia. Drug interactions. Intravenous additives. Borderline substances. Formulary. Dental Practitioners' Formulary. Index of manufacturers. Index.

The new B.N.F. has been prepared for health-care professionals working within the National Health Service. *All doctors working in the N.H.S., and all pharmacies contracted to the N.H.S., will receive copies of the new B.N.F. from the D.H.S.S. free of charge, as will nursing wards, medical schools, and schools of pharmacy.* Additional copies may be purchased from the publishers at £3.80 per copy (which includes postage and packing).

416 pages (paperbound)

September 1981

ISBN: 0 85369 141X £3.80
ISSN: 0260-535X

British Medical Association B.M.A. House, Tavistock Square, London WC1H 9JP
The Pharmaceutical Press 1 Lambeth High Street, London SE1 7JN

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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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ABC OF HYPERTENSION

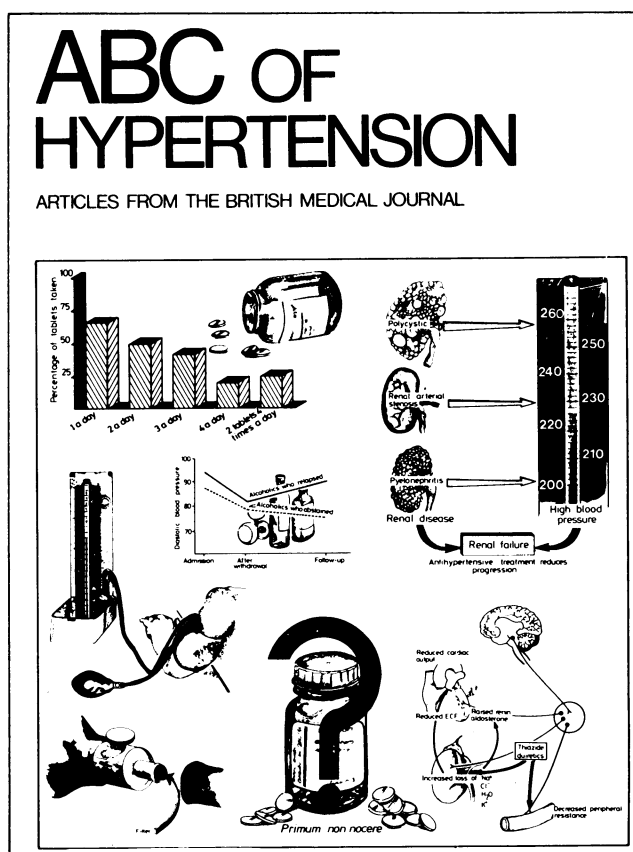
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fucidin

sodium fusidate B.P.

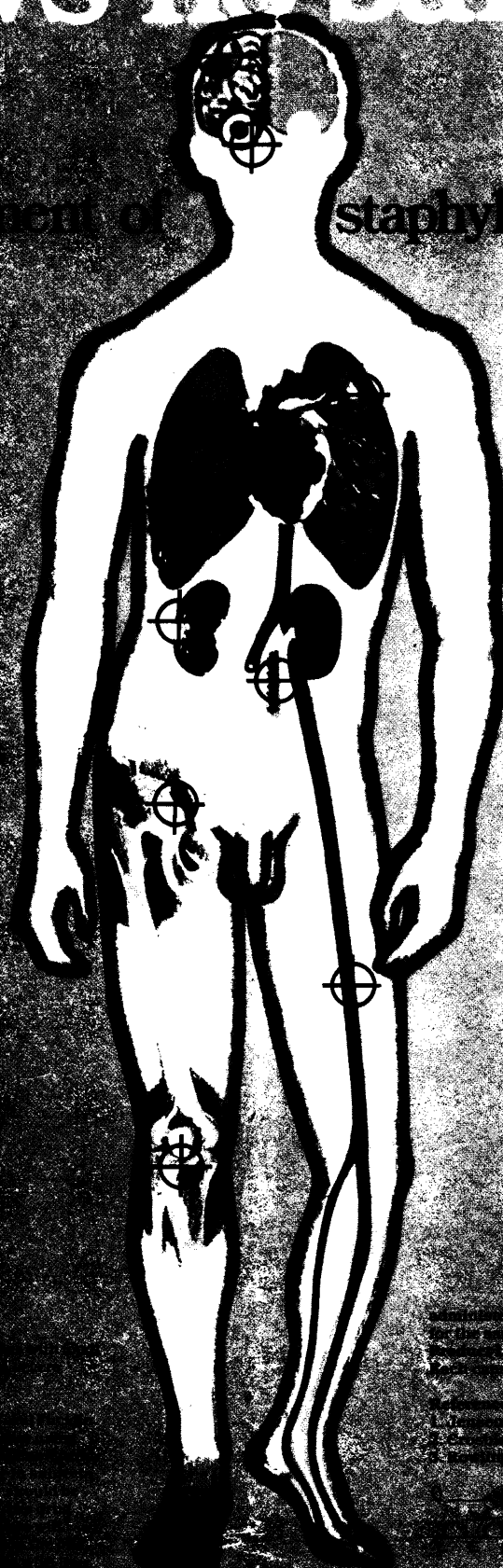
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References:

1. *Journal of Clinical Pharmacy and Therapeutics*, 1970, 1, 101-104.

2. *Journal of Clinical Pharmacy and Therapeutics*, 1970, 1, 179-182.

3. *Journal of Clinical Pharmacy and Therapeutics*, 1970, 1, 193-197.

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