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

JPL/037/80

* Trademark

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.

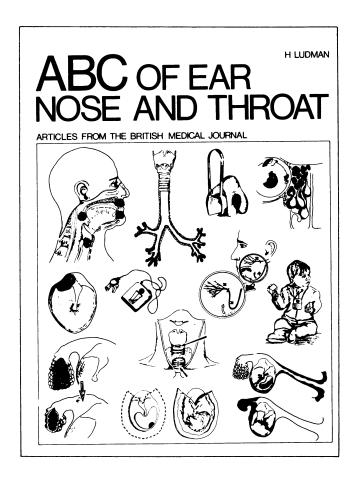
Mr. Harold Ludman's illustrated articles on the common problems of ENT provide the busy clinician with a practical and reliable guide to their assessment and management.

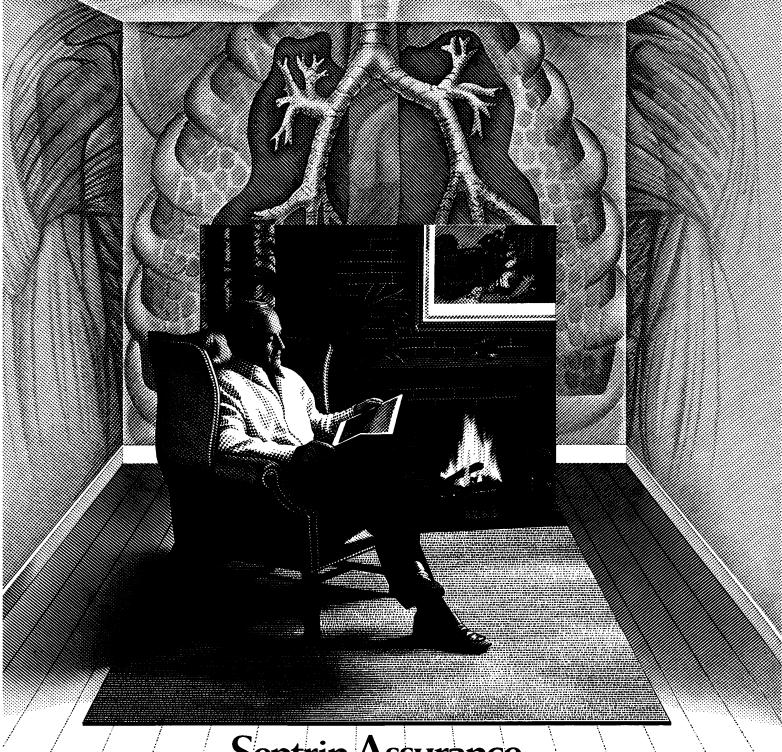
These articles have been collected together in book form in the same format as they appeared in the BMJ.

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





Septrin Assurance

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 Septrin 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 Septrin should be given for a minimum of five days or until the patient has been symptom-free for two days. Contra-indications Septrin is contra-indicated in

patients with marked liver parenchymal damage, blood dyscrasias or severe renal insufficiency. Septrin should not be given to patients hypersensitive to sulphonamides, trimethoprim or co-trimoxazole; should not be given during pregnancy or to neonates. Precautions In 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. L Caution is advised in patients with folate deficiency. Care should be taken when giving Septrin 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 Septrin Forte Tablets each contain 160 mg Trimethoprim BP and 800 mg Sulphamethoxazole BP. PL3/0121.

rin Forte 1b.d.

Further information is available on request. Wellcome Medical Division The Wellcome Foundation Ltd., Crewe, Cheshire



iii

Just published

PROCEDURES IN PRACTICE

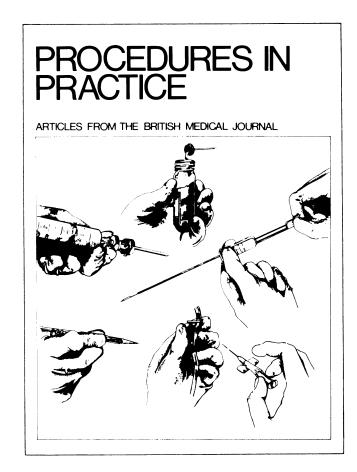
An illustrated step-by-step guide for doctors making their first attempts at the procedures commonly used in hospital practice. The articles explain the techniques in detail and give indications and contraindications for a range of tasks from setting up a drip to aspirating bone marrow.

The articles have been collected into book form in the same format as they appeared in the BM.J.

Price: Inland £4.00: Overseas US\$19.00* (Inland £3.50: Overseas US\$17.50* 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



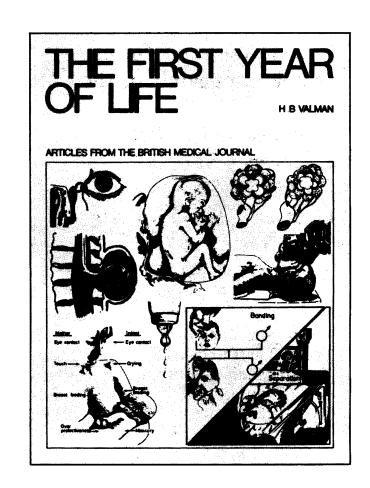
THE FIRST YEAR OF LIFE

Recent research has vastly improved our understanding of a child's development in the first year of life. In particular, assessment of normal progress is now much more systematic, so that deviations from the normal are recognised earlier

Dr. Bernard Valman's illustrated account of current methods of examination, assessment and management of the medical problems of early infancy will prove invaluable to all concerned with small babies.

The articles have now been collected into book form in exactly the same format as they appeared in the BMJ. Price: Inland £5.00; Overseas US\$12.50 (Inland £4.50; Overseas US\$11.25 for BMA members)

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



Available NOW the first edition, in English of the

Journal of TRADITIONAL CHINESE MEDICINE

September 1981 Volume 1, Number 1 English Edition

A selection of papers published in this issue follows:

CLINICAL AND EXPERIMENTAL STUDIES ON "SHENGJI (TISSUE-GROWING)" OINTMENT IN INFECTED OPEN FRACTURES • TREATMENT OF GRAND MAL SEIZURES WITH "QUINGYANGSHEN" (ROOT OF Cynanchum otophyllum) AND OBSERVATIONS ON EXPERIMENTAL ANIMALS • VOLVULUS OF THE STOMACH SUCCESSFULLY TREATED WITH ACUPUNCTURE REPORT OF 9 CASES • OBSERVATION ON TREATMENT OF POST-OPERATIVE ANAL PAIN WITH EMBEDDED NEEDLE • TREATMENT OF TRICHOMONAL ENTERITIS BY CHINESE MEDICINAL HERBS Report of 16 cases • EFFECT OF TRADITIONAL MASSAGE ON CLOSURE INSUFFICIENCY OF GLOTTIS IN SINGERS An analysis of 16 cases.

Published quarterly the subscription rates are:

1981 (2 issues) Inland £15.00; Overseas US\$30.00 1981 (2 issues) by Air Mail US\$34.00 1981-1982 (6 issues) Inland £45.00; Overseas US\$90.00 1981-1982 (6 issues) by Air Mail US\$102.00

The Journal of Traditional Chinese Medicine is published in Beijing, China and solely distributed worldwide (except China) by:

Professional & Scientific Publications BMA House, Tavistock Square London WC1H 9JR, England

ORDER YOUR SUBSCRIPTION NOW from Professional & Scientific Publications

staphylococcal infection

is a staphylocelest form is a ditea assertific resions, where they are protected from the detence are caused of the body and throlded from efficient standomerapy:

Fixed is exert a a solement of the content of the c

- Brain abscess
- Hypopyon
- Endophthalmitis
- Lungabacess
- Endossidits
- Paeumonia with abscess
- e Engyênia.
- · Rendfillitinnelle
- Deep wound infection
- Septle arthritis
- Foreign bedies with
- Osteonychtik
- Diebiellegengeste

and the second s

The Control of the Co