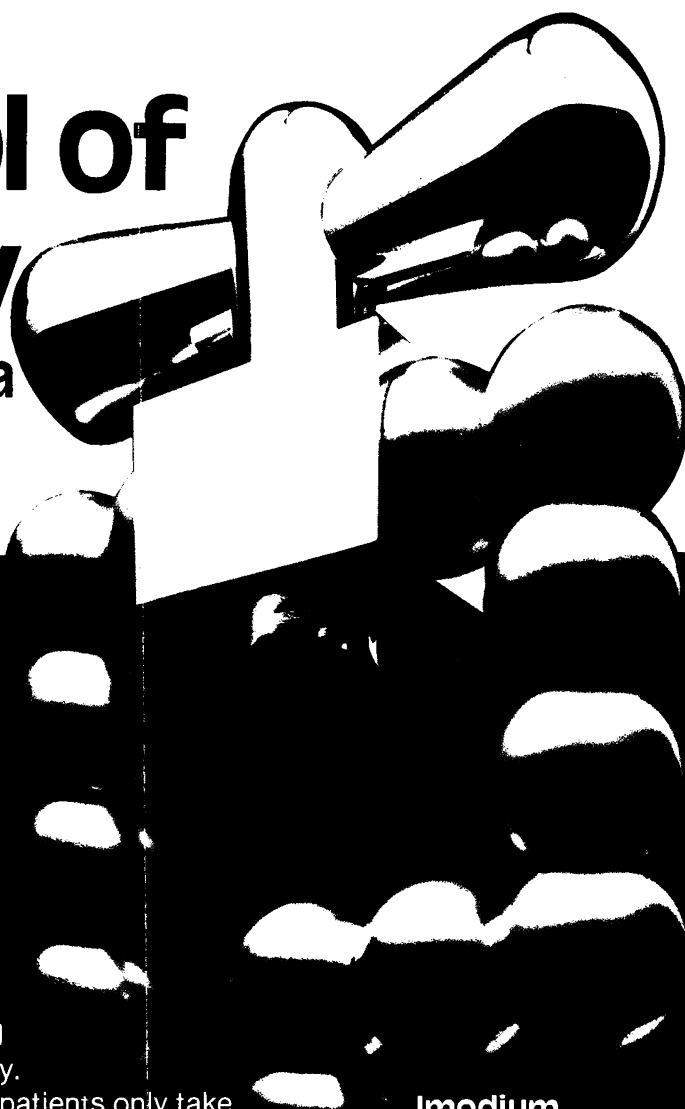


# Imodium

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

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*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.

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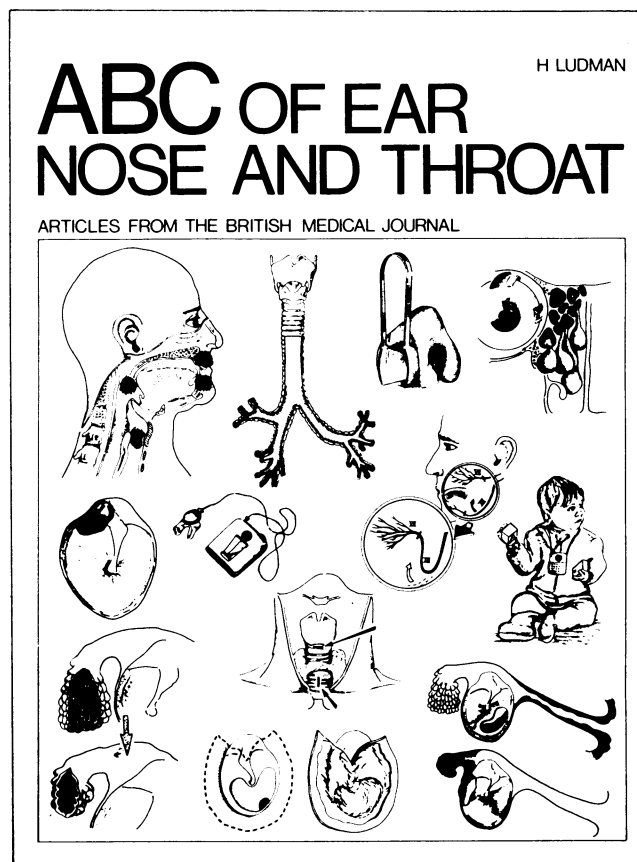
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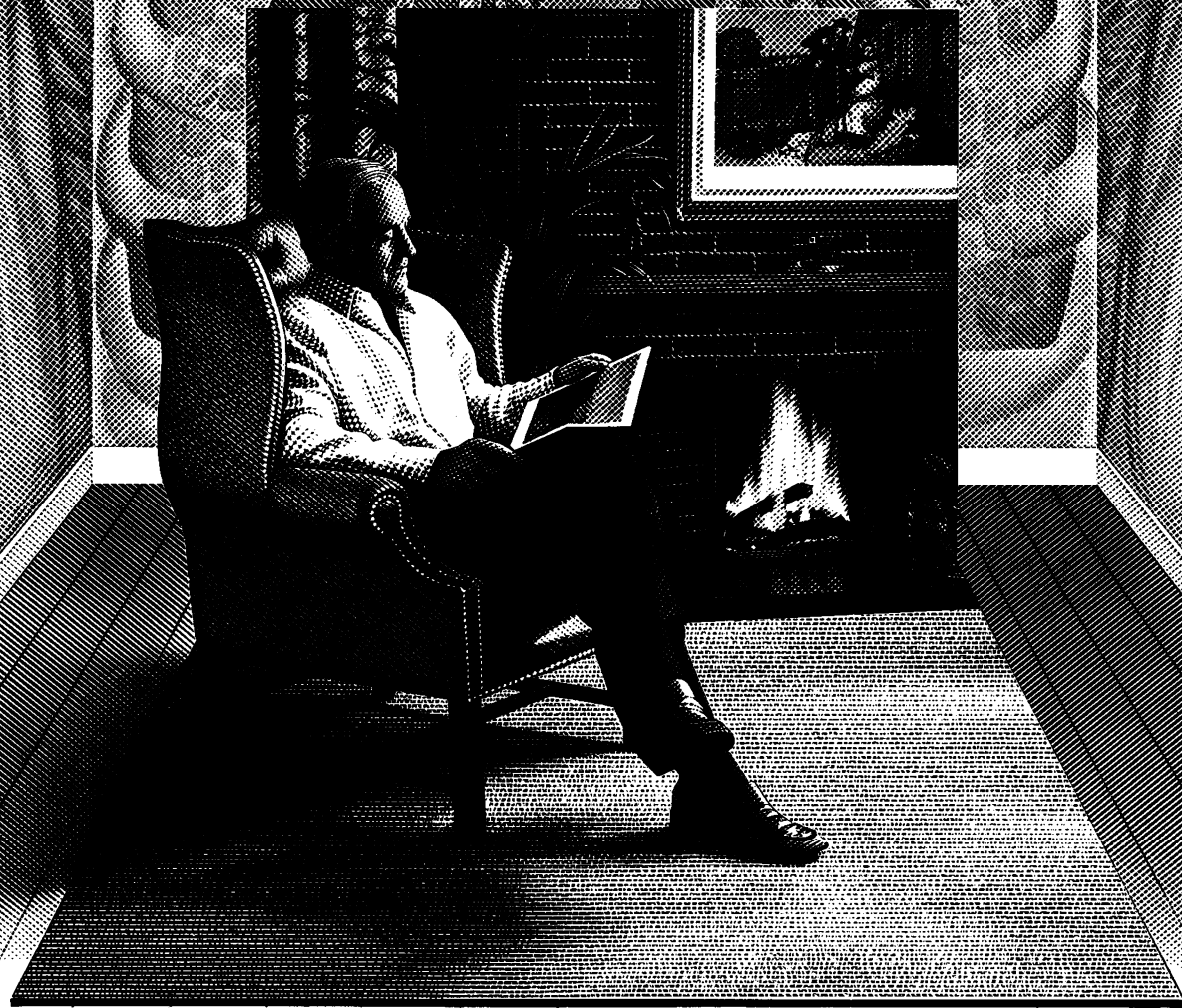
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## Septrin Assurance

### 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. 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.

## Septrin\* Forte 1b.d. co-trimoxazole

Further information is available on request.  
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.

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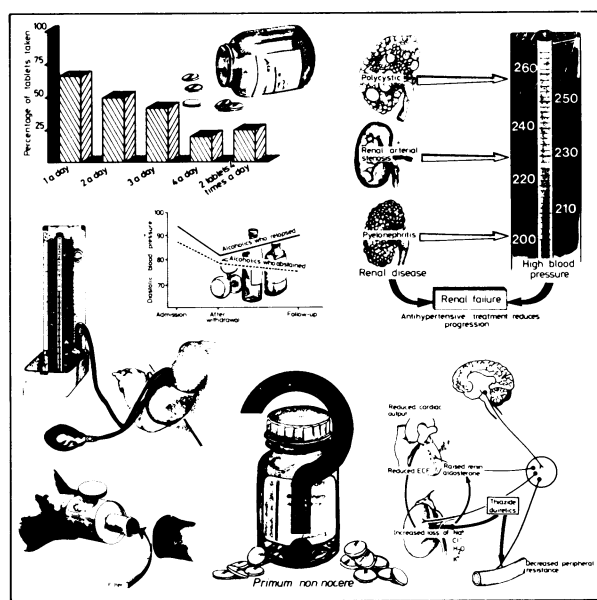
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## ABC OF HYPERTENSION

ARTICLES FROM THE BRITISH MEDICAL JOURNAL



## Night and day... you are the one



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© 1932 Harms Inc. (Warner Bros.)  
British Publisher: Chappell Music Ltd.

# Voltarol<sup>®</sup> diclofenac sodium for osteoarthritis

**Presentation** Tablets of 25 and 50mg diclofenac sodium; suppositories of 100mg diclofenac sodium. **Indications** Rheumatoid arthritis, osteoarthritis, low back pain, ankylosing spondylitis. **Dosage** Tablets: 75-150mg daily in two or three divided doses. Suppositories: one daily, usually administered at night. In more severe cases, combined therapy with tablets is recommended (daily dose should not exceed 150mg). **Contra-indications** Peptic ulceration; patients in whom attacks of asthma, urticaria or acute rhinitis are precipitated by aspirin or other NSAIs. **Precautions** Do not prescribe during pregnancy unless there are compelling reasons. Patients with a history of peptic ulcer, haematemesis or melaena, or with severe hepatic or renal insufficiency, should be kept under close surveillance. Voltarol has been reported to depress salicylate levels and vice versa; the clinical relevance of this is not yet clear. Use suppositories only with caution in patients with painful or irritable ano-rectal conditions. **Side-effects** Transient epigastric pain, nausea and diarrhoea, headache and slight dizziness have been reported, as occasionally have skin rash, peripheral oedema and abnormalities of serum transaminases and (very rarely) peptic ulcer and haematemesis or melaena. Local reactions to suppositories include itching, burning and increased frequency of bowel movement. **NHS price** Tablets 25mg: pack of 100 - £9.00; 50mg: pack of 100 - £17.50; Suppositories: pack of 10 - £2.98. **Product licence numbers** Tablets 25mg PL0001/0036, 50mg PL0001/0082, Suppositories 100mg PL0001/0083. Full prescribing information is available from Geigy Pharmaceuticals, Horsham, West Sussex.

**Geigy**