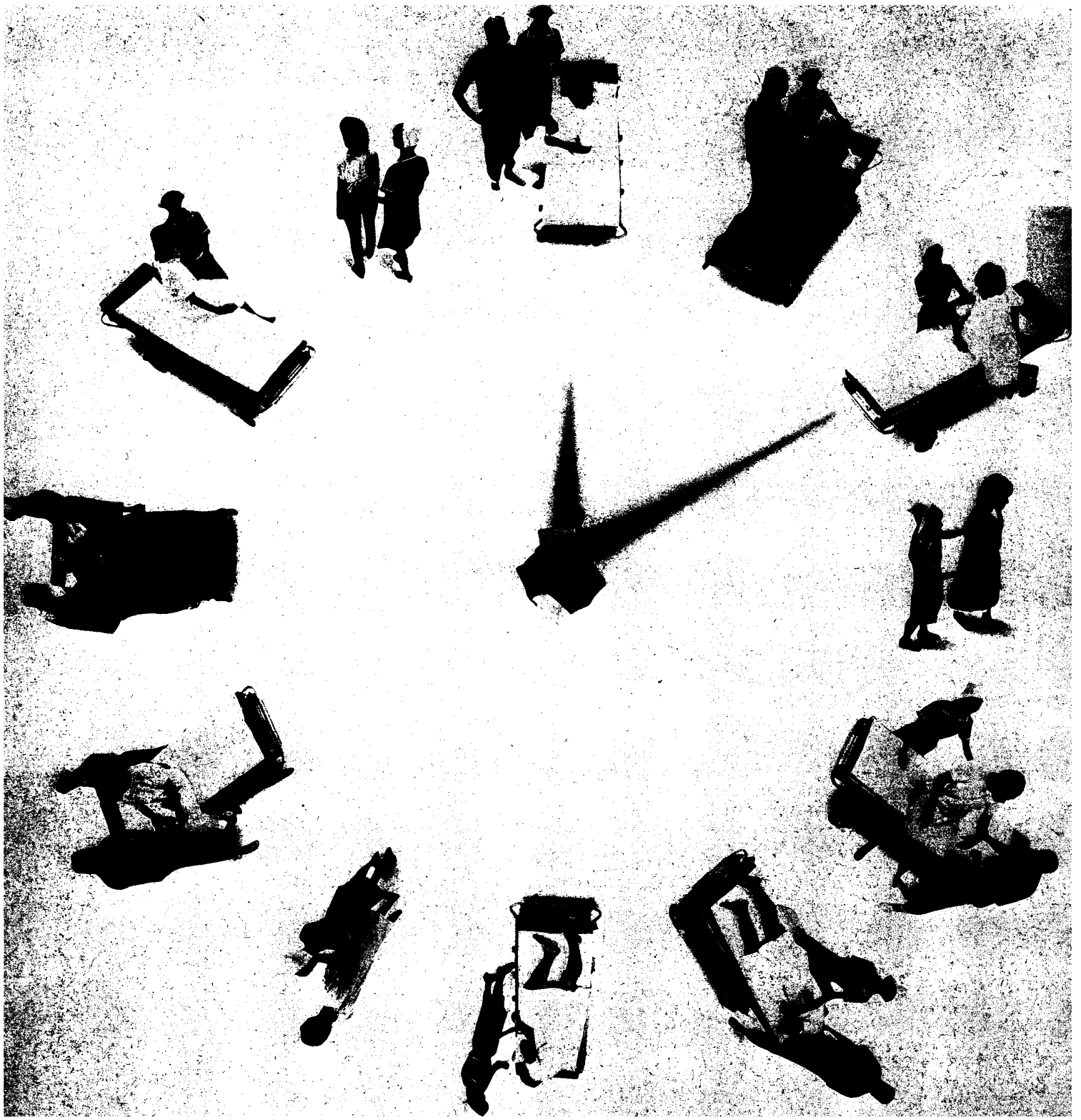


At last, rapid analgesia with rapid recovery.

New

Trademark

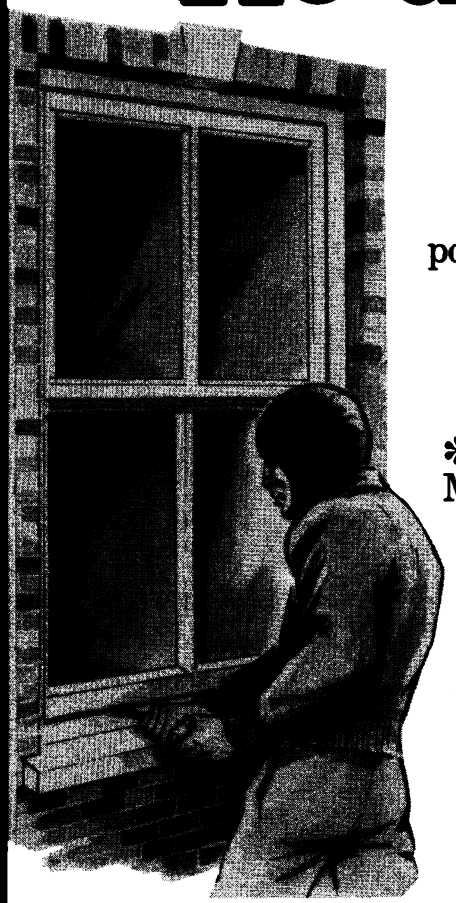
RAPIFEN

(alfentanil)

minute by minute control of short procedures.

Prescribing Information **Presentation** Clear, colourless, aqueous injection, containing 500µg/ml alfentanil hydrochloride, in 2ml ampoules. **Uses** Analgesic adjunct to anaesthesia in short operative procedures and outpatient surgery, requiring spontaneous respiration. Rapifen may also be administered to ventilated patients undergoing longer operative procedures (see data sheet). **Dosage (Spontaneous respiration in adults)** Initial: Up to 500µg (1ml). This should be given by slow i.v. injection over about 30 seconds. Supplemental: Up to 250µg (0.5ml) every 4-5 minutes or sooner if the patient exhibits signs of insufficient analgesia. Anticipation of surgical stimulation is helpful. **Contra-indications, warnings etc.** Contra-indications: Obstructive airways disease or respiratory depression if not ventilating. Administration with MAOI's or within two weeks of their discontinuation. Administration in labour or before clamping of the cord during Caesarian section. Warnings: May produce a transient fall in blood pressure. Doses in excess of 1000µg (2ml) will produce significant respiratory depression, usually of short duration. This can be reversed with naloxone (0.1-0.2mg i.m. or i.v.). Bradycardia may occur and can be antagonised by atropine. Muscular rigidity (morphine-like effect) may occur and can be helped by muscle relaxants. Concurrent administration with other narcotic or CNS-depressant drugs can be expected to be additive in effect. **Precautions** Reduce dosage in the elderly, in hypothyroidism and in chronic liver disease. **Side effects** Nausea, vomiting and dizziness have been reported. **Use in pregnancy** Safety in humans has not been established. Risk should be weighed against potential benefit. **Overdosage** Symptoms should be treated as indicated in the "Warnings" section above. General supportive measures should also be employed. **Pharmaceutical precautions** Combinations with alkaline agents should be avoided. **Basic NHS cost** 2ml×10 ampoules £7.43. **Product licence number** 0242/0091. Further information is available from the product licence holder: Janssen Pharmaceutical Ltd., Janssen House, Chapel Street, Marlow, Bucks, SL7 1ET.

He doesn't care, we do...



Burglaries are on the increase. So is the cost of insuring. You, however, are in a more fortunate position than many people you know. You have your own professional insurance broker, the Medical Insurance Agency.

* MIA offers very competitive insurance rates exclusively to doctors, dentists and nurses.
* All distributed profits of the MIA are donated to Medical, Dental and health care charities. To date these have benefited by over £1,500,000.

*** MIA has a new HOME & CONTENTS insurance policy. Besides offering you the lowest possible premium, it also allows you to pay that premium in easy monthly instalments.**

With competitive premiums and easy payments, MIA's new policy makes it comparatively 'painless' to protect yourself adequately against the loss resulting from fire, other damage and theft. Burglars couldn't 'care less' how you feel about the loss of hard-earned possessions. But MIA is an integral part of the caring professions. That's why we have produced the easy-payment solution. Send for details. You know it makes sense.

Already insured?

You may be over-insured. You may well be paying a higher premium than you would with MIA. Let us work out a comparative quotation for you. Send for our questionnaire now, so that we can advise the correct value of your property.

MIA **MEDICAL INSURANCE AGENCY LIMITED**

Over 75 years' professional insurance expertise.
Branches throughout the U.K.
To the **Medical Insurance Agency Limited, FREEPOST, B.M.A. House, Tavistock Square, London WC1H 9BR** Telephone: 01-388 1301

I am a member of the medical profession and could therefore benefit from the New MIA 'Home & Contents' insurance.
Please send details. **(No stamp is needed if you use the FREEPOST address.)**

BLOCK LETTERS PLEASE

Name (Dr, Mr, Mrs, Miss)_____

Address_____

_____

_____

BMJ /84

There is no substitute for success

in urinary tract infections

Septrin b.d.

Trade Mark

co-trimoxazole

1. Gower, P.E. and Tasker, P.R.W. (1976), *Brit. Med. J.*, **1**, 684. Double-blind comparison of Septrin with cephalexin in 93 women with acute UTI. After two weeks, 96% of Septrin-treated patients were infection-free, compared with 68% of cephalexin-treated patients.

Prescribing Information

Uses: 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:* over 12 years, one twice daily. *Septrin Tablets/Septrin Dispersible Tablets:* over 12 years, two twice daily; children 6 to 12 years, one twice daily. *Septrin Suspensions:* over 12 years, 10ml Adult twice daily; children 6 to 12 years, 10ml Paediatric twice daily; 6 months to 6 years, 5ml Paediatric twice daily; 6 weeks to 6 months, 2.5ml Paediatric twice daily.

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 or co-trimoxazole; should not be given during pregnancy or to neonates.

Precautions: In cases of 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 anti-coagulants of the coumarin group, pyrimethamine, sulphonylureas, or phenytoin.

Warnings and Adverse Effects: Occasionally nausea, vomiting, diarrhoea, glossitis and skin rashes may occur with normal doses and, very rarely, haematological reactions.

Further information is available on request.

Wellcome Medical Division
The Wellcome Foundation Ltd, Crewe, Cheshire.

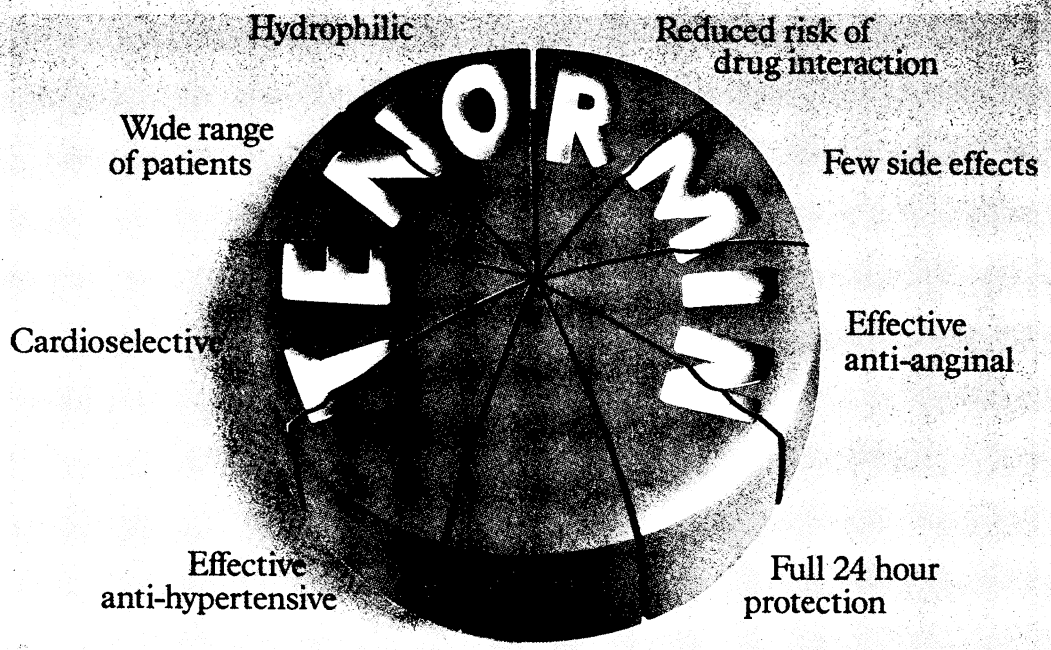
Wellcome

Presentations:

	Product Licence	Formulation	Basic NHS Cost
Septrin Forte Tablets	PL3/0121	160mg Trimethoprim BP 800mg Sulphamethoxazole BP	£1.90 for 10
Septrin Tablets	PL3/0109	80mg TMP 400mg SMX	£2.27 for 20
Septrin Dispersible Tablets	PL3/0099	80mg TMP 400mg SMX	£2.42 for 20
Septrin Adult Suspension	PL3/5223	80mg TMP 400mg SMX in 5ml	£3.22 for 100ml
Septrin Paediatric Suspension	PL3/5222	40mg TMP 200mg SMX in 5ml	£2.00 for 100ml
Septrin Paediatric Tablets	PL3/0108	20mg TMP 100mg SMX	£0.69 for 20

IN HYPERTENSION AND ANGINA

puts it all together...



...in one tablet daily

TENORMIN

fits the profile of the ideal beta blocker in hypertension and angina

'Tenormin' Prescribing notes:

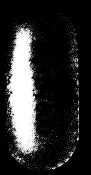
Presentation: 'Tenormin' tablets containing atenolol 100 mg are round, bi-convex, orange and film coated. **Uses:** Management of hypertension and angina pectoris. **Dosage:** Hypertension: One tablet daily. Angina: 100 mg daily in single or divided doses. **Contraindications:** Heart block. Co-administration with verapamil. **Precautions:** Untreated cardiac failure, bradycardia, renal failure, anaesthesia and pregnancy. Clonidine withdrawal. **Side Effects:** Coldness of extremities and muscular fatigue. Sleep disturbance rarely seen. Rashes and dry eyes have been reported with beta blockers – consider discontinuance if they occur. Cessation of therapy with beta blockers should be gradual. **Pack size and Basic NHS cost:** 'Tenormin' 28's £7.05. **Product Licence Number:** 'Tenormin' 0029/0122.

Full prescribing information is available on request to the Company

Stuart Pharmaceuticals Ltd
Carr House, Carrs Road
Cheadle, Cheshire SK8 2EG

'Tenormin' is a trademark.

PAIN!

responds  rapidly to

new
brufen 600
Ibuprofen B.P.

fast, dependable relief of

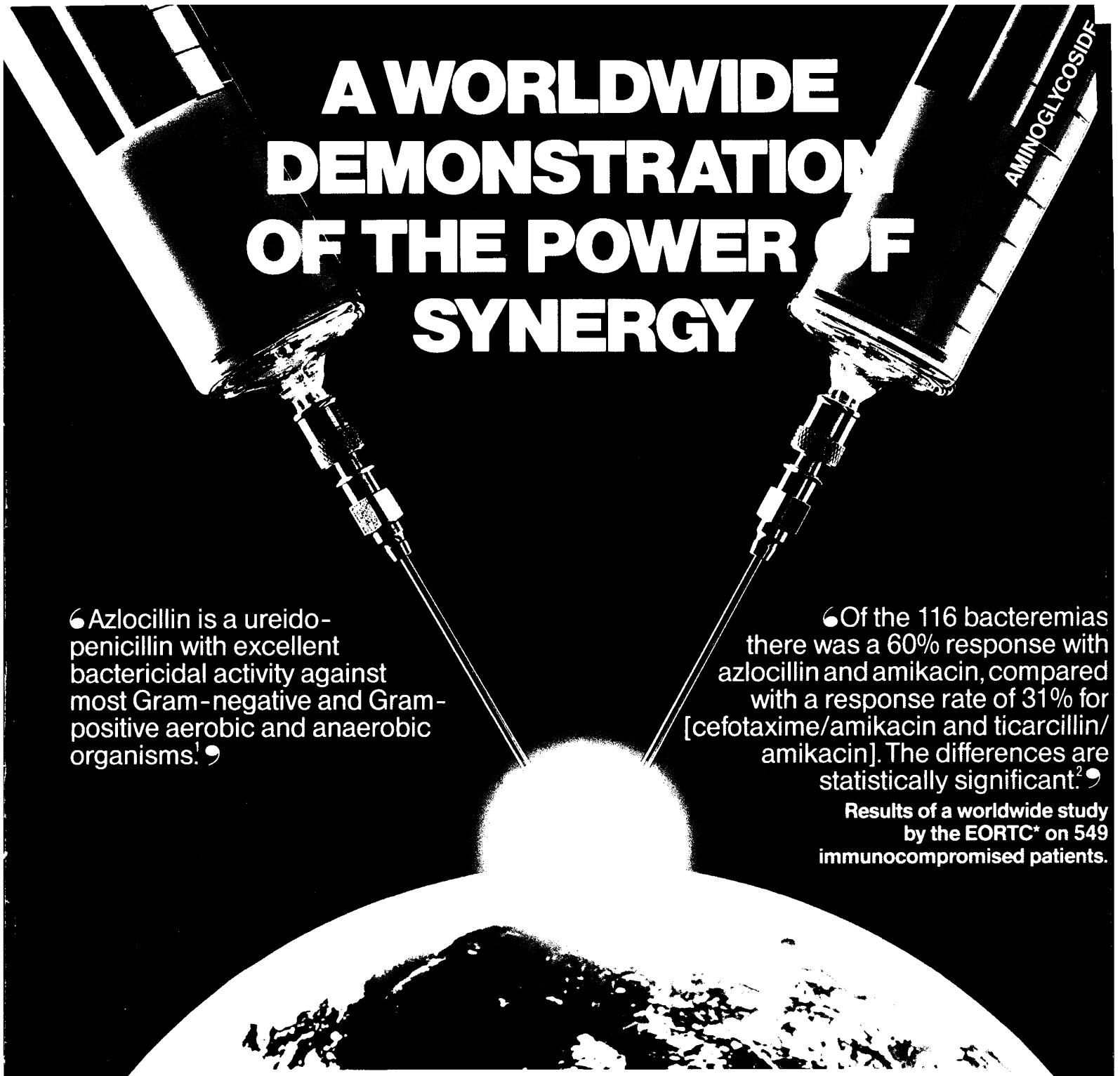
post-operative pain
post-episiotomy pain
dental pain
dysmenorrhoea
non-articular rheumatism
soft-tissue injuries

Prescribing Information. Presentation: Light-magenta, film-coated tablets containing 600mg of Ibuprofen B.P. **Uses:** Rheumatoid arthritis (including Still's disease), ankylosing spondylitis, osteoarthritis and other non-rheumatoid arthropathies. Non-articular rheumatic conditions such as capsulitis, bursitis, tendinitis, tenosynovitis, low back pain, soft tissue injuries. As an analgesic in mild to moderate pain. **Dosage:** Adult: Brufen 600 is indicated three times daily (1800mg day) for acute conditions. Total daily dose should not exceed 2400mg. **Contra- indications:** Severe or active peptic ulceration. **Warnings:** Prescribe with caution in patients with asthma and those who have developed bronchospasm with other nonsteroidal agents. Avoid, if possible, during pregnancy. **Side-effects:** Dyspepsia, gastro-intestinal intolerance and bleeding, skin rashes. Less frequently, thrombocytopenia, rarely toxic amblyopia. **Basic N.H.S. Price:** Brufen 600 100 pack £8.55. **Product Licence No:** Brufen 600 PL0014 0264. Brufen is a registered Trademark.

The Boots Company PLC Nottingham
Further information on Brufen 600 is available on request.

just one tablet three times daily

A WORLDWIDE DEMONSTRATION OF THE POWER OF SYNERGY



"Azlocillin is a ureido-penicillin with excellent bactericidal activity against most Gram-negative and Gram-positive aerobic and anaerobic organisms.[1]"

"Of the 116 bacteremias there was a 60% response with azlocillin and amikacin, compared with a response rate of 31% for [cefotaxime/amikacin and ticarcillin/amikacin]. The differences are statistically significant.[2]"

Results of a worldwide study by the EORTC* on 549 immunocompromised patients.

SECUROPEN
AZLOCILLIN

THE POWERFUL PARTNER FOR YOUR AMINOGLYCOSIDE

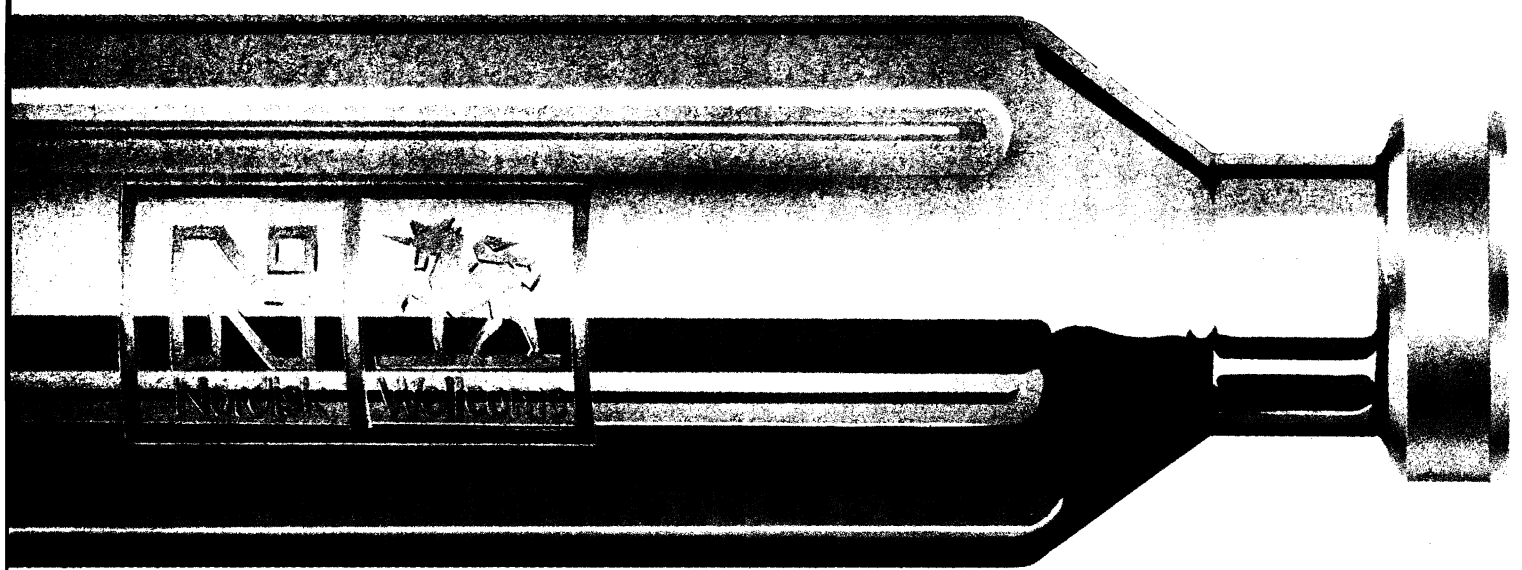
PRESCRIBING INFORMATION Presentation Vials containing 0.5g, 1.0g, 2.0g and 5.0g azlocillin as azlocillin monosodium. Infusion Pack containing 3 x 5.0g infusion vials. 3 x 50ml Water for Injection BP. 3 x Transfer needles. 3 x Hanging bags. **Uses** Azlocillin is a broad spectrum injectable penicillin indicated for the treatment of a wide range of bacterial infections. **Dosage and administration** In non life threatening infections 2.0g i.v. 8 hourly. In patients with renal insufficiency the dosage interval should be 12 hours. Children's dosage is based on 3 x 75mg/kg bodyweight daily. Treatment should be administered for at least 3 days after clinical symptoms have disappeared. Infusion Pack: See detailed instructions on Packaging Leaflet. **Contra-indications** A history of allergy to other penicillins and cephalosporins. Securopen is inactivated by B-lactamases (penicillinases). As with all new drugs Securopen should not be used during the first 3 months of pregnancy. **Side-effects** As for other injectable penicillins. **Pharmaceutical precautions** Store below 25°C. Solution should be prepared immediately prior to administration by shaking with a suitable volume of Water for Injections until dissolved; unused solution should be discarded. **Legal Category** POM. **Basic NHS cost** £2.48 per g (ex 5.0g vial). **Product Licence Numbers** PL0010/0075 Water for Injections BP; PL1502/0003.
Further information is available from: Bayer UK Limited, Pharmaceutical Division, Bayer House, Strawberry Hill, Newbury, Berkshire RG13 1JA. Telephone: Newbury (0635) 39000.

References: (1) Olive S et al, J Antimicrob Chemother 1983; *11* (Suppl B): 153-158. (2) Gaya H. Paper presented at the International Congress of Chemotherapy, Vienna 1983.
*European Organisation for Research on Treatment of Cancer.

Bayer ANTIBIOTICS

Dual Control

Two research based organisations combine



–now– a comprehensive treatment programme for the British diabetic patient.

ESCRIBING INFORMATION VELOSULIN (Neutral Insulin Injection BP). INSULATARD (Isophane Insulin Injection BP). MIXTARD 30/70 (Neutral Suspension comprising 30% Neutral Insulin ection BP and 70% Isophane Insulin Injection BP). INITARD 50/50 (Neutral Suspension comprising 50% Neutral Insulin Injection BP and 50% Isophane Insulin Injection BP). Velosulin, Insulatard, ixtard 30/70 and Initard 50/50 are manufactured from highly purified pork insulin. **PRESENTATION** Velosulin, Insulatard, Mixtard 30/70 and Initard 50/50 are available in 10ml vials containing iu/ml, 80 iu/ml and 100 iu/ml, and are fitted with tamper-proof caps colour coded as follows:- 40 iu/ml – Blue. 80 iu/ml – Green. 100iu/ml – Orange. To provide sensory identification of insulin pe, the metal sealing rings of the vial have tactile marks as follows:-Velosulin – one mark. Insulatard – two marks. Mixtard 30/70 – three marks. Initard 50/50 – four marks. **USES** Treatment of sulin Dependent Diabetics. Velosulin is particularly suitable in the treatment of diabetic coma and precoma. It may be mixed with Insulatard (NPH). Mixtard 30/70 or Initard 50/50 in all oportions without changing the characteristic effect of any of the types of insulin. (See Data Sheet for procedure). **DOSAGE AND ADMINISTRATION** Dosage to be determined by the physician,

The Nordisk and Wellcome Foundations in diabetes.

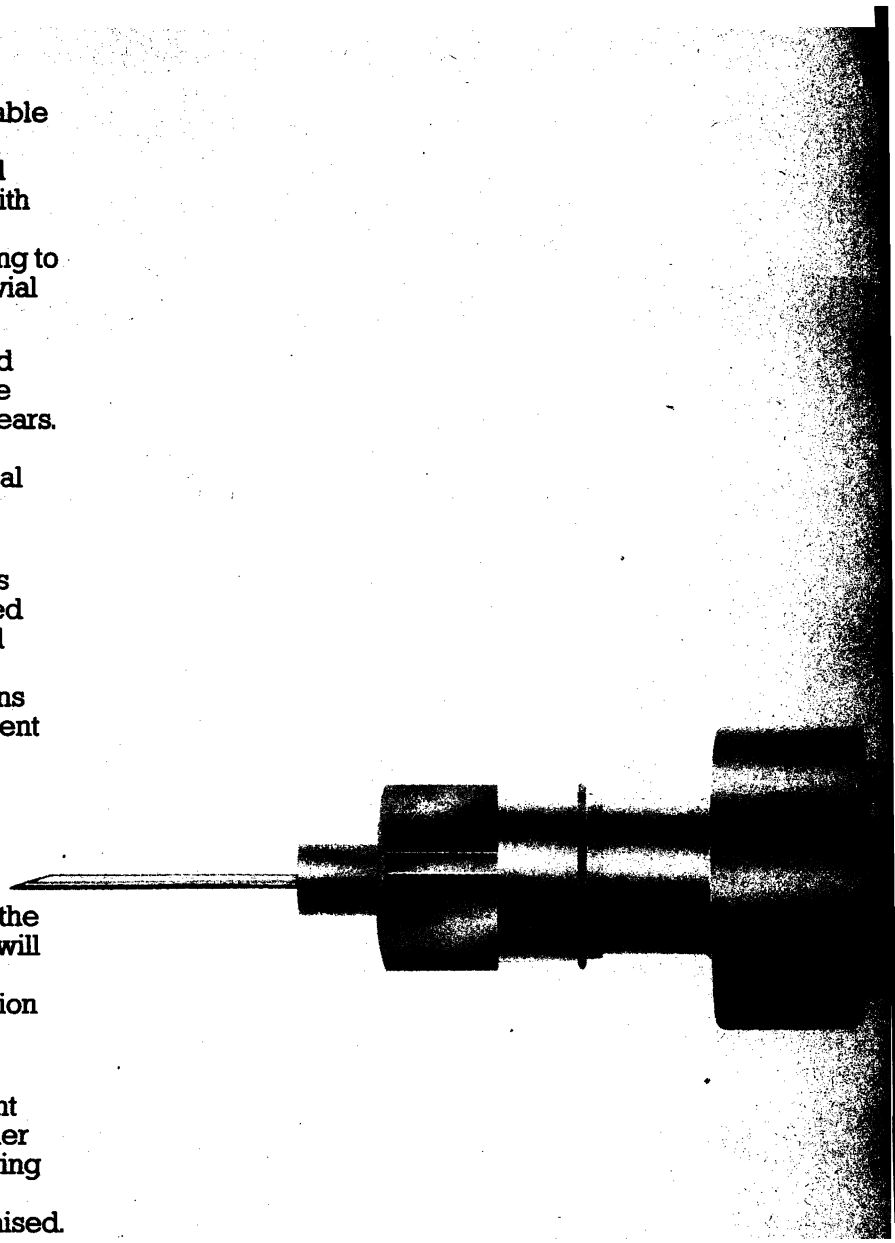
Nordisk Insulinlaboratorium, the Danish charitable Foundation, has been at the forefront of insulin innovation for sixty years. Through a dedicated research programme Nordisk has been first with slow-acting insulin preparations, first to concentrate production on pork and first to bring to patients and physicians the benefits of single-vial mixes.

The Wellcome Foundation is an acknowledged leader in research, and has been supplying the needs of the British diabetic patient for sixty years. Wellcome also continues to demonstrate an extensive commitment to postgraduate medical education throughout the United Kingdom.

The mutual co-operation of these two organisations creates a major force in diabetes therapy – with a flexible range of highly purified pork insulins now to appear under a combined Nordisk Wellcome label. Additionally, and importantly, the philosophy of both organisations extends to supportive care of the diabetic patient in the community together with a continuing nationwide series of educational courses and symposia for the professions.

Also, for the first time and as a result of this co-operation, part of the complex manufacturing process of these insulins will be carried out in the United Kingdom. Distribution of these insulins will be effected throughout this country and the Republic of Ireland by The Wellcome Foundation Ltd.

As may be expected of two highly regarded research based organisations, further important product developments will be announced under the Nordisk and Wellcome symbol, substantiating their claim that with proper care the effect of diabetes on quality of life can be further minimised.



Nordisk Wellcome

Nordisk and Wellcome in diabetes Caring in concert

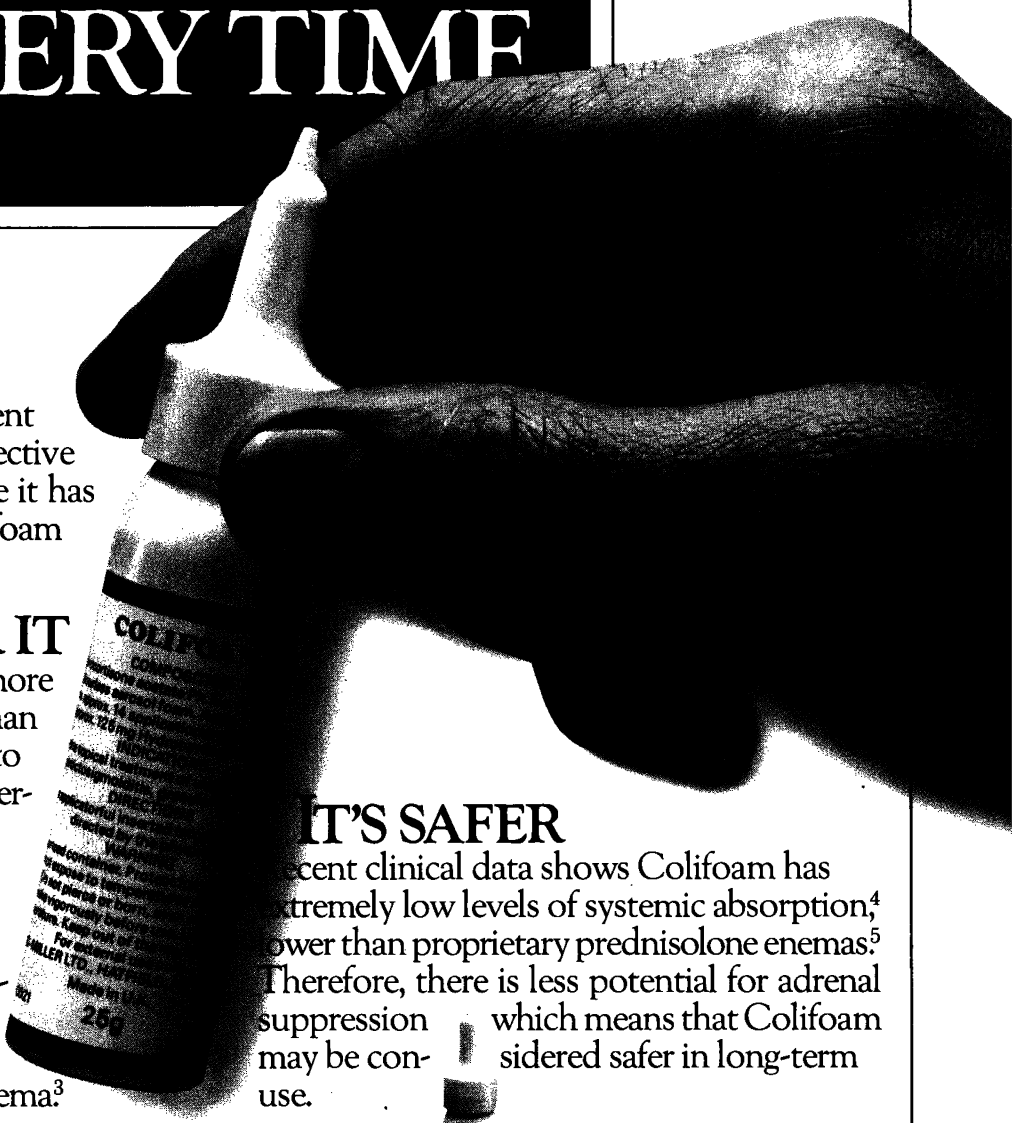
Further information is available from:

Nordisk-UK,
Highview House, Tattenham Crescent, Epsom Downs,
Surrey KT18 5QJ.
Telephone No: Burgh Heath (07373) 60621

The Wellcome Foundation Limited,
Crewe Hall, Crewe, Cheshire CW1 1UB.
Telephone No: Crewe (0270) 583151

according to the needs of the patient. Avoid accidental intramuscular injection. **CONTRA-INDICATIONS AND WARNINGS** Insulin is contra-indicated in hypoglycaemia. In the event of overdosage, glucose should be given either orally or intravenously. Glucagon may also be administered. Insulatard, Mixtard 30/70 and Initard 50/50 should not be given intravenously. Treatment with cortico-steroids, oral contraceptives or thyroid hormones may lead to an increase in dosage requirements. Beta-blockers may affect insulin requirements and mask hypoglycaemia. U100 insulin must only be used in U100 syringes. **PHARMACEUTICAL PRECAUTIONS** Store at 2-8 degrees C, protected from sunlight. Do not freeze. **LEGAL CATEGORY** P. **BASIC NHS PRICE** VELOSULIN: 40 iu/ml £2.34, 80 iu/ml £4.62, 100 iu/ml £6.32. INSULATARD, MIXTARD 30/70, INITARD 50/50: 40 iu/ml £2.39, 80 iu/ml £4.71, 100 iu/ml £6.44. **PRODUCT LICENCE NUMBERS** Velosulin 3132/0010-11-19 and 0003/0186/7/8. Insulatard 3132/0001-02-18 and 0003/0189/90/91. Mixtard 30/70 3132/0014-15-21 and 0003/0192/3/4. Initard 50/50 3132/0012-13-20 and 0003/0195/6/7.

THE BEST CHOICE EVERY TIME



IT WORKS
In the treatment of ulcerative colitis, Colifoam is as effective as steroid enemas. At the same time it has been shown that patients find the foam easier to retain.[1, 2]

PATIENTS PREFER IT
Colifoam is far more comfortable, more convenient and more acceptable than enemas. Patients also find it easier to administer and that it causes less interference in their daily lives.

IT COSTS LESS
Surprisingly, despite the fact that it's just as effective and far more comfortable, Colifoam is less expensive. In fact, it can cost up to ⅓ less per dose than a standard proprietary enema.[3]

IT'S SAFER
Recent clinical data shows Colifoam has extremely low levels of systemic absorption,[4] lower than proprietary prednisolone enemas.[5] Therefore, there is less potential for adrenal suppression which means that Colifoam may be considered safer in long-term use.

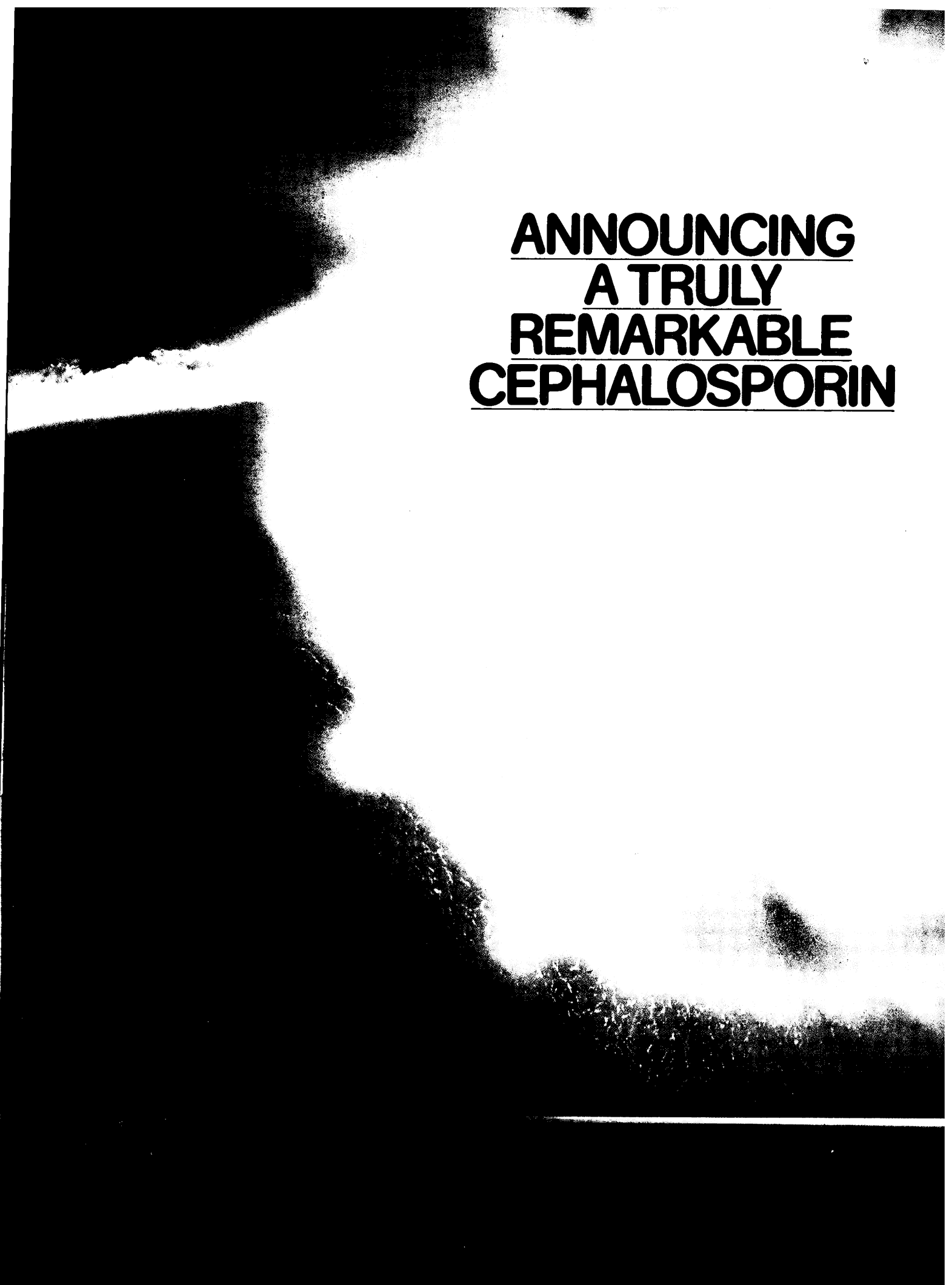
COLIFOAM
hydrocortisone acetate foam

IN DISTAL INFLAMMATORY BOWEL DISEASE. THE BEST CHOICE EVERY TIME.

Presentation White odourless aerosol foam containing hydrocortisone acetate PhEur 10%. **Uses** Anti-inflammatory corticosteroid therapy for the topical treatment of ulcerative colitis, proctosigmoiditis and granular proctitis. **Dosage and administration** One applicatorful inserted into the rectum once or twice daily for two or three weeks and every second day thereafter. Shake can vigorously before use (illustrated instructions are enclosed with every pack). Satisfactory response usually occurs within five to seven days. **Contra-indications, warnings etc.** Local contra-indications to the use of intrarectal steroids include obstruction, abscess, perforation, peritonitis, fresh intestinal anastomoses and extensive fistulae. General precautions common to all corticosteroid therapy should be observed during treatment with Colifoam. Treatment should be administered with caution in patients with severe ulcerative disease because of their predisposition to perforation of the bowel wall. Safety during pregnancy has not been fully established. **Pharmaceutical precautions** Pressurized container. Protect from sunlight and do not expose to temperatures above 50°C. Do not pierce or burn even after use. Do not refrigerate. Shake vigorously before use. Keep out of reach of children. For external use only. **Legal category POM. Package quantities** Aerosol canister containing 25g (approx. 14 applications). **Basic NHS cost** 25g plus applicator, £7.40. **Further Information** One applicatorful of Colifoam provides a dose of approximately 125 mg of hydrocortisone acetate, similar to that used in a retention enema, for the treatment of ulcerative colitis, sigmoiditis and proctitis. **Product Licence No.** 0036/0021.

References 1. Ruddell WSJ et al. Gut 1980; 21: 885–889. 2. O'Donoghue D. Modern Medicine, December 1981; 45. 3. Source: Mims. 4. Barr WH, Kline B, Beightol L, Zfass A, Medical College of Virginia/Virginia Commonwealth University. FDA bioavailability submission document October 1981. 5. Lee DAH et al. Gut 1980; 21: 215–218. Further information is available on request. Stafford-Miller Ltd., Professional Relations Division, Hatfield, Herts. AL10 0NZ.

THE ECLIPSE OF TODAY'S ANTIBIOTICS?



PRESCRIBING INFORMATION OVERLEAF

NEW

FORTUM

ceftazidime

For the first time.

The bactericidal power of aminoglycosides and exceptional antipseudomonal activity from an extended spectrum cephalosporin.

Hospital antibiotics created in Britain by **Glaxo**

PRESCRIBING INFORMATION OVERLEAF

NOCTAMID'S HYPNOTIC DURATION IS CLOSE TO IDEAL

Very short-acting hypnotics cannot ensure a full night's sleep and may cause re-bound anxiety[1].

Noctamid. 6-8 hours normal sleep[2] without impaired daytime performance.[3]

Long-acting hypnotics can impair performance the following day[4] and tend to accumulate in the body.[1]

NOCTAMID 1mg NOCTE

lormetazepam

FAST ASLEEP ALL NIGHT–WIDE AWAKE ALL DAY

Abbreviated Prescribing Information. Presentation: Tablets containing 1mg and 0.5mg lormetazepam. **Indication:** Short-term treatment of insomnia. **Dosage:** Adults: 1mg. Elderly patients: 0.5mg. **Contra-indications:** Known sensitivity to benzodiazepines. Myasthenia gravis. **Precautions:** Noctamid, other centrally-acting drugs and alcohol enhance each other's actions. Users should beware of dizziness or drowsiness when driving or operating machinery. Use during pregnancy is not recommended. Prolonged high dosage may occasionally cause psychological dependence. **Possible side effects:** Include headaches, nausea, drowsiness, blurring of vision, dizziness and ataxia. More severe psychological and physical side-effects have been known to occur rarely with some benzodiazepines, but have not been reported with Noctamid. **Legal category:** POM. **Product licence no.** 0.5mg 0053/0117. 1mg 0053/0118. **Product licence** holder: Schering Chemicals Limited, The Brow, Burgess Hill, West Sussex RH15 9NE. **Basic NHS price:** 1mg/30 tablets: £2.23. 1mg/100 tablets: £7.44. 0.5mg/30 tablets: £1.62. 0.5mg/100 tablets: £5.40.

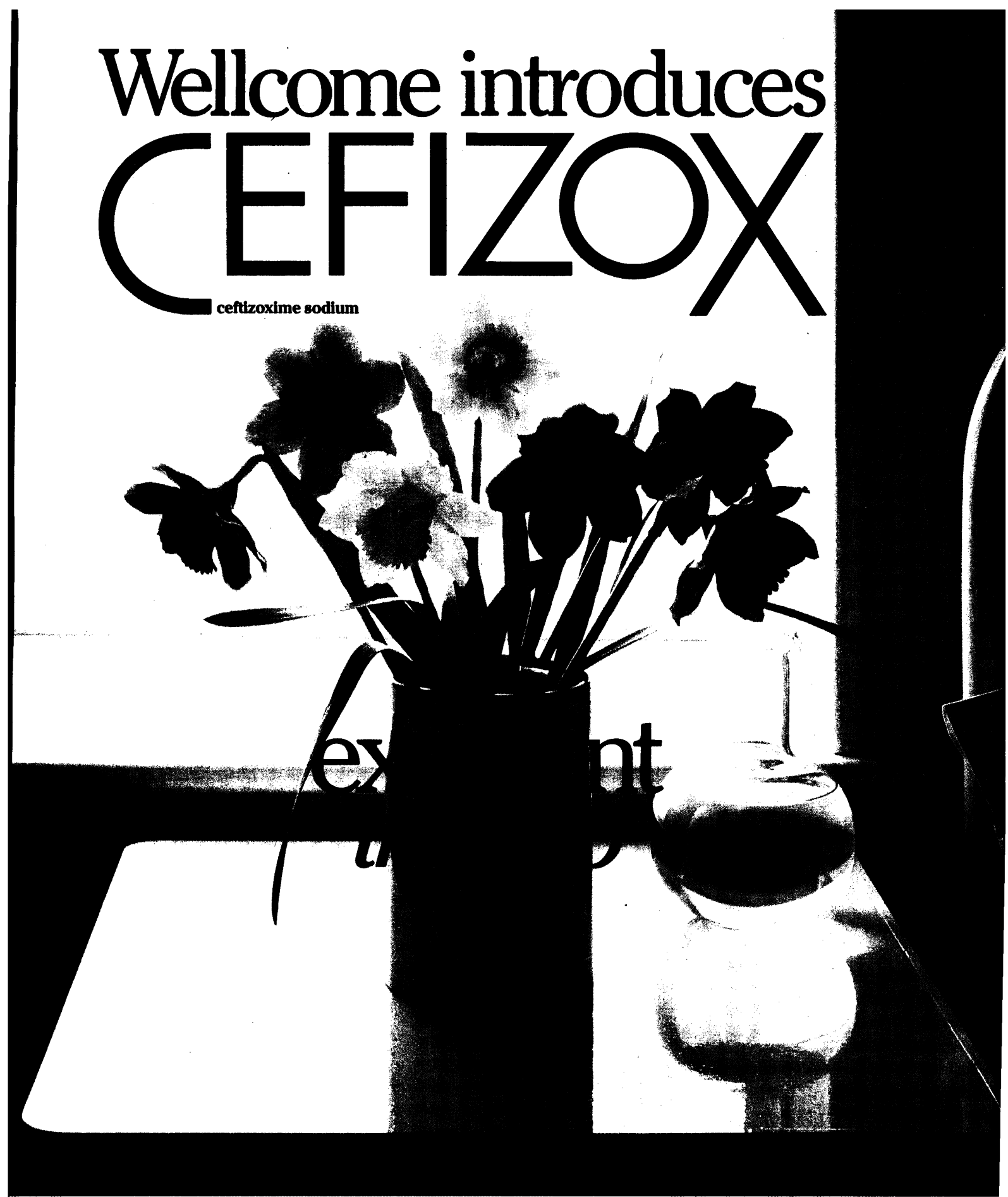
References: 1. Oswald I. Psychiatry in Practice 1982; **1** (12): 8-13. 2. Jovanovic U J et al. Waking and Sleeping 1980; **4**: 223-225. 3. Heidrich H et al. Int J Clin Pharmacol Ther Toxicol 1981; **19** (1): 11-19. 4. Br Med J 1980; **3**: 743. Full prescribing information is available on request.

Schering

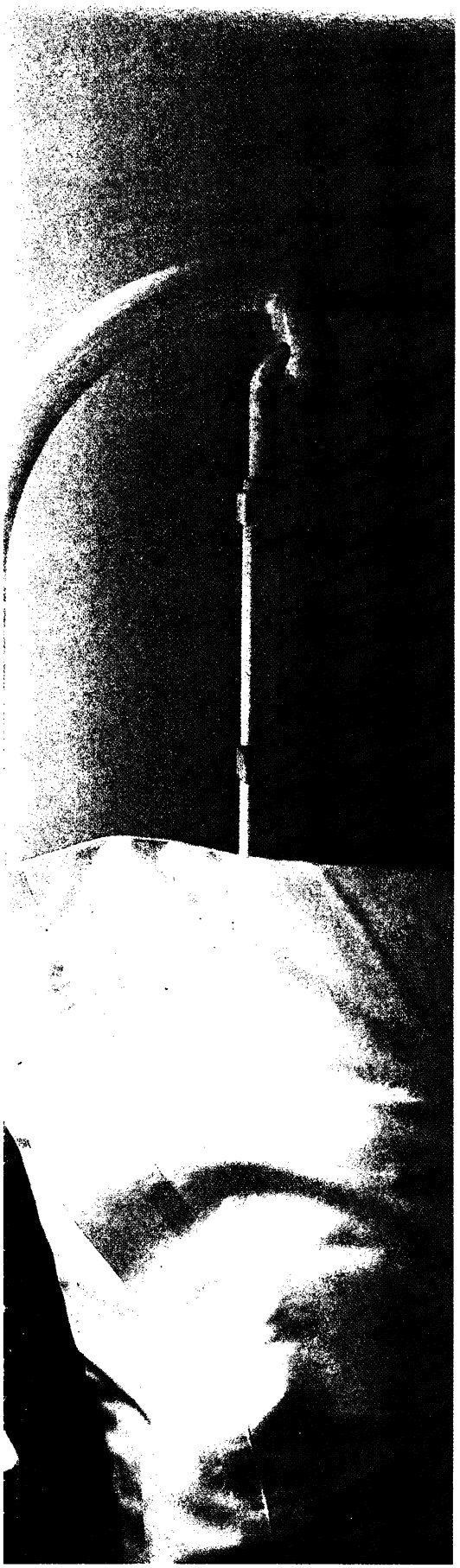
Wellcome introduces

CEFIZOX

ceftizoxime sodium



Prescribing information:
Presentation: Vials containing 500mg, 1g and 2g of ceftizoxime as the sterile sodium salt.
Uses: Broad-spectrum, bactericidal, cephalosporin antibiotic. Indications include lower respiratory tract infections, genito-urinary tract infections including gonorrhoea, intra-abdominal infections, septicaemia, skin and soft tissue infections. Cefizox is active against a wide range of Gram-positive and Gram-negative organisms and is stable to a broad spectrum of beta-lactamases produced by both aerobic and anaerobic organisms.
Dosage and administration: By slow intravenous injection by continuous or intermittent intravenous infusion, or by deep intramuscular injection. For reconstitution details see Data Sheet. Modification of the following guideline dosages is necessary in patients with impaired renal function (see Data Sheet). *Adults:* urinary tract infection, 0.5-1g 12-hourly, IM or IV; gonorrhoea, 1g single dose, IM; other infections, 1-2g 8-12 hourly, IM or IV; severe or life-threatening infections, 2-3g 8-hourly, IM or IV. *Children over the age of 3 months:* 30-60 mg/kg bodyweight/day in 2-4 divided doses, increased in severe or life-threatening infections to 100-150mg/kg body-weight/day. The total dose should not exceed the adult dose. *Under the age of 3 months:* insufficient data to recommend use
Contra-indications: Hypersensitivity to cephalosporin antibiotics.
Precautions: Renal status should be monitored, especially in seriously ill patients receiving maximum dose therapy and co-administration of aminoglycoside antibiotics. Although the occurrence has not been reported with Cefizox, nephrotoxicity has been reported following concomitant administration of other cephalosporins and aminoglycosides. As with any other antibiotic, prolonged use may result in overgrowth of non-susceptible organisms. Caution in penicillin-sensitive patients because of possible cross-reaction.
Side- and adverse effects: Cefizox is generally well



The excellent *in vivo* performance of Cefizox is the sum of many factors. Most notably, its powerful spectrum of antibacterial activity, stability to ß-lactamases, and highly effective tissue penetration.

Potent antibacterial spectrum

Cefizox is a powerful, third-generation, injectable cephalosporin. It has a wide spectrum of activity against both Gram-negative and Gram-positive aerobic and anaerobic organisms including *E. coli, Klebsiella pneumoniae, Proteus mirabilis, H. influenzae, Strep. pneumoniae, Staph. aureus* and *Strep. pyogenes*.[1,2]

It is also active against hospital opportunist pathogens not so frequently encountered, such as indole-positive Proteus, *Serratia marcescens, Morganella morganii,* and Enterobacter.[1,2]

Superior ß-lactamase stability

Cefizox has excellent ß-lactamase stability, and is resistant to a wider range of ß-lactamases than cefotaxime.[3]

Excellent tissue penetration

After a single dose, concentrations of Cefizox in most tissues and body fluids are easily in excess of the MIC of likely pathogens.

Study has shown that Cefizox achieves greater concentration in most tissues and body fluids than cefotaxime, after equivalent doses.[4]

And, unlike cefotaxime, Cefizox is not metabolised.[5] Thus the full therapeutic effect of Cefizox is maintained.

International clinical success

Extensive experience confirms that Cefizox provides excellent clinical results against opportunist hospital pathogens.

It has been shown to be highly effective in lower respiratory tract infections, genito-urinary tract infections including gonorrhoea, intra-abdominal infections, septicaemia, and skin and soft tissue infections.[2]

Cefizox has also been notably successful in treating infections resistant to ampicillin, carbenicillin, cefamandole, tobramycin or gentamicin.[6]

And Cefizox has proved suitable for use in neutropenic patients[7] and children.[8]

With a broad spectrum of antibacterial activity, proven efficacy and a low level of side effects,[9] Cefizox is a logical choice in serious infection. Especially before the infecting organism is identified, where multiple infection is suspected, or the infection is resistant to other cephalosporins, aminoglycosides or penicillins.

When infection threatens, Cefizox is an excellent choice.

CEFIZOX

ceftizoxime sodium

References 1 Barry, A.L. *et al* (1982), *J. Antimicrob. Chemother.*, **10,** Suppl. C, 25. 2 Parks, D. *et al* (1982), *ibid.*, 327. 3 Simpson, I.N., *et al* (1982), *J. Antimicrob. Chemother.*, **9,** 357. 4 Gerding, D.N. and Peterson, L.R. (1982), *J. Antimicrob. Chemother.*, **10,** Suppl. C, 105. 5 Quintiliani, R. and Nightingale, C.H. (1982), *ibid.*, 99. 6 Neu, H.C. (1982), *ibid.*, 193. 7 Lawson, R.D. and Baskin, R.C. (1982), *ibid.*, 159. 8 Shikuma, C.M. *et al* (1982), *ibid.*, 293. 9 Platt, R. (1982), *ibid.* 135.

tolerated. The most common adverse reactions have been local following IM or IV injection. These include burning, cellulitis, pain, induration, tenderness, paraesthesia and phlebitis. Other adverse reactions include hypersensitivity reactions (rash, pruritis, fever), gastrointestinal disturbance (diarrhoea, nausea, and vomiting), vaginitis, transient eosinophilia, thrombocytosis. Neutropenia, leucopenia and thrombocytopenia have been reported rarely. Some individuals have developed a positive Coombs' test. Transient elevation in SGOT, SGPT, alkaline phosphatase, BUN and serum creatinine have occasionally been observed.

Use in pregnancy and lactation: There are no data in pregnant women, thus the benefit of using Cefizox in pregnancy should be weighed against the possible hazard. Caution should be exercised if Cefizox is administered to a nursing mother.

Basic NHS costs:

1 x 500mg vial (PL3/0174)	£2.76
1 x 1g vial (PL3/0175)	£5.50
1 x 2g vial (PL3/0175)	£11.00

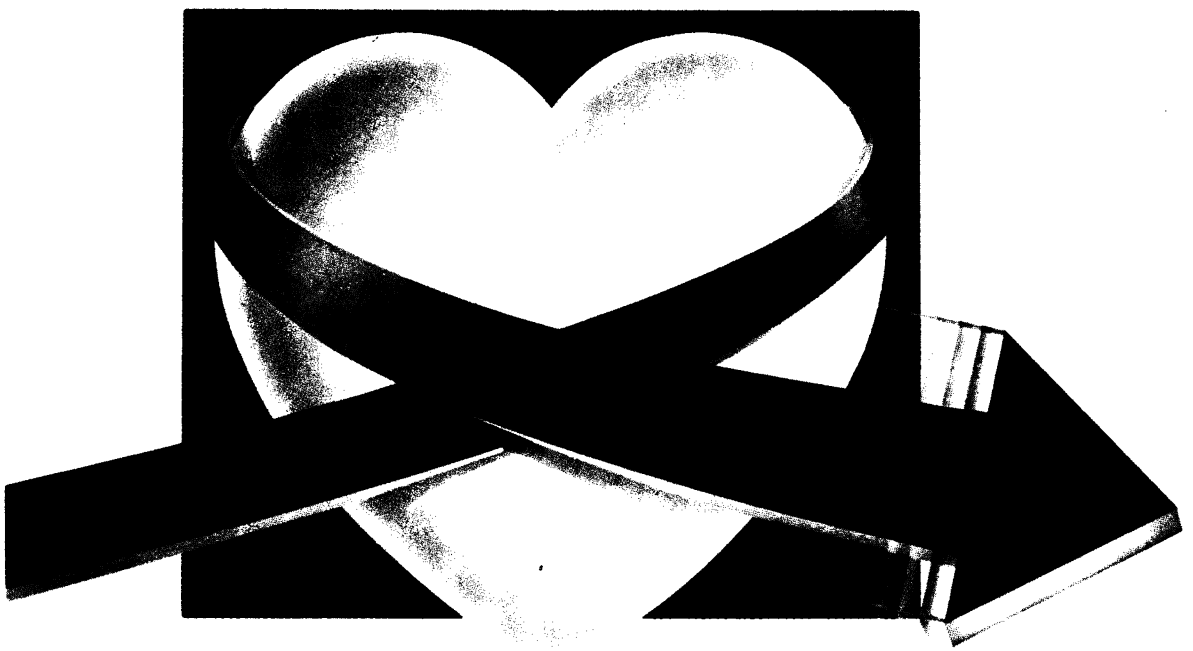
Further information is available on request.

Wellcome Medical Division

Made by Fujisawa Pharmaceutical Co Ltd, Osaka, Japan, for The Wellcome Foundation Ltd, London.

Wellcome | Fujisawa

An important additional benefit for Hypovase*...



...restoring the plasma lipid ratio.

Already firmly established as a booster therapy in hypertension and in the treatment of congestive heart failure, Hypovase has now been shown to have an additional beneficial property... the restoration of the plasma lipid ratio.[1]

This is important because the use of the first line anti-hypertensives such as ß-blockers and diuretics has not reduced the incidence of ischaemic heart disease (IHD).[2-5]

One possible reason is that their beneficial effects on blood pressure, one risk factor for IHD, have been offset by their effect on another major risk factor – the plasma lipid ratio (HDL: LDL & VLDL).[6-9]

Hypovase when added to these first line anti-hypertensives restores the plasma lipid ratio, providing yet another good reason for adding Hypovase to your first line therapy.

Hypovase*

prazosin HCl

a dual role in hypertension, an important role in congestive heart failure.

Prescribing Information: Indications Hypertension of varied aetiology and all grades of severity, congestive heart failure of moderate to severe degrees. **Contra-indications** Sensitivity to Hypovase. **Precautions** A low initial dose and gradual titration is recommended. A small percentage of patients may react more rapidly and to a greater extent than the majority. In some cases this has led to sudden loss of consciousness generally lasting a few minutes. Subsequent treatment may be satisfactory. Hypovase is not recommended in pregnancy, during lactation or in children under 12 years of age. **Side Effects** Dizziness, drowsiness and lack of energy are the most common. **Dosage: Congestive Heart Failure** Suggested Initial Daily Dose Range: 0.5mg increasing to 1.0mg t.i.d., or q.i.d. Usual Daily Maintenance Dose: 4.0mg to 20mg in divided doses. **Hypertension** Starting dose 0.5mg two to three hours before retiring; thereafter up to 20mg/day in divided doses. Twice daily dosing is usually adequate. **Basic N.H.S. Cost** 0.5mg tablet (PL57/0149) pack of 100, £4.08; 1mg tablet (PL57/0106) pack of 100, £5.25; 2mg tablet (PL57/0107) pack of 100, £6.98; 5mg tablet (PL57/0108) pack of 100, £15.58.
Also available is a b.d. Starter Pack, for hypertension only, containing 8 x 0.5mg and 32 x 1mg Hypovase tablets, £2.70.

REFERENCES: 1. Leren, P., Eide, I., Foss, O. P., Helgeland, A., Hjermann, I., Holme, I., Kjeldsen, S. E., The Oslo Study, Lancet, July 5th, 1980; 2: 4–6. **2.** Medical Research Council Working Party, Lancet 1981, II, 539–543. **3.** Veterans Administration Co-operative Study Group, JAMA, 1970; 213: 1143–1152. **4.** Hypertension Detection and Follow-up programme Co-operative group, JAMA, 1979; 242: 2560–2577. **5.** Australian National Blood Pressure Study Management Committee, Lancet, 1980, I, 1261–1267. **6.** Johnson, B. F., Journal of Cardiovascular Pharmacology, 1982, 4, Suppl. 2: S213–221. **7.** Kaplan, N. M., Journal of Cardiovascular Pharmacology, 1982, 4, Suppl. 2: S187–189. **8.** Oliver, M. F., New England Journal of Medicine 1982; 306, No. 5: 297–298. **9.** Lowenstein, J., Neusy, A. J., Journal of Cardiovascular Pharmacology, 1982; 4, Suppl. 2: S262–264.

Full information on request.
Pfizer Ltd., Sandwich, Kent.
*Trade Mark. 20868

Pfizer

When the first bronchodilator isn't enough...

it's time to add TWICE DAILY INHALED Becotide

(Beclomethasone Dipropionate BP)

not another bronchodilator

There are few asthmatics more at risk than the undermedicated child and yet undertreatment of childhood asthma is the disturbing conclusion reached in a recent survey.[1]
Becotide is capable of producing a significant improvement in childhood asthma, enabling them to achieve adult life without impairment of their educational and career prospects.[2]

1. Speight ANP *et al.* Br. Med. J. 1983; 286: 1,253-58.
2. Morrison Smith J. In: Steroids in Asthma. Chap. XII; ADIS Press Limited, Auckland, NZ. 1983: 192-200.

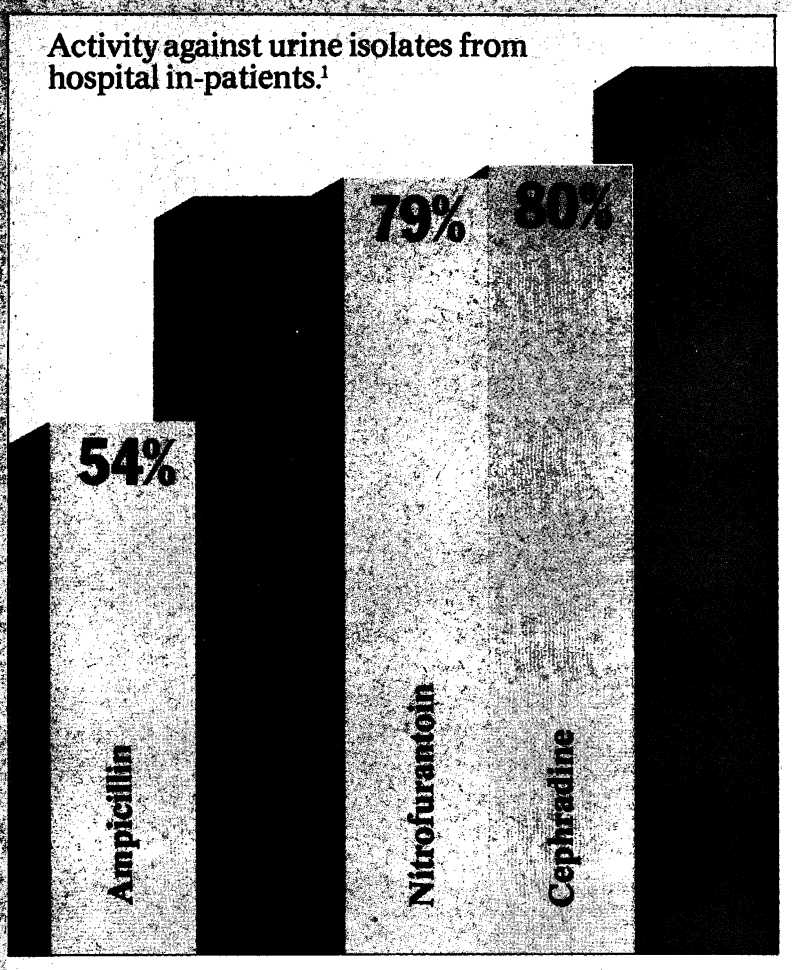
Prescribing Information Uses: Bronchial asthma especially in patients whose asthma is not adequately controlled by bronchodilators. **Dosage and administration: Becotide Inhaler** – *Adults:* 4 puffs twice daily or 2 puffs four times daily is the usual maintenance dose. Severe cases, initially 12-16 puffs daily, reducing according to response. *Children:* 1 or 2 puffs two to four times daily. **Becotide Rotacaps** – *Adults:* 400 micrograms twice daily or 200 micrograms four times daily is the usual maintenance dose. *Children:* 100 micrograms two to four times daily. **Contra-indications:** None known but special care is necessary in patients with active or quiescent pulmonary tuberculosis. *Precautions:* A short course of oral steroids in addition to Becotide may be required in patients with excessive mucus in the respiratory tract. Unnecessary administration of drugs during the first trimester of pregnancy is undesirable. Transfer of patients to Becotide from systemic steroid therapy requires special care – see data sheet for detailed procedure. **Side effects:** Occasional candidiasis in some patients. **Presentation and basic NHS cost:** Becotide Inhaler is a metered-dose aerosol delivering 50 micrograms Beclomethasone Dipropionate BP per actuation. Each canister containing 200 inhalations, £4·77. Becotide Rotacaps 100 micrograms, 200 micrograms each contain a mixture of the stated amount of microfine Beclomethasone Dipropionate BP and larger particle lactose in buff/colourless and brown/colourless hard gelatine capsules. Containers of 100, £7·26 and £9·67 respectively. Becotide Rotahaler for use with Becotide Rotacaps 78p. **Product licence numbers:** Becotide Inhaler 0045/0089, Becotide Rotacaps 100 micrograms 0045/0119, Becotide Rotacaps 200 micrograms 0045/0120.

Further information is available on request from:
Allen & Hanburys Limited, Greenford, Middlesex UB6 0HB

Becotide, Rotacap and Rotahaler are trade marks

AUGM

THAN OTHER STANDARD O



Superior spectrum of activity

Results of tests involving over 1,700 urinary isolates clearly demonstrate the excellent *in-vitro* activity of Augmentin compared to the other commonly-used oral antibacterials shown.

Excellent clinical performance

In one study[2] Augmentin was used to treat 96 patients with urinary tract infections. In spite of multiple antibiotic resistance, the cure rate during treatment was 92% and even at one month post-treatment had fallen to only 69%. Augmentin is an effective, inexpensive and convenient alternative to injectable antibiotics.

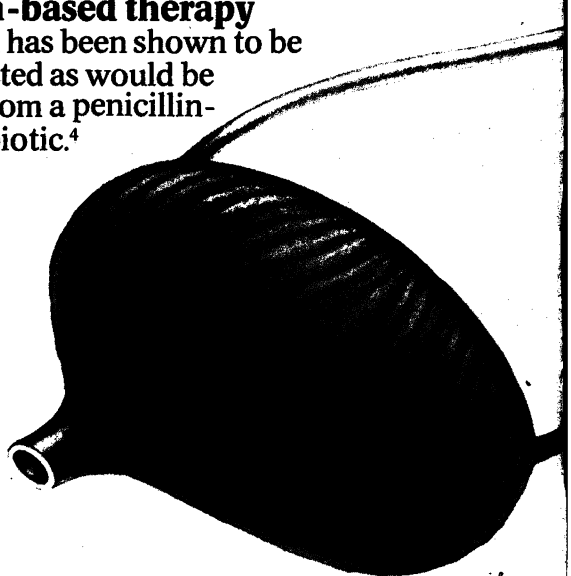
92% SUCCESS

Double-blind trial of Augmentin and amoxycillin

In a double-blind trial of 234 patients with complicated urinary tract infections, Augmentin was found to be significantly more effective than amoxycillin.[3]

Penicillin-based therapy

Augmentin has been shown to be well-tolerated as would be expected from a penicillin-based antibiotic.[4]



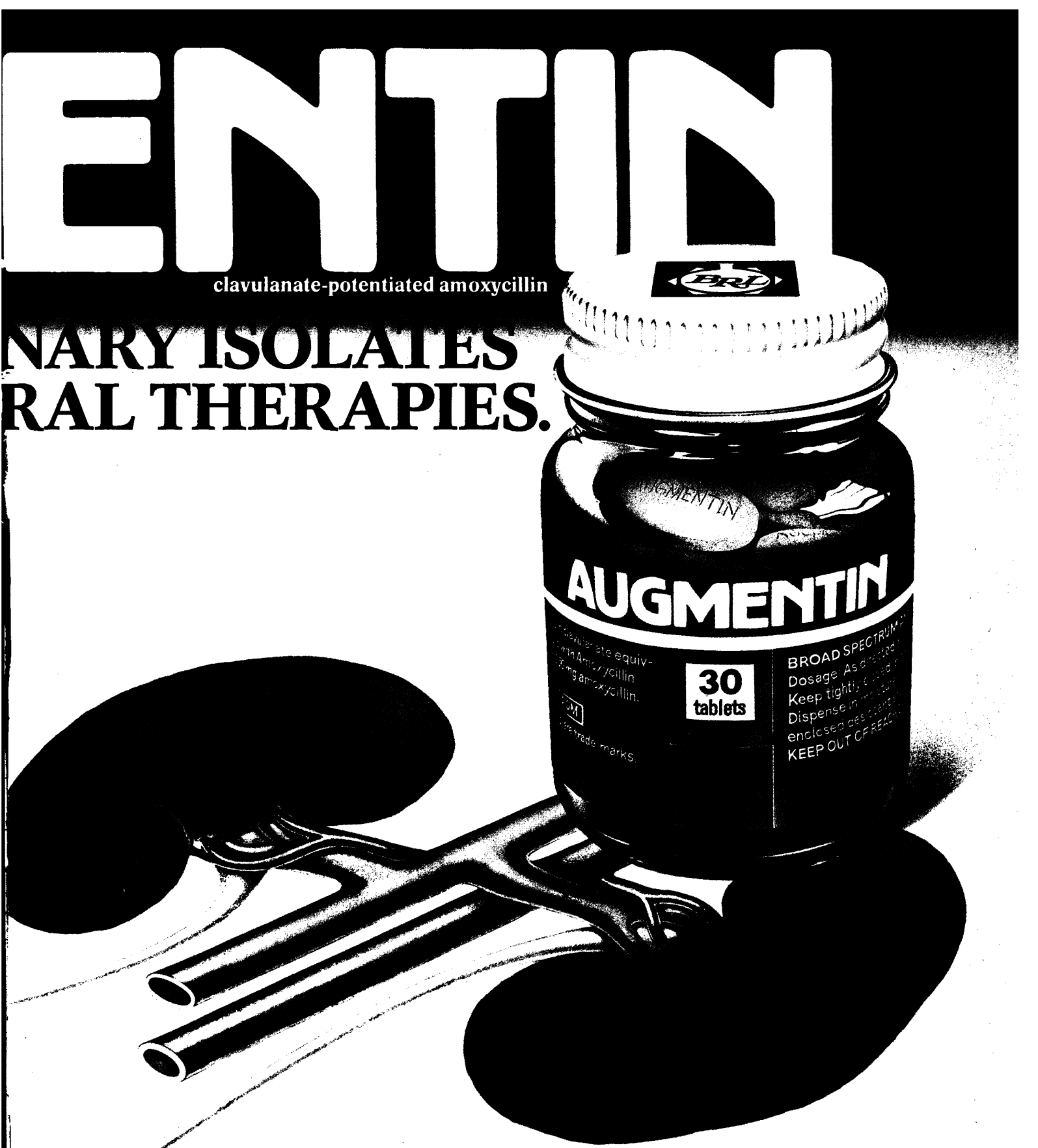
Prescribing Information

USES: Chest. ENT. Genito-urinary tract. Skin and soft tissue infections.
DOSAGE: Adults and children over 12 years: One Augmentin or Augmentin Dispersible Tablet (375 mg) three times a day. **Children 6-12 years:** 5 ml Augmentin Junior Suspension (187 mg) three times a day. **Children 2-6 years:** 5 ml Augmentin Paediatric Suspension (156 mg) three times a day. **Children 9 months-2 years:** 5 ml half-strength Augmentin Paediatric Suspension (78 mg) three times a day. **Children 3-9 months:** 2.5 ml half strength Augmentin Paediatric Suspension (39 mg) three times a day. In severe infections, dosages for patients aged 2 years and over, may be doubled. Treatment with Augmentin should not be extended beyond 14 days without review.
CONTRA-INDICATION: Penicillin hypersensitivity.
PRECAUTIONS: Safety in human pregnancy is yet to be established. Dosage need not be reduced in patients with renal impairment, unless dialysis is required.

ENTIN

clavulanate-potentiated amoxycillin

NARY ISOLATES
RAL THERAPIES.



AUGMENTIN THE PROMISE OF SUCCESS FOR MORE PATIENTS.[1]

SIDE-EFFECTS: Uncommon, mainly mild and transitory, eg diarrhoea, indigestion, nausea, vomiting, candidiasis, urticarial and erythematous rashes. If gastro-intestinal side-effects occur, they may be reduced by taking Augmentin at the start of meals.
PRESENTATIONS: (Prices correct at October, 1983.) ▼ **Augmentin Tablets and Dispersible Tablets,** each providing 125 mg clavulanic acid with 250 mg amoxycillin. Augmentin Tablets (bottles of 30, 100). Cost per tablet – 29p PL0038/0270. Augmentin Dispersible Tablets (foil wrapped 30, 90). Cost per tablet – 32½p PL 0038/0272. ▼ **Augmentin Junior Suspension.** Powder to prepare 100 ml suspension. Each 5 ml provides 62 mg clavulanic acid with 125 mg amoxycillin. Cost per 5 ml dose – 18p PL0038/0274. ▼ **Augmentin Paediatric Suspension.** Powder to prepare 100 ml suspension. Each 5 ml provides 31 mg clavulanic acid with 125 mg amoxycillin. Cost per 5 ml dose – 14p PL0038/0298. The clavulanic acid is present as potassium clavulanate and the amoxycillin as the trihydrate. All the above presentations are sugar-free formulations.

October 1983

References 1. Data published in summary form in: Proceedings of the First Augmentin Symposium. Rolinson, G.N. and Watson, A. (eds), Excerpta Medica, 1980, pp 173-183. 2. J. Antimicrob. Chemother., 1981, 7, 229-236. 3. Proceedings of the Second Augmentin Symposium, Leigh, D.A., Robinson, O.P., (eds) Excerpta Medica, 1981, pp 86-95. 4. Ibid., p244.

Further information is available on request to the Company.

Beecham Research Laboratories, Brentford, England.

Depression
A Constant Source of Anxiety

PROTHIADEN
A Consistent Source of Effective Treatment

Prothiaden is an efficient, well tolerated antidepressant with a significant anxiolytic action. It achieves consistently good results in a wide variety of depressive states — including those with associated anxiety — and in patients of all ages. Which is why Prothiaden is now the most widely prescribed antidepressant in the United Kingdom.

Prescribing Information

Presentation: Prothiaden is Dothiepin Hydrochloride B.P., an antidepressant of the tricyclic group. It is available as 25mg capsules and 75mg tablets. **Uses:** Prothiaden is indicated in the treatment of depression and associated anxiety. **Dosage:** Prothiaden should be given in a dosage of 75 to 150mg daily, based on response and severity. This may be taken as a single evening dose. In certain circumstances, i.e. in hospital use, Prothiaden has been given in dosages up to 225mg daily. Elderly – half the normal adult dose may be sufficient. **Precautions and Contra-indications:** Prothiaden has anticholinergic properties; therefore, it may precipitate urinary retention in susceptible individuals and its use should be avoided in patients with existing or potential urinary retention. Prothiaden should not be used in patients with closed-angle glaucoma. Caution is advised when treating epileptic patients and those with cardiovascular disorders. Prothiaden should not be used with MAO inhibitors nor within 14 days of ceasing such treatment. It may modify the action of some CNS depressants, catecholamines and hypotensive agents. **Side Effects:** These are usually mild and normally controlled by reducing the dosage. The following have been reported: dryness of mouth, constipation, disturbed accommodation, orthostatic hypotension, palpitations, somnolence, tremor, headache. **Basic N.H.S. Price:** 28 × 75mg £2.61. **Product Licence Numbers:** PL0014/5941, PL0014/0209.

The Boots Company PLC, Nottingham, England. **Further information available on request.**

PROTHIADEN

Dothiepin Hydrochloride B.P

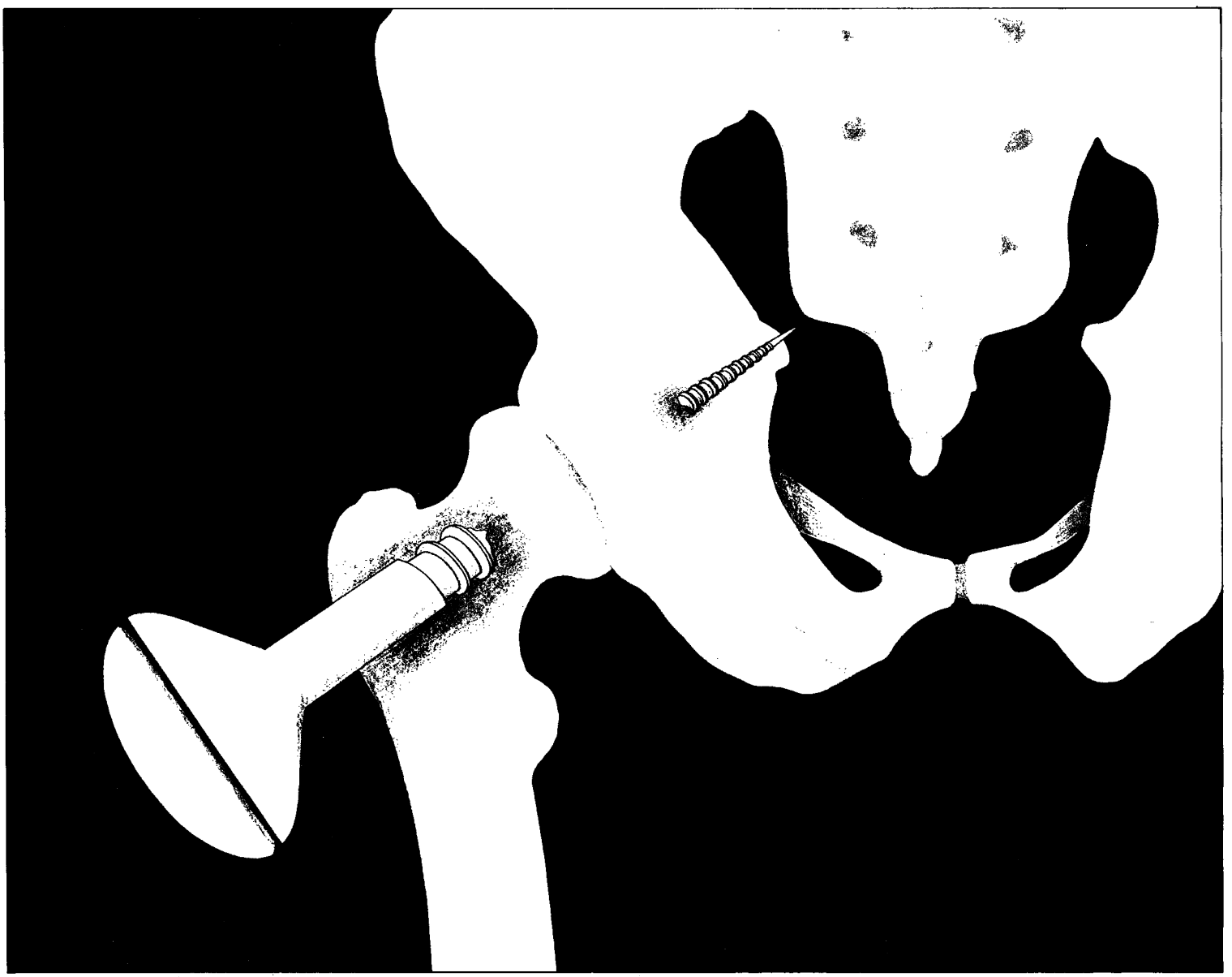
The Dependable Antidepressant

For the hurting hip

To your patient, arthritis means pain and the right treatment is that which brings quick and sustained relief.

Froben brings the pain of arthritic joints under control within hours and maintains that control for as long as is needed. For months. If necessary, for years.

Powerful, yet well tolerated, Froben provides the sustained, consistent relief of pain which must be the right treatment for arthritis. With Froben, the treatment is right from the start.



Start with the undoing of arthritic pain

Froben

flurbiprofen

Prescribing Information

PRESENTATION: Sugar-coated tablets, each containing either 50 or 100mg of flurbiprofen. **USES:** Froben is indicated in the treatment of rheumatoid disease, osteoarthrosis and ankylosing spondylitis. **DOSAGE:** 150 to 200mg daily in 3 or 4 divided doses. In patients with severe symptoms or diseases of recent origin, or during acute exacerbations, the total daily dose may be increased to 300mg in divided doses. **CONTRA-INDICATIONS, WARNINGS etc:** Froben should not be given to patients with peptic ulceration and inflammatory bowel disease, or to patients with a history of asthma or who have experienced bronchospasm or other hypersensitivity-type reactions with other anti-inflammatory agents. The safety of Froben during pregnancy or lactation has not been established. In animal experiments, no teratogenic effects were demonstrated but parturition was delayed and prolonged. Froben may prolong bleeding time and cause fluid retention. Use with caution where renal function is impaired. Side effects: Dyspepsia, heartburn and headache are the commonest encountered. Gastrointestinal haemorrhage, diarrhoea, mouth ulcers, peptic ulceration and skin rashes have been reported. Very rarely cholestatic jaundice and blood dyscrasias have been reported but a direct causal relationship has not been established. Drug interactions: The effect of anti-coagulants may be increased and oral diuretics may be reduced. Treatment of Overdosage: Gastric lavage and, if necessary, correction of serum electrolytes. There is no specific antidote. **BASIC NHS PRICE:** 50mg tablets, 100 £8.24; 100mg tablets, 100 £15.65. **PRODUCT LICENCE No:** 50mg tablets, PL0014/0167; 100mg tablets, PL0014/0168.

The Boots Company P LC, Nottingham, England.

Further information available on request

The liquid life-line

A range of nutritionally balanced, complete tube feeds, ready-to-use, in 500ml bottles.

Cow & Gate Limited, Clinical Products Division, Cow & Gate House, Trowbridge, Wiltshire. BA14 8YX

A SCIENTIFIC SPRING BREAK IN CAMBRIDGE

The BMA will be holding a Scientific Meeting from the 12th to 14th April at Churchill College, Cambridge. The Meeting will be opened with an Address on "Medical Education" by Professor Sir John Butterfield, Regius Professor of Physic, University of Cambridge and there will be sessions on "In Vitro Fertilisation, Immediate Medical Care, Day-Case Surgery, Lasers in Medicine, Comparative Medicine and Transplant Surgery". The Scientific Meeting has been approved for zero-rating under the Section 63 regulations for three and a half sessions.

A registration fee of £25 will be charged for BMA members (£50 for non members) and this will be incorporated into residential charges for those staying at Churchill College. The programme for Accompanying Persons will include an all day tour to Suffolk Wool Towns and a half-day walking tour of Cambridge Colleges. Dinners will be held at both Churchill and King's College, Cambridge.

Further details of this Meeting may be obtained by writing to Miss Jill Draper, Annual Meetings Officer, BMA House, Tavistock Square, London WC1H 9JP.

ew
roduct
or Angina

Monit

Isosorbide mononitrate 20mg, Stuart

PREDICTABLE ANGINA PROPHYLAXIS

♥

Usually 1b.d.

♥

Effective.

♥

For a wide range of patients.

Prescribing Information

Presentation 'Monit' tablets are white, round, scored tablets embossed 'Stuart 20'. Each tablet contains 20mg isosorbide mononitrate. **Uses** Prophylaxis of angina pectoris. **Mode of Action** Isosorbide mononitrate is an active metabolite of isosorbide dinitrate and from an oral dose exerts qualitatively similar effects. However, unlike the dinitrate which is subject to extensive 'first pass' hepatic metabolism, it has virtually complete systemic availability from an oral dose. Isosorbide mononitrate thus achieves predictable and sustained blood levels. Onset of pharmacological action occurs within 20 minutes of an oral dose and is maintained for more than 8 hours. **Dosage and Administration** Usually one tablet twice or three times daily. Patients already accustomed to prophylactic nitrate therapy (for example with isosorbide dinitrate) may normally be transferred directly to a therapeutic dose of 'Monit.' For patients not receiving prophylactic nitrate therapy, it is recommended that the initial dose should be half a tablet twice daily. Maintenance dose in individual patients will be between 20 and 120mg daily. The tablets should be swallowed whole with a little fluid. **Contra-indications, Warnings, etc.** *Contra-indications:* A known sensitivity to the drug or to isosorbide dinitrate. *Warnings:* The following adverse effects may be seen with nitrate therapy. 1. Cutaneous vasodilation, headache, dizziness and weakness may occur, and are usually controlled by lowering the dose. The incidence of these effects is highest at commencement of treatment and tends to decline with time. 2. Postural hypotension may occur, especially with high doses. 3. Nitrate preparations can act as physiological antagonists to noradrenaline, acetylcholine, histamine and other agents. 4. Dry rash and/or exfoliative dermatitis have been described rarely with isosorbide dinitrate and similar reactions might be expected occasionally. *Overdosage:* Overdosage should be treated symptomatically. The main symptom is likely to be hypotension and this may be treated by elevation of the legs to promote venous return. **Pharmaceutical Precautions** Store at room temperature, protected from moisture. **Legal Category** POM. **Package Quantities** 'Monit' tablets are supplied in bottles of 56 tablets. **Further Information** Isosorbide mononitrate is the British Approved Name for isosorbide-5-mononitrate. Beta-blocking drugs have a different pharmacological action in angina and may have a complementary effect when co-administered with 'Monit.' **Product Licence Number** 0029/0174. **Basic N.H.S. Cost** 56 tablets £4.78.

Further information is available on request to the company

'Monit' is a trademark.