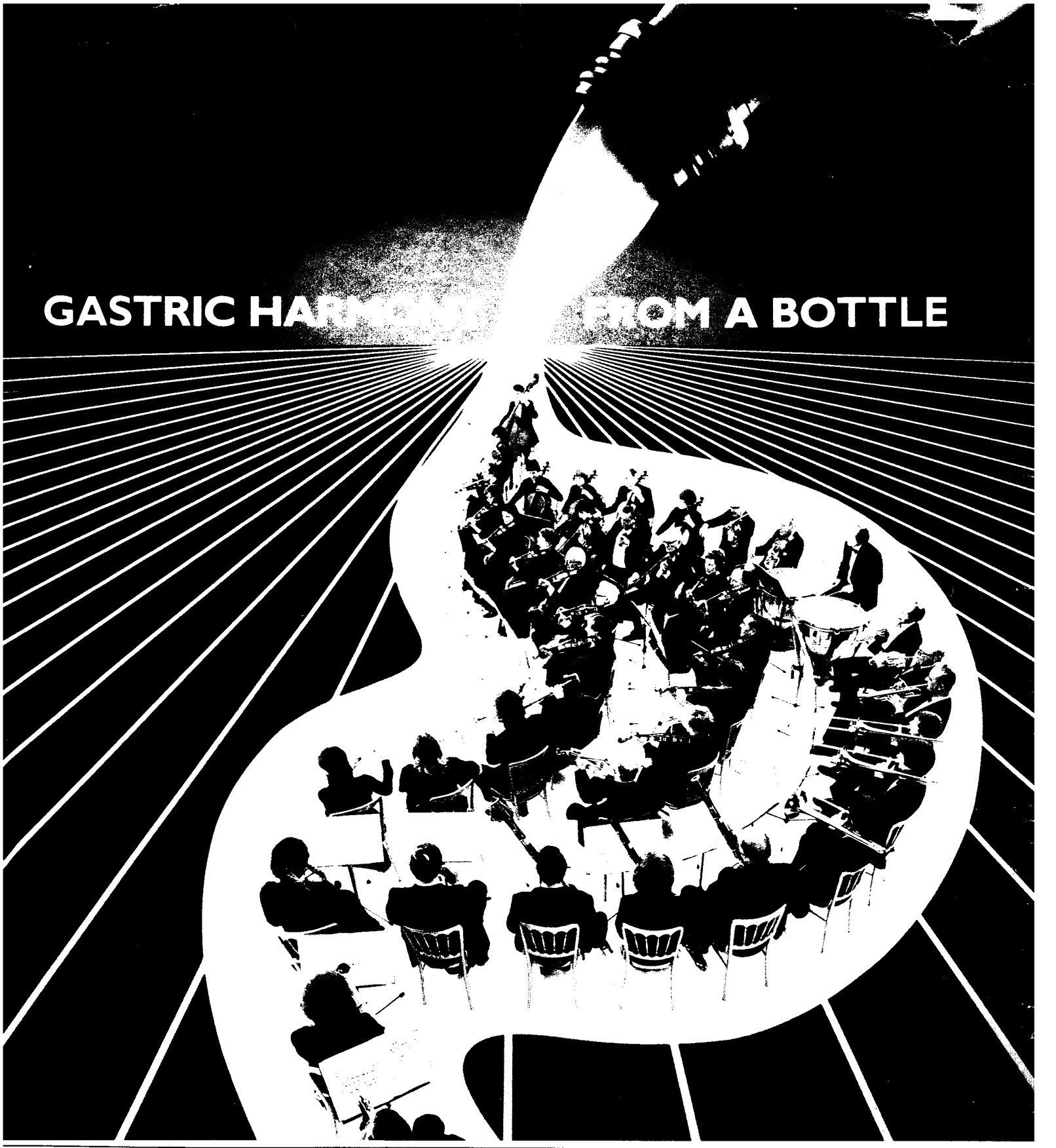


Trademark

New Motilium Suspension

(domperidone)

the first specific peripheral anti-nauseant/anti-emetic -for a well composed stomach

MOTILIUM* Prescribing Information **Presentation:** White tablets containing domperidone maleate equivalent to 10mg domperidone base. Sweet tasting, white suspension containing domperidone 1mg ml. 2ml colourless ampoules each containing 5mg ml domperidone. **Uses:** Adults: acute nausea and vomiting from any cause. Children: nausea and vomiting following cancer chemotherapy or irradiation only. **Dosage:** Adults: 10-20mg by mouth or 1-2 ampoules by IM or IV injection at 4-8 hourly intervals. Patients requiring intravenous MOTILIUM* who are also receiving concomitant cytotoxic chemotherapy or who are predisposed to hypokalaemia or cardiac arrhythmias should receive an infusion diluted 1:10 with saline over 15-30 minutes. **Contra-indications, Warnings etc:** No specific contra-indications. MOTILIUM* produces a rise in serum prolactin; however the clinical relevance of this has not been established. Although no teratogenic effects have been observed in animals, the safety of MOTILIUM* in pregnancy has not yet been established. **Product Licence Numbers:** Tablets 0242/0071, Injection 0242/0073, Suspension 0242/0077. **Basic NHS Cost:** 9p per 10mg tablet (ex 250 pack). Pack of 10 ampoules: £3.10, Bottle of 200ml suspension: £1.80 (Correct at time of printing).
Further information is available from:- **Janssen Pharmaceutical Limited**, Grove, Wantage, Oxon, OX12 0DQ. *Trademark © IPL/154/83

ABRIDGED PRODUCT INFORMATION

Full prescribing information on 'Indocid'-R Capsules is available on request and should be consulted before prescribing.

Uses: Active stages of rheumatoid arthritis, osteoarthritis, ankylosing spondylitis, acute peri-articular disorders such as bursitis, tendinitis tenosynovitis, capsulitis, sprains and strains, low-back pain, and dysmenorrhoea. **Dosage and administration:** Dosage should be adjusted for individual needs. 'Indocid'-R Capsules should always be taken with food, milk, or an antacid. Dosage is 1 sustained-release capsule once or twice a day. **Contra-indications:** Active peptic ulcer, history of GI lesions, sensitivity to indomethacin or aspirin, pregnancy or lactation, children. **Precautions:** Warn patients that dizziness may occur and, if so, they should not drive a car or undertake potentially dangerous activities needing alertness. Headache may occur, if it persists, withdraw drug. Use cautiously in patients with psychiatric disorders, epilepsy or parkinsonism. Peptic ulcer, haemorrhage and perforation have occurred occasionally. If GI bleeding does occur, discontinue. GI upsets usually disappear on reducing dosage; if not, risks of continuing therapy should be weighed against possible benefits. May mask an infection. Use cautiously in presence of existing but controlled infection. During prolonged therapy, periodic ophthalmological examination is recommended. Observe carefully for unusual manifestations of drug sensitivity. Use with particular care in the elderly. **Side effects:** *CNS:* include headache, dizziness, confusion, syncope, convulsions, coma, drowsiness, peripheral neuropathy, depression, and psychiatric disturbances. *GI:* the more frequent include nausea, vomiting, pain, and diarrhoea. Others are ulceration of oesophagus, stomach, small intestine, sometimes with haemorrhage, perforation, and fatalities. *Hepatic:* rarely, hepatitis, jaundice with fatalities. *Cardiovascular/renal:* infrequently oedema, increased blood pressure, and haematuria. *Dermatological/hypersensitivity:* pruritus, urticaria, angioneurotic oedema, anginitis, erythema nodosum, loss of hair, rapid fall in blood pressure, and acute respiratory distress. Bronchospasm may be precipitated in patients subject to asthma or allergies. *Haematological:* leucopenia, purpura, thrombocytopenia, aplastic and haemolytic anaemia. Rarely, agranulocytosis. *Ocular:* infrequently, blurred vision, and orbital and peri-orbital pain. In rheumatoid arthritis, corneal deposits and retinal disturbances including macular reported. These also occurred in patients not on 'Indocid'. *Aural:* infrequently, tinnitus (rarely deafness). *Miscellaneous:* hyperglycaemia, glycosuria, vaginal bleeding, epistaxis, stomatitis. **Basic NHS cost:** 75 mg sustained-release capsules £24.84 per 100.

Product licence number: Sustained-release capsules, 75 mg 0025/0125. Issued February 1983. ® denotes registered trademark.

2·84 IDC 83 GB 9056 J

Thomas Morson Pharmaceuticals
Hertford Road, Hoddesdon, Hertfordshire
Division of Merck Sharp & Dohme Limited

Indocid-R

Sustained-release indomethacin

Lasting relief that more patients stay with

"When I get a cold sore all I want to do is hide my face"

Last year, 15,000,000 attacks of cold sores were suffered. 500,000[1] of them were so severe, or so embarrassing, that patients sought treatment from their doctor.

Now, there is new Zovirax Cream, an important achievement of Wellcome antiviral research.

Fiddian *et al.*[2] found that treatment with Zovirax Cream achieved impressive results.

When treatment was begun before lesions developed, 42% of lesions were suppressed, compared to only 11% with placebo (P=0.04).

For the best results, treatment with Zovirax Cream should begin as soon as possible during an attack, preferably during the prodrome, so that the "..proportion of lesions effectively aborting may be increased to a third or more."[2]

So when patients come to you suffering from recurrent cold sores, prescribe Zovirax Cream.

With early treatment, the cold sores may not show their face.

[1]Data on file
[2]Fiddian, A.P. *et al.* (1983), *British Medical Journal*, **286**, 1699

At the first sign of a cold sore

NEW **ZOVIRAX** CREAM

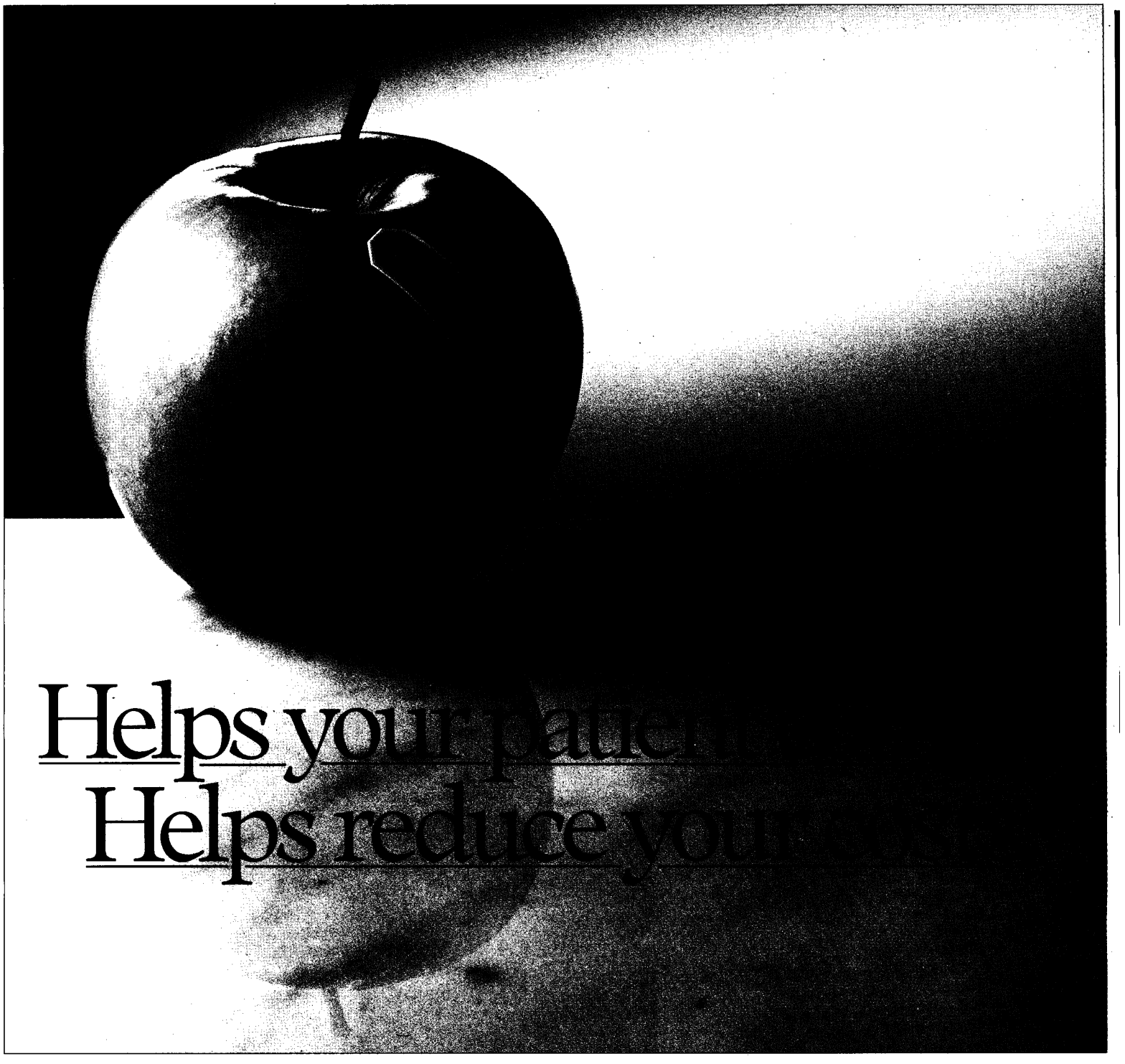
ACYCLOVIR

Prescribing Information: Zovirax Cream
Presentation
Acyclovir 5% w/w in a white aqueous cream base.
Uses
Treatment of herpes simplex infections of the skin including initial and recurrent genital herpes and herpes labialis.
Dosage and Administration
Zovirax Cream is applied five times daily at approximately four-hourly intervals. Treatment should be continued for 5 days. If healing is not complete, treatment may be continued for a further 5 days. **Therapy should begin as early as possible after the start of an infection, preferably during the prodromal period.**
Contra-indications
Patients known to be hypersensitive to acyclovir or propylene glycol.
Warnings and adverse effects
Transient burning or stinging following application may occur. Erythema or mild drying and flaking of the skin have been reported in a small proportion of patients.
Basic NHS cost
2g tube £4.86 10g tube £14.66
Product Licence No. PL3/0180.

Further information is available on request.

Wellcome Medical Division
The Wellcome Foundation Ltd, Crewe, Cheshire

Wellcome



Of the many thousands of breast cancer patients being treated with 'Nolvadex', one in three is receiving 40mg daily, often in the form of two 10mg tablets b.d.

Now ICI have introduced 'Nolvadex' Forte, enabling you to prescribe a more convenient, once-daily regimen for these patients, with the likelihood of better compliance and, therefore, better control.

There is also a 20% cost advantage in prescribing 'Nolvadex' Forte rather than 4 x 'Nolvadex' 10mg.

To ensure that your patient receives 'Nolvadex' Forte in a factory-sealed patient pack, please prescribe in multiples of 30.

New Nolvadex Forte

ICI tamoxifen

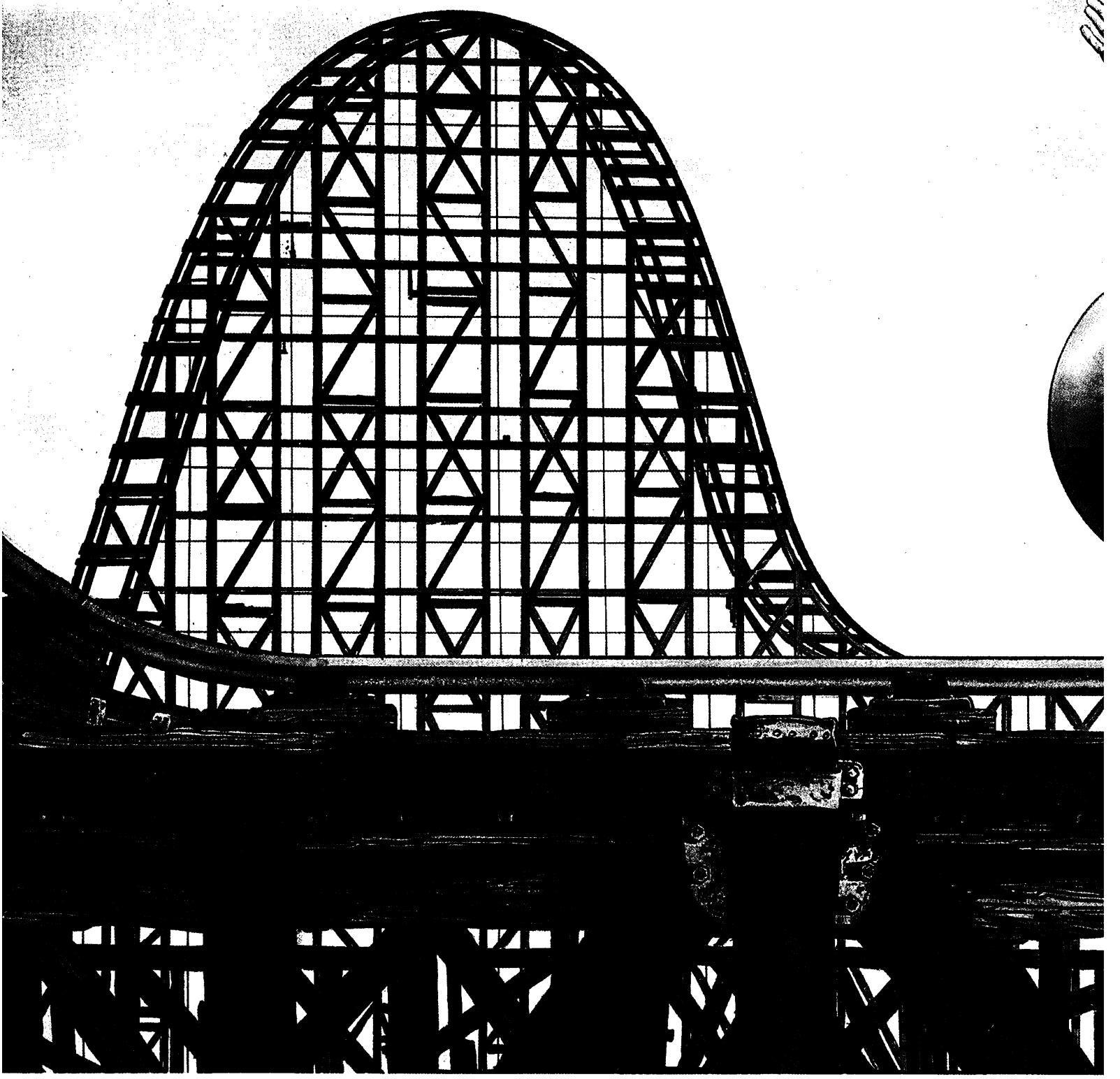
40mg once daily in breast cancer

Prescribing Notes. Uses The treatment of breast cancer. **Presentation** White tablet containing tamoxifen 40mg. **Dosage/administration** Dose range is 20 to 40mg. daily, as single dose. **Contraindications, warnings etc.** Not to be given during pregnancy; premenopausal patients must be examined before treatment to exclude possibility of pregnancy. **Side effects** 'Nolvadex' Forte suppresses menstruation in some premenopausal patients. Reversible cystic ovarian swellings have occurred very occasionally in premenopausal patients receiving 80mg. daily. A small number of patients have developed hypercalcaemia on initiation of therapy. Reported side effects include hot flushes, vaginal bleeding, pruritus vulvae; gastrointestinal intolerance, tumour flare, light-headedness, fluid retention; transient falls in platelet count. A few cases of visual disturbance, corneal changes and/or retinopathy have been described, mainly following long-term high dosage. Severe side effects may sometimes be controlled by dosage reduction; otherwise, treatment may need to be stopped. **Overdosage** Theoretically, overdosage would cause antioestrogenic effects. Extreme overdosage (eg 100 times daily dosage) may produce oestrogenic effects. No specific antidote. **Packaging** Containers of 30 tablets. **Product licence no.** 0029/0176. **Basic NHS price** £27.14 per pack of 30. 'Nolvadex' is the trade mark for ICI tamoxifen. Full information is available upon request. Imperial Chemical Industries PLC, Pharmaceuticals Division, Alderley House, Alderley Park, Macclesfield, Cheshire SK10 4TF.

'Fenbid'. Arthritis th

Conventional arthritis therapy can result in large variations in drug serum levels. If the levels fall too low an adequate effect may not be achieved. If they are too high, side effects are more likely.

'Fenbid' is a sustained-release preparation of

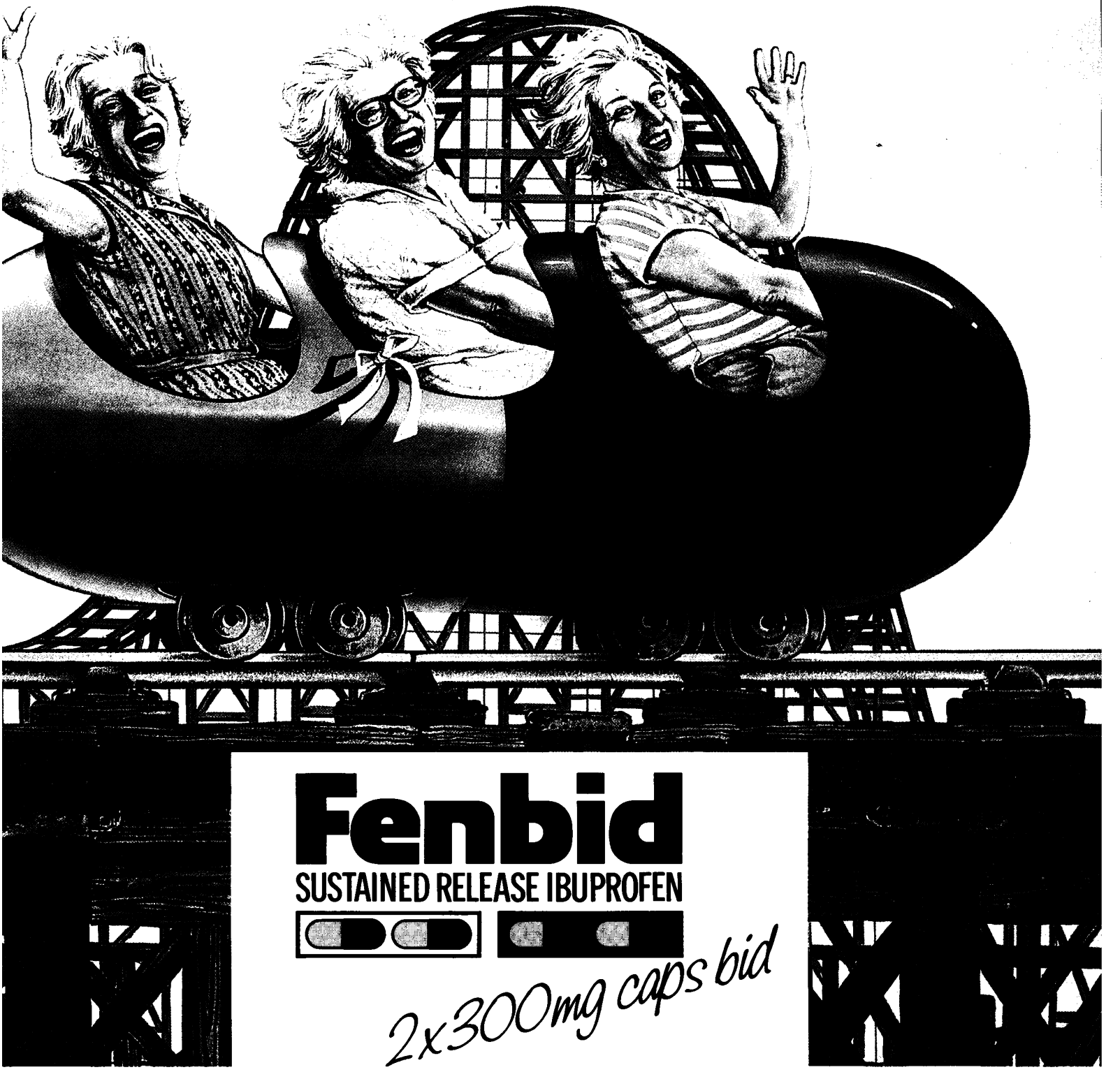


PRESCRIBING INFORMATION. Presentation – 'Fenbid' Capsules, PL 0002/0111, each containing 300 mg ibuprofen in sustained-release form. 120, £8.40. **Indications** – Rheumatoid arthritis, osteoarthritis, ankylosing spondylitis, other seronegative (non-rheumatoid) arthropathies; acute periarticular disorders; relief of mild to moderate pain in sprains, strains, low back pain, dysmenorrhoea; dental and post-operative pain. **Dosage** – Adults and children over 12 years: Start with 2 capsules night and morning. May be increased to 3 capsules b.d. until acute phase is controlled. Maintenance: 1 or 2 b.d. Do not chew or suck capsules or pellets. Capsule may be opened and pellets mixed with soft food. **Contra-indication** – Active peptic ulceration. **Cautions** – Gastrointestinal disease (but may be tolerated in patients with intolerance to other anti-rheumatic drugs); actual or history of bronchial asthma. Monitor

erapy on the level.

ibuprofen formulated to reduce these highs and lows. 'Fenbid' provides effective relief of symptoms. And is at least as well tolerated as conventional ibuprofen.

Effective and well tolerated; a dosage that is simple and convenient. Arthritis therapy on the level.



Fenbid

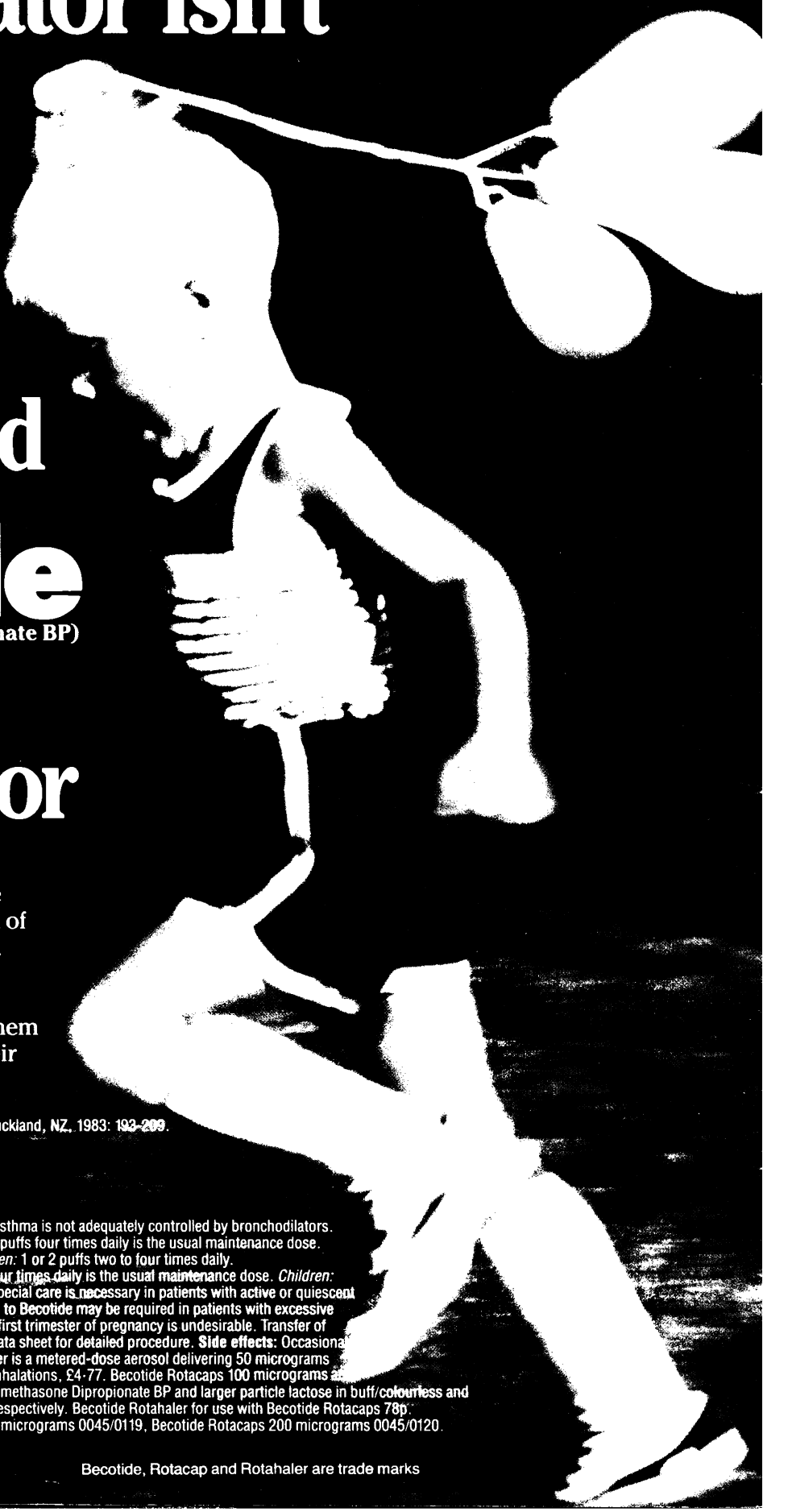
SUSTAINED RELEASE IBUPROFEN

2x300mg caps bid

prothrombin time daily for first few days in patients on anticoagulant therapy. Pregnancy and lactation. **Adverse reactions** – Gastrointestinal upsets, rash, headache, nervousness, tinnitus, oedema. Rarely gastrointestinal haemorrhage. Blurred vision, toxic amblyopia, thrombocytopenia, oliguric renal failure reversed on stopping treatment. **Overdosage** – Treatment: maintain normal blood pressure, correct electrolyte imbalance; consider emesis in children and gastric lavage in adults; symptomatic measures. **Legal category** – POM. 2.11.83. Smith Kline & French Laboratories Limited, Welwyn Garden City, Hertfordshire AL7 1EY. 'Fenbid' is a trade mark.

SK&F

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: 193-209.

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 and 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

THE NEW STANDARD IN SURGICAL COVER

"...even the newest cephalosporins do not provide adequate cover against the anaerobic faecal micro-organisms."[1]

"Severe wound sepsis occurred in 6% of patients given mezlocillin and 16% given cefuroxime... Post-operative diarrhoea was more common following cefuroxime therapy."[2]
(96 patients, in combination with metronidazole)

Baypen's unique activity encompasses the full range of both aerobes and anaerobes which may be expected in abdominal and urogenital surgery.[3]

SHIELDING THE PATIENT ACROSS THE SPECTRUM

PRESCRIBING INFORMATION Presentation Vials containing 0.5g, 1.0g, 2.0g and 5.0g mezlocillin as mezlocillin sodium monohydrate. Infusion Pack containing 3x5.0g infusion vials, 3x50ml Water for Injections BP, 3x Transfer needles, 3x Hanging bags. **Uses** The treatment of systemic or local infections caused by susceptible organisms, and prophylaxis of post-operative sepsis following abdominal surgery and vaginal hysterectomy. **Dosage and administration** Patients with normal renal function should receive 2.0g 8 hourly for non life-threatening conditions, urinary or biliary tract infections. In life-threatening conditions or infections due to *Pseudomonas* species 5.0g 8 hourly. Prophylactic dosage: 2.0g i.v. to be given pre-operatively followed by 2 injections of 2.0g post-operatively at 8 hourly intervals. Patients with renal insufficiency should receive the appropriate doses as above at 12 hourly intervals. Monitoring serum levels in these patients is recommended. Children's dosage is based on 75mg/kg twice daily for neonates and premature babies and 3x75mg/kg for infants. Duration of treatment is usally 7-10 days. Infusion Pack: See detailed instructions on Packaging Leaflet. **Contra-indications** Penicillin hypersensitivity. First trimester of pregnancy. **Side-effects** As for other penicillins. **Pharmaceutical precautions** Mezlocillin should be freshly prepared prior to administration by shaking with a suitable volume of Water for Injections until completely dissolved; unused solution should be discarded. **Basic NHS cost** £1.60 per g (ex 5.0g vial). **Product Licence Numbers** PL0010/0070. 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. Keighley MRB, BMJ 1983; **286**: 1844-1846. 2. Ambrose NS, et al. Paper presented at XIIIth International Congress of Chemotherapy, Vienna 1983. 3. Fass RJ, Arch Intern Med 1980; **140**: 763-8.

Bayer ANTIBIOTICS

responds rapidly to

brufen 600

Ibuprofen B.P.

fast, dependable relief of

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

rescribing Information. Presentation: Light-magenta, film-coated tablets containing 00mg of Ibuprofen B.P. **Uses:** Rheumatoid arthritis (including Still's disease). ankylosing pondylitis, osteoarthritis and other non-rheumatoid arthropathies. Non-articular rheumatic onditions such as capsulitis, bursitis, tendinitis, tenosynovitis, low back pain, soft tissue njuries. As an analgesic in mild to moderate pain. **Dosage:** Adult: Brufen 600 is indicated hree times daily (1800mg/day) for acute conditions. Total daily dose should not exceed 400mg. **Contra- indications:** Severe or active peptic ulceration. **Warnings:** Prescribe with aution in patients with asthma and those who have developed bronchospasm with other onsteroidal agents. Avoid, if possible, during pregnancy. **Side-effects:** Dyspepsia, gastro-ntestinal intolerance and bleeding; skin rashes. Less frequently, thrombocytopenia; rarely oxic amblyopia. **Basic N.H.S. Price:** Brufen 600 100 pack £8.55. **Product Licence No:** rufen 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

The legend that whispers luxury.

No other car reflects your success like a Jaguar.

No other Jaguar establishes your standing like the Jaguar Sovereign.

It is a car without equal, a unique combination of effortless performance and absolute luxury.

For most, the Jaguar Sovereign will be an experience only to be imagined.

For the privileged, it will be an experience to be savoured and often repeated.

Behind the wheel of a Jaguar Sovereign you can settle in the seclusion of quiet, restful elegance.

Cossetted by the richness of fine quality leather hides, burr walnut veneers, deep-pile carpeting, air-conditioning and a range of standard appointments that, on any other car in its class, would read like an expensive list of optional extras.

Reassured by the Jaguar Sovereign's legendary road holding, smoothness of ride and, not least, its outstanding value for money.

Jaguar Sovereign 4.2 £18,495.00.
Jaguar Sovereign H.E. £20,955.00.

Prices, based upon manufacturer's RRP and correct at time of going to press, include seat belts, car tax and VAT. (Delivery, road tax and number plates extra.)

JAGUAR SOVEREIGN The legend grows

JAGUAR CARS, COVENTRY, ENGLAND.

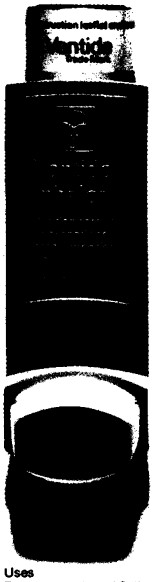
A prescription for Ventide provides comprehensive maintenance for chronic asthma.

When you prescribe Ventolin and Becotide to control your patient's asthma, it is important that both drugs are taken regularly.

Compliance with maintenance therapy in chronic asthma can therefore be improved by prescribing Ventide.

By combining Ventolin and Becotide in one inhaler Ventide provides the same therapy with half the number of inhalations.

Ventide should not be taken instead of Ventolin for the treatment of acute attacks.



Ventide

(Salbutamol BP & Beclomethasone Dipropionate BP)

A logical combination

Prescribing information

Uses
This association of Salbutamol BP with Beclomethasone Dipropionate BP is specially provided for those patients who require regular doses of both drugs for treatment of their obstructive airways disease. Ventide Inhaler is not intended for use as a first-line treatment but is for use once the need for inhaled corticosteroid therapy has been established.

Dosage and administration
Adults: 2 inhalations (200 micrograms salbutamol and 100 micrograms beclomethasone dipropionate) three or four times a day.
Children: 1 or 2 inhalations (100 micrograms to 200 micrograms salbutamol and 50 micrograms to 100 micrograms beclomethasone dipropionate) two, three or four times a day.

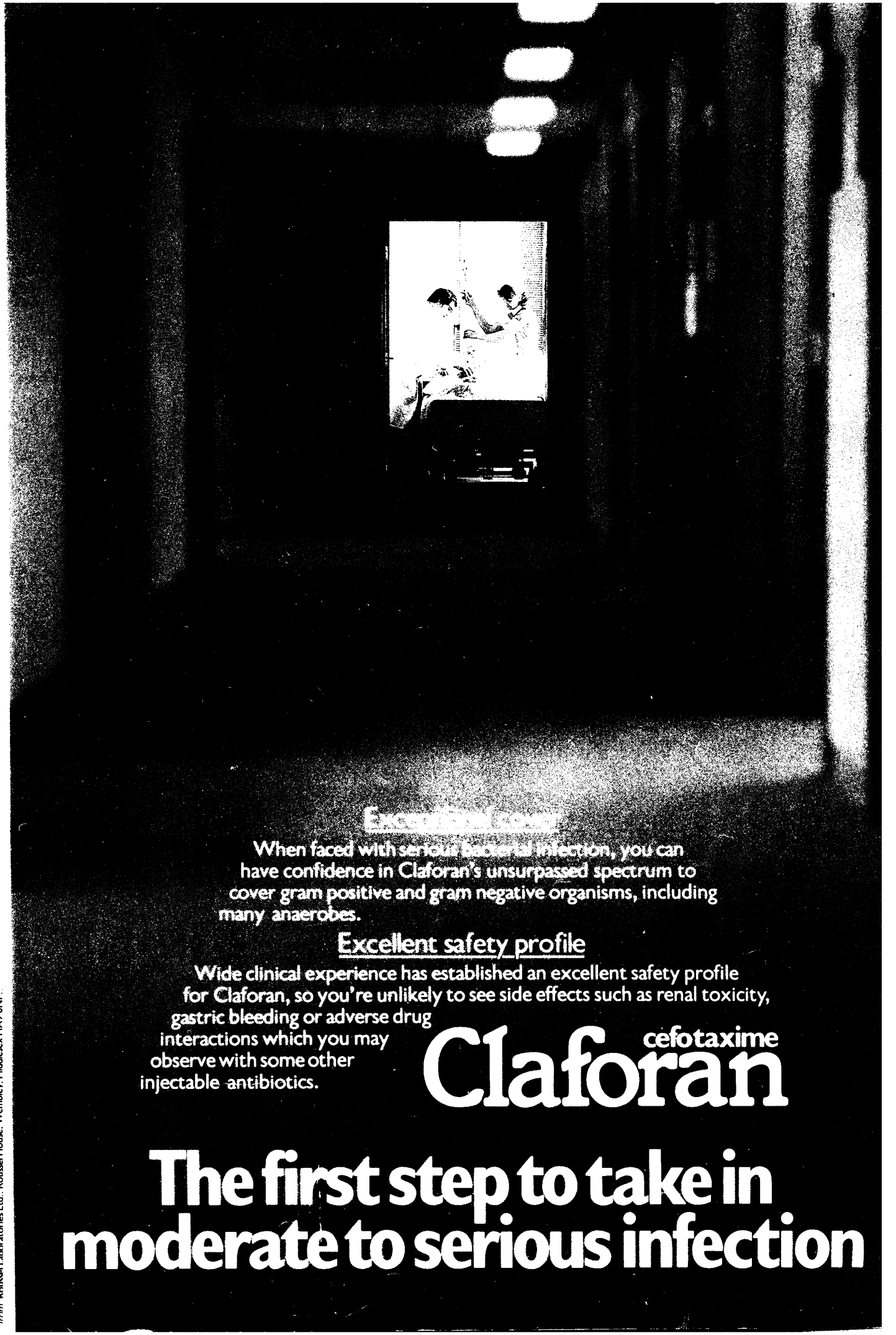
Contra-indications, warnings, etc.
Contra-indications: Although intravenous salbutamol and occasionally salbutamol tablets are used to prevent premature labour Ventolin preparations should not be used for threatened abortion during the first or second trimesters.
Precautions. Patients should be instructed in the proper use of the inhaler to ensure that the drugs reach the target areas within the lungs.
Patients should be made aware that Ventide Inhaler should be used regularly for optimum benefit. However, patients should be regularly reassessed so that their continuing need for corticosteroid therapy can also be reviewed.
Ventide Inhaler is not for use in acute attacks but for routine long-term management so some patients will require a separate Ventolin Inhaler for relief of acute bronchospasm. However, should the effect of the additional Ventolin Inhaler or the relief provided by the Ventide Inhaler last for less than four hours, patients should be advised that this may indicate that their asthma is worsening and to seek medical advice in case treatment with inhaled corticosteroids needs to be increased or treatment with systemic corticosteroids needs to be started or increased.
The maximum daily intake of inhaled beclomethasone dipropionate should not exceed 1mg. Significant reduction of plasma cortisol levels has been reported in some patients who received twice this amount.
For those patients who are steroid-dependent it is advisable to commence therapy with beclomethasone dipropionate as the separate aerosol, Becotide Inhaler. Instructions regarding the introduction of Becotide Inhaler as full or part replacement for systemic steroids are given in the Data Sheet for Becotide Inhaler.
Patients who have been weaned in the previous few months from long-term systemic corticosteroids need special consideration until the hypothalamic-pituitary-adrenal system has recovered sufficiently to enable the patient to cope with emergencies such as trauma, surgery or infections. Such patients should carry a warning indicating that they need supplementary systemic steroid during periods of stress, until their adrenocortical function has become normal.
These patients should also be given a supply of oral steroid to use in emergency when their airways obstruction worsens.
Special care is necessary in patients with active or quiescent pulmonary tuberculosis.
Ventide Inhaler should be administered cautiously to patients suffering from thyrotoxicosis.
Unnecessary administration of drugs during the first trimester of pregnancy is undesirable.
Side effects: No major side effects have been reported in patients taking salbutamol and beclomethasone dipropionate by inhalation from the metered-dose device. Candidiasis of the mouth and throat (thrush) occurs in some patients inhaling beclomethasone dipropionate. Patients with high blood levels of Candida precipitins, indicating a previous infection, are more likely to develop this complication. The incidence of candidiasis is increased with doses greater than 400 micrograms beclomethasone dipropionate per day. The condition usually responds to topical antifungal therapy without discontinuing treatment with Ventide Inhaler.

Presentation and Basic NHS cost
Ventide Inhaler is a metered-dose aerosol which delivers 100 micrograms Salbutamol BP and 50 micrograms Beclomethasone Dipropionate BP per actuation, into the mouthpiece of a specially designed actuator. Basic NHS cost £7·41.

Product licence number 0045/0122.

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

Becotide, Ventide and Ventolin are trade marks



Exceptional power

When faced with serious bacterial infection, you can have confidence in Claforan's unsurpassed spectrum to cover gram positive and gram negative organisms, including many anaerobes.

Excellent safety profile

Wide clinical experience has established an excellent safety profile for Claforan, so you're unlikely to see side effects such as renal toxicity, gastric bleeding or adverse drug interactions which you may observe with some other injectable antibiotics.

cefotaxime

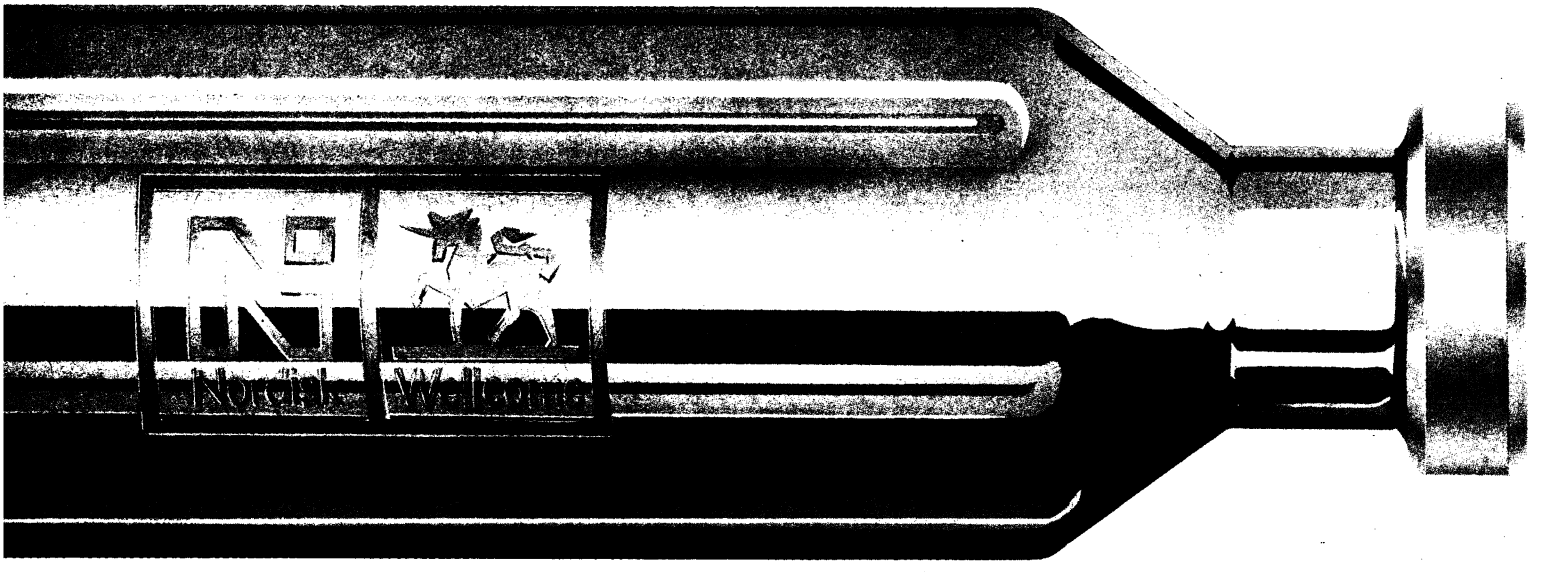
Claforan

The first step to take in moderate to serious infection

Presentation Vials containing 500mg., 1g or 2g of cefotaxime sodium. **Indications** Infections before identification of the organism. Infections caused by bacteria of established sensitivity, including chest infections, septicaemia, urinary tract infections, soft tissue infections, obstetric and gynaecological infections, bone and joint infections, meningitis, gonorrhoea. **Dosage** Claforan is administered i.m. or i.v. *Adults* Moderate infections: 1g 12-hourly. Severe infections: up to 12g daily in 3 or 4 divided doses. For infections caused by sensitive Pseudomonas spp., doses of more than 6g daily are usually required. *Children:* 100-150mg/kg day in 2 to 4 divided doses. Up to 200mg/kg/day may be given in very severe infections. *Neonates:* 50mg/kg body weight daily in 2 to 4 equally divided doses. In cases of severe infection, divided daily doses of 150-200mg/kg have been given. **Dosage in renal impairment** Reduced dosage is only required in severe renal failure (GFR<5ml/min) when, after an initial loading dose of 1g, the daily dose is halved without change in frequency of dosing. **Contra-indications** Known allergy to cephalosporins. **Precautions** Cephalosporin antibiotics may usually be given safely to patients who are hypersensitive to penicillins. Special care is indicated in patients who have had an anaphylactic response to penicillin. Patients with severe renal dysfunction – see previous. Cephalosporin antibiotics at high dosage should be given with caution to patients receiving aminoglycoside antibiotics or potent diuretics such as frusemide. At recommended doses, enhancement of nephrotoxicity is unlikely with Claforan. A false positive reaction to glucose may occur with reducing substances. Claforan should not be mixed in the syringe with aminoglycoside antibiotics. The safety of Claforan in human pregnancy has not been established. **Side effects** Adverse reactions are rare and generally mild and transient, but include diarrhoea, candidiasis, rashes, fever, eosinophilia, leukopenia, transient rises in liver transaminase and alkaline phosphatase, transient pain at the site of injection and phlebitis. **Product licence number** 0109/0074 ▼. **Package quantities and basic N.H.S. price** Vials of 500mg., 1g and 2g in packs of 10. One gram vial £4.95. **Date of preparation** May 1983. *Further information available from* **Roussel Laboratories Ltd., Roussel House, Wembley, Middlesex HA9 0NF.**

Dual Control

Two research based organisations combine



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

PRESCRIBING INFORMATION VELOSULIN (Neutral Insulin Injection BP). INSULATARD (Isophane Insulin Injection BP). MIXTARD 30/70 (Neutral Suspension comprising 30% Neutral Insulin Injection 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, Mixtard 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 40 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 type, 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 Insulin 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 proportions 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.

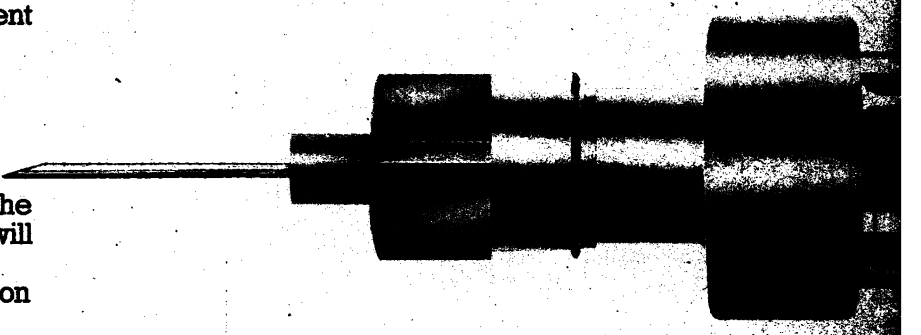
Nordisk Insulinlaboratorium, the Danish charitable Foundation, has been at the forefront of insulin innovation for sixty years. Through a dedicated research programme Nordisk has been first with slow-acting insulin preparations, first to concentrate production on pork and first to bring to patients and 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. UI00 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 £8.44. **PRODUCT LICENCE NUMBERS** Velosulin 3132/0010-11-18 and 0003/0186/7/8. Insulatard 3132/0001-02-18 and 0003/0189/90/91. Mixtard 30/70 3132/0014-15-21 and 0003/0192/93.

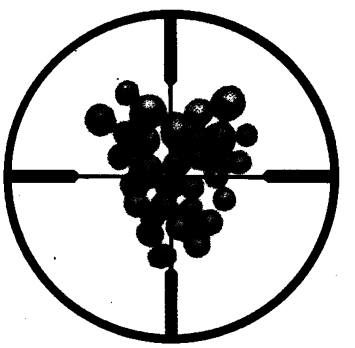
Aim at the most likely cause of wound infections.

The most likely cause of wound infections in hospital is *Staphylococcus aureus*.[1] Unfortunately this organism is now usually resistant to many widely used antibiotics such as penicillin V and G, ampicillin and amoxycillin.[2]

It is therefore important, in the treatment of these infections, to choose an antibiotic upon which you can depend to eradicate *Staphylococcus aureus*.

Floxapen is active against 98% of isolates of *Staphylococcus aureus*[2]; you can rely on it for effective treatment.

Make Floxapen your first choice for wound infections.



Floxapen

flucloxacillin

accurate against Staph.

References 1. J. Hosp. Inf. 1981, 2 (Suppl.), 29-34.
2. Audit of Antibiotic Sensitivity Reports 1981, Market Investigations (P & A) plc.

PRESCRIBING INFORMATION Uses Floxapen is a penicillinase-stable penicillin, indicated for the treatment of infections due to Gram-positive organisms, including infections caused by penicillinase-producing staphylococci. **Dosage** ADULTS: ORAL 250mg q.i.d. IM = 250mg q.i.d. IV = 250-500mg q.i.d. CHILDREN 2-10 years: ½ adult dose. Under 2 years: ¼ adult dose. Systemic dosages may be doubled where necessary. **Administration** ORAL: Oral doses should be administered ½ -1 hour before meals. Floxapen syrup may be diluted with syrup B.P. INTRAMUSCULAR: Add 1.5 ml Water for Injections B.P. to 250mg vial contents or 2ml Water for Injections B.P. to 500mg vial contents. INTRAVENOUS: Dissolve 250-500mg in 5-10ml Water for Injections B.P. or 1g in 15-20ml Water for Injections B.P. Administer by slow intravenous injection (three to four minutes). Floxapen may also be added to infusion fluids or injected, suitably diluted, into the drip tube over a period of three to four minutes. For information on dosage and administration of Floxapen by Intrapleural, Intra-articular and Intrathecal injection or by Nebuliser solution please refer to the Data sheet or Package Enclosure Leaflet. **Contra-indications** Penicillin hypersensitivity; ocular administration. **Side-effects** As with other penicillins.

Availability and basic NHS prices (Correct at October 1983)
Favourable Hospital Rates are available from the Company.

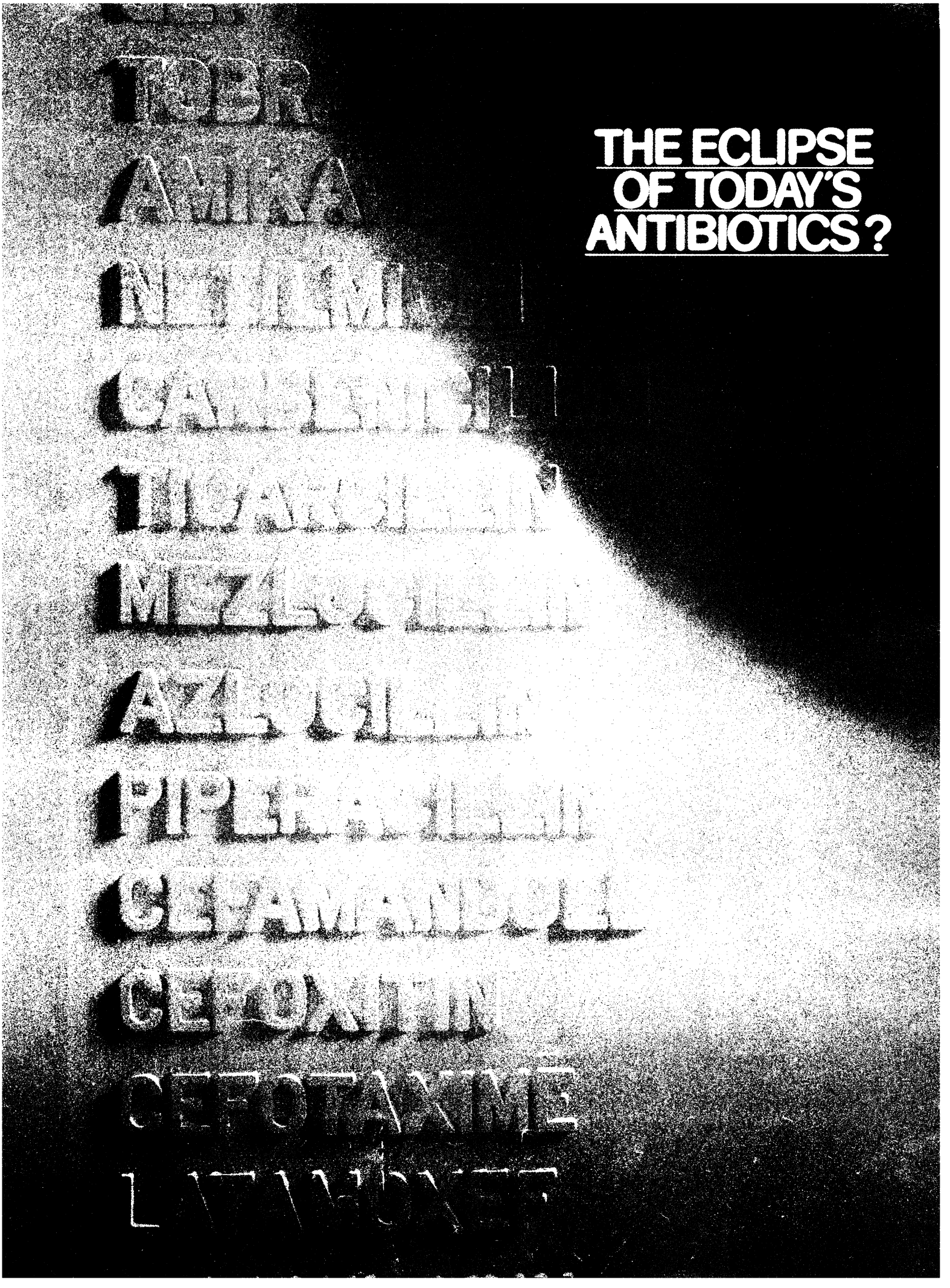
CAPSULES
250mg-£4.32 for 20.
500mg-£8.64 for 20.

SYRUP
125mg/5ml-£3.42 per 100ml.

VIALS FOR INJECTION
1g-£3.83 each.
500mg-£1.91 each.
250mg-96p each.

Further information is available on request to the Company.
Floxapen (flucloxacillin) is a product of British research from
Beecham Research Laboratories
Brentford, Middlesex TW8 9BD

PL 0038/5051 5052 5053 5055 5056 5058 BRL/R 3057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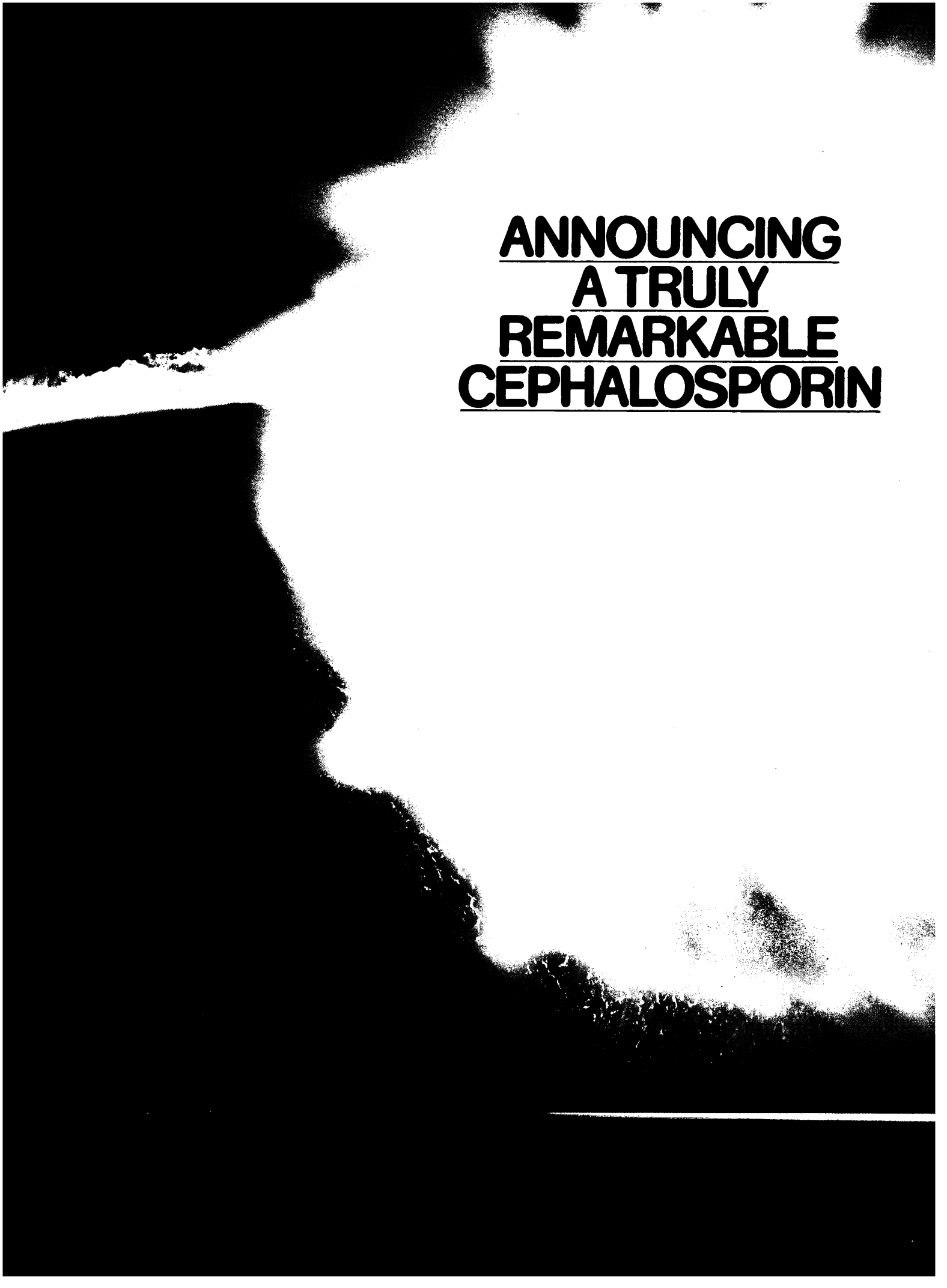
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Noctamid. 6-8 hours normal sleep[2] without impaired daytime performance.[3]

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

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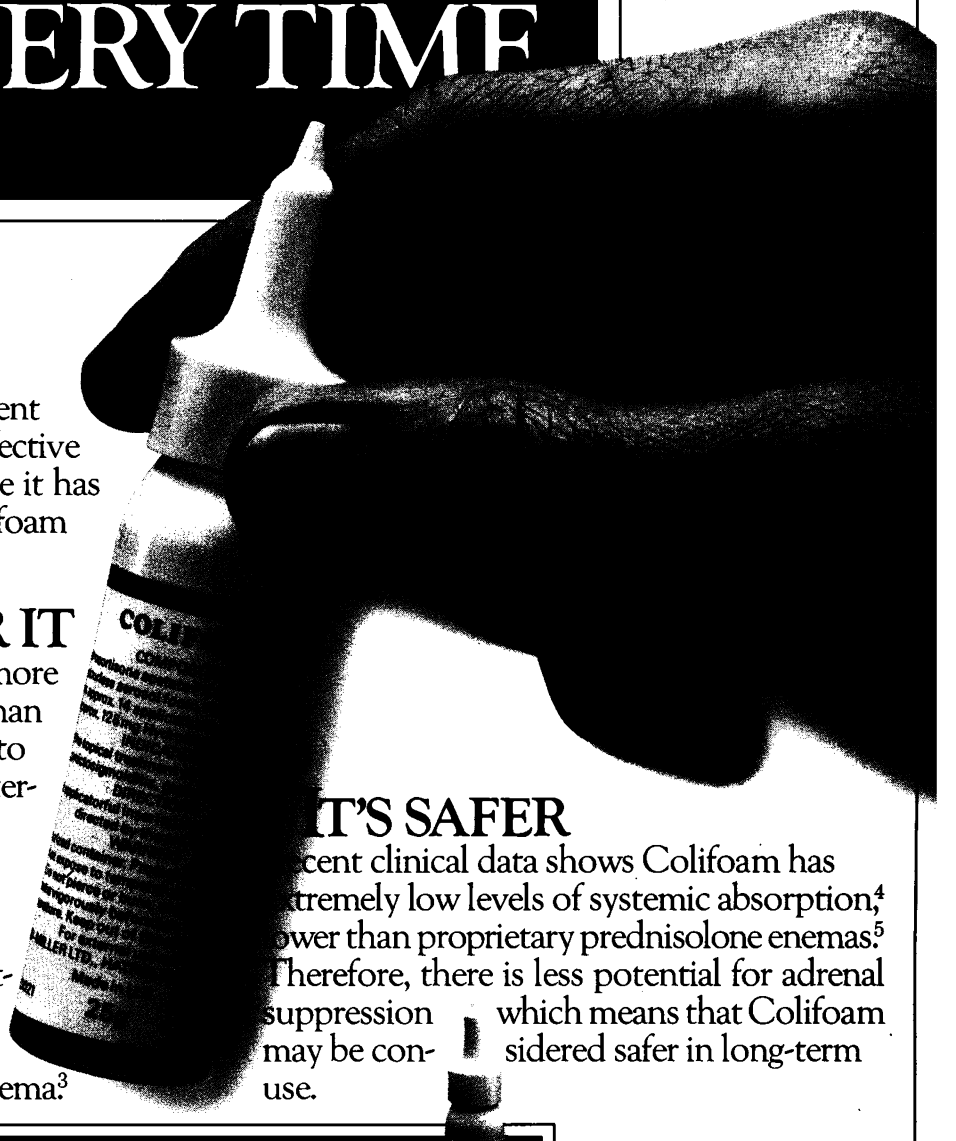


IT WORKS
In the treatment of ulcerative colitis, Colifoam is as effective as steroid enemas. At the same time it has been shown that patients find the foam easier to retain.[1, 2]

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
cent clinical data shows Colifoam has tremely low levels of systemic absorption,[4] ower 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.

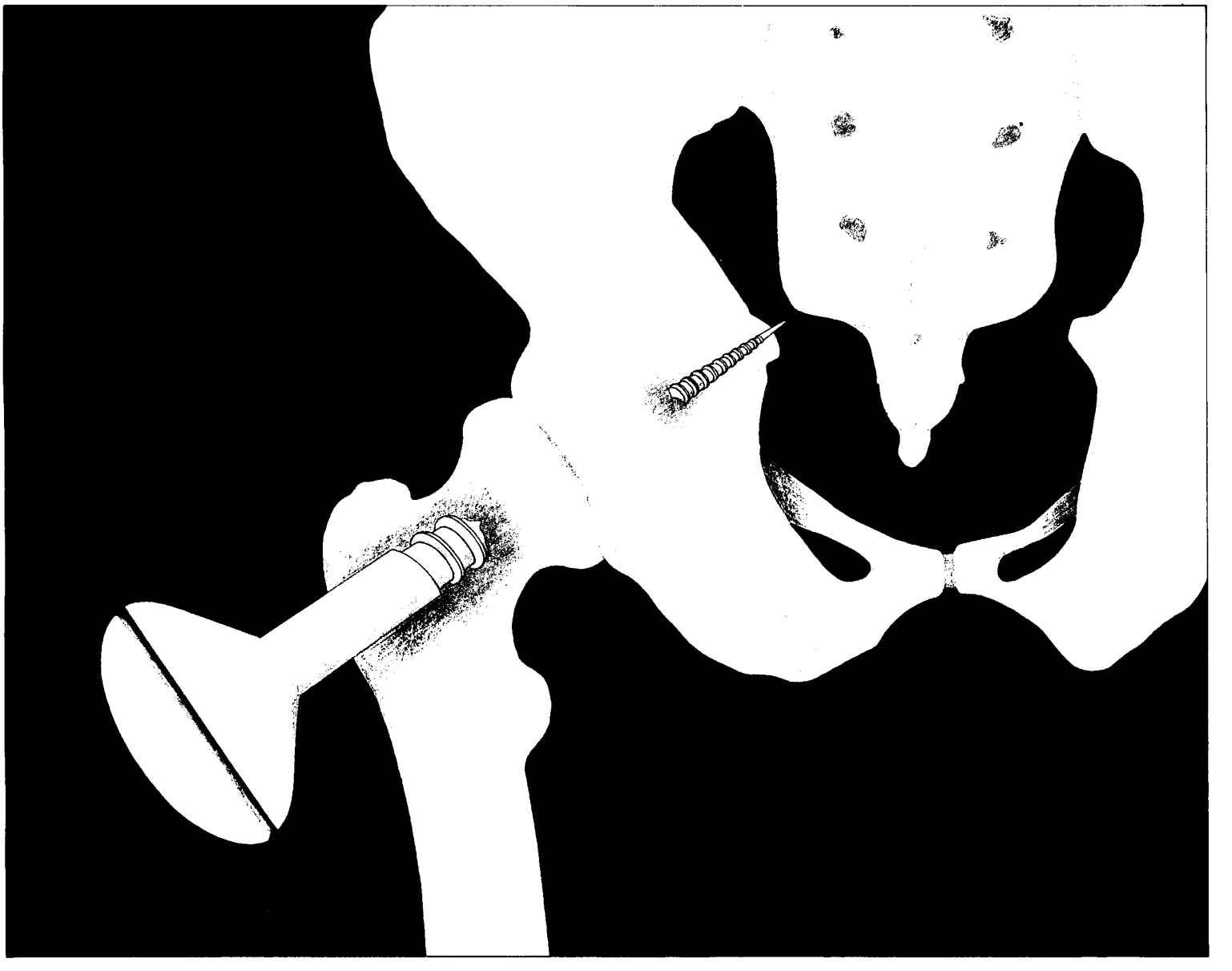
References 1. Ruddell WSJ et al. Gut 1980; 21: 885–889. **2.** O'Donoghue D. Modern Medicine, December 1981; 45. **3.** Source: Mims. **4.** Barr WH, Kline B, Beightol L, Zfass A, Medical College of Virginia/Virginia Commonwealth University. FDA bioavailability submission document October 1981. **5.** 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.

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.



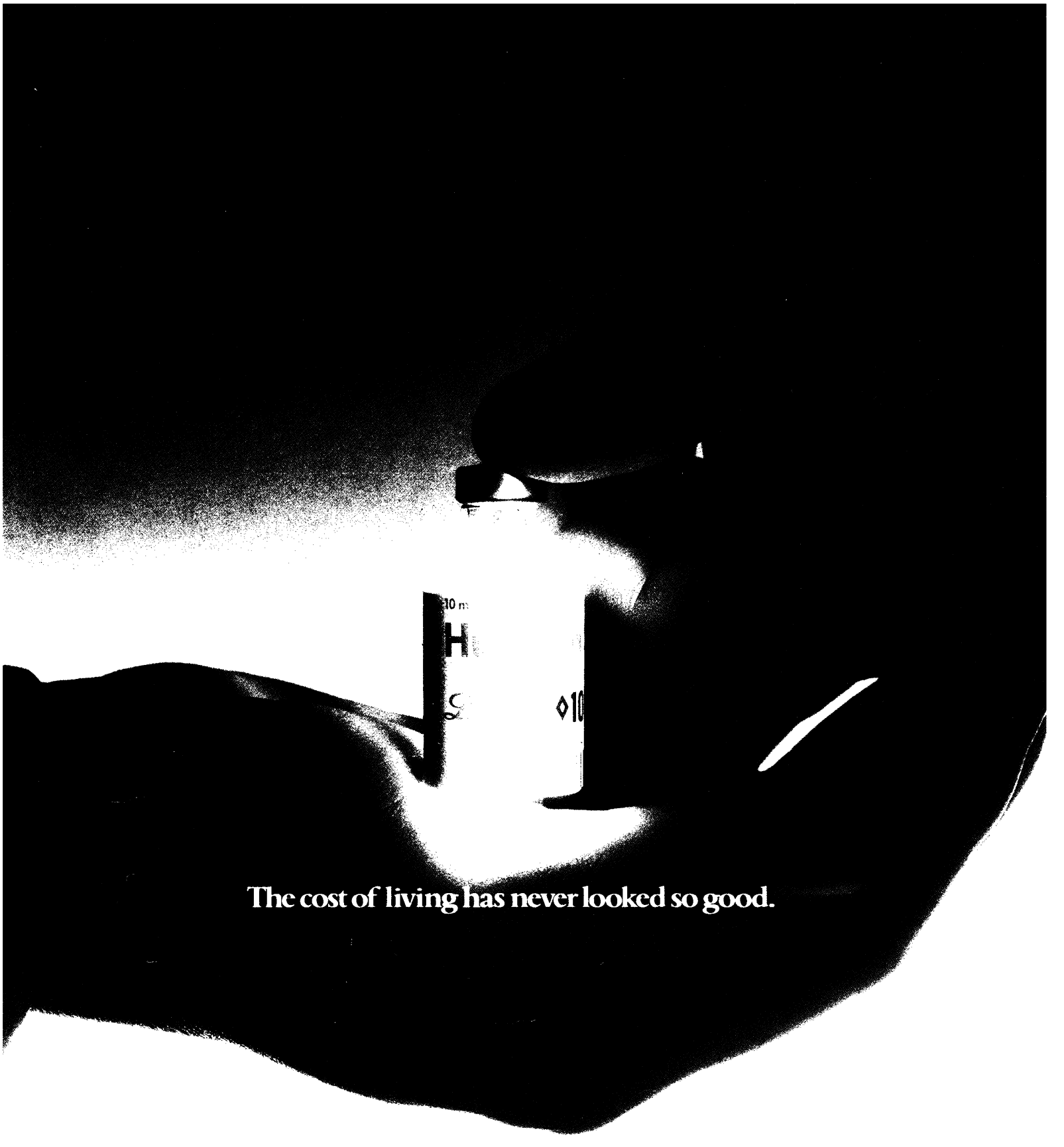
Start with the undoing of arthritic pain

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.



Human insulin has always been seen as an outstandingly pure[1], less immunogenic form of insulin[2] than that which comes from the pancreas of pigs and cattle.

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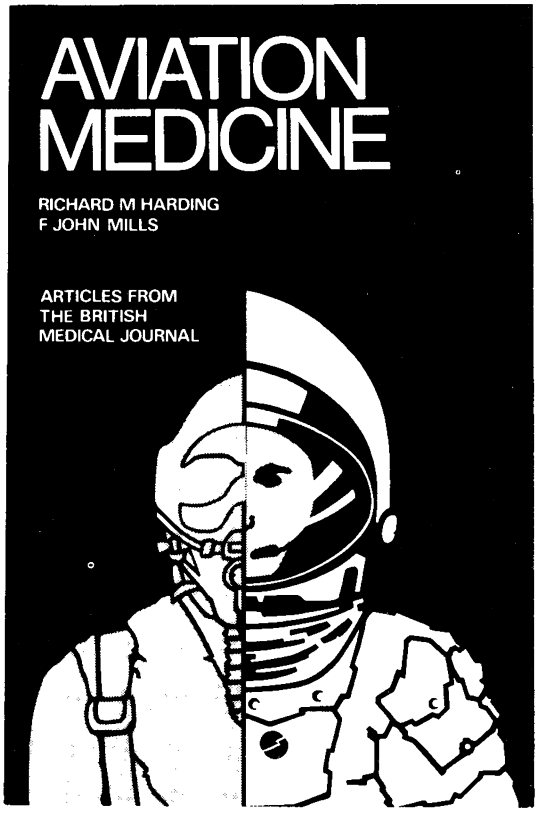

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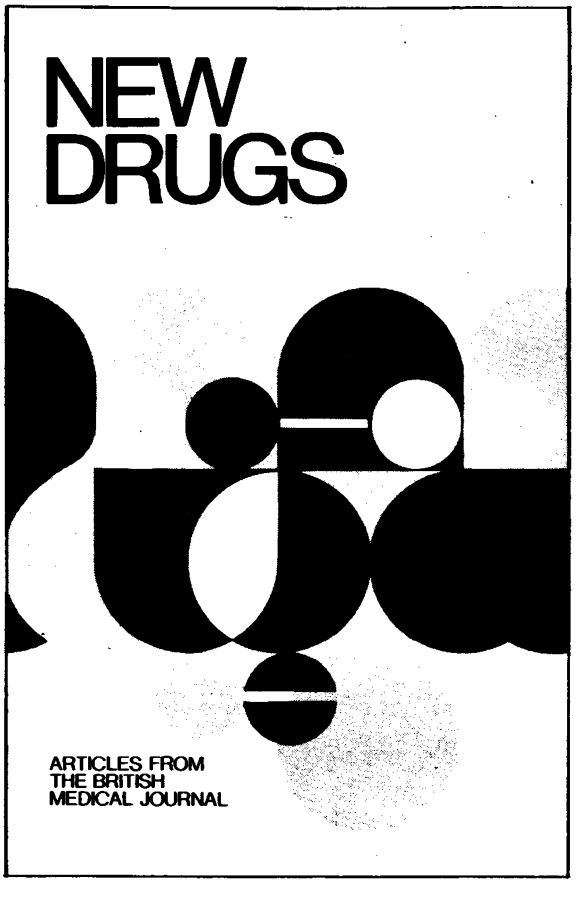

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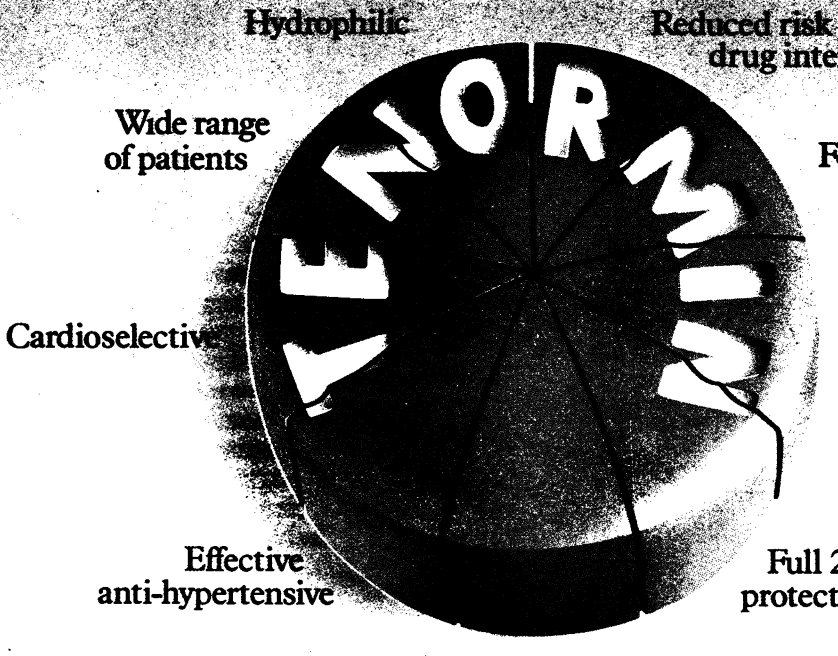

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fits the profile of the ideal beta blocker in hypertension and angina

'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.