



a treatment problem
with *Candida* vaginitis

Reluctance to apply topical treatment

the patient's dislike of topical application
leads to inadequate therapy

The modern approach:

TRADEMARK
Nizoral

ketoconazole

**just 2 oral tablets daily
with a meal
for 5 days.**

Prescribing information

Presentation: white, flat, half scored uncoated tablets marked "Janssen" on one side and K/200 on the reverse. Each tablet contains 200 mg ketoconazole.

Uses: Nizoral is an orally active antimycotic for the treatment in adults of vaginal candidosis, superficial and systemic mycoses including dermatophyte and yeast infections of the skin, hair and nails, yeast infections of the mouth and G.I.-tract.

Also maintenance treatment of systemic mycoses and chronic mucocutaneous candidosis and prophylaxis in "at risk" patients. In children: systemic mycoses and severe local infections where previous topical treatment has failed.

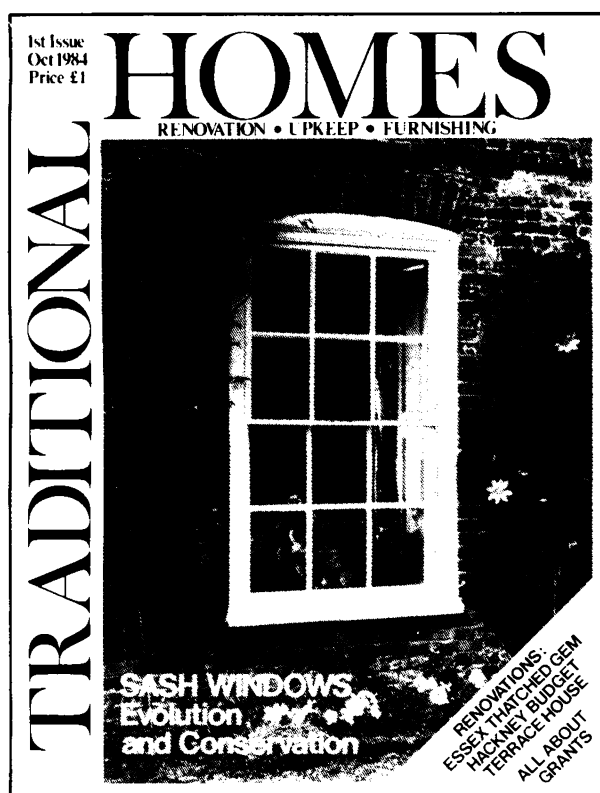
Side-effects, precautions, contra-indications:

contra-indicated in pregnancy. For maximal absorption Nizoral should be taken with meals. The use of agents which reduce gastric acidity [anti-cholinergic drugs, antacids, H₂-blockers] should be avoided and, if indicated, such drugs should be taken not less than two hours after Nizoral. Nausea, skin rash, headache and pruritus may occasionally be observed. Alterations in liver function tests have occurred in patients on ketoconazole, these changes may be transient. Cases of hepatitis have been reported with an incidence of about 1 per 10,000 patients. Some of these may represent an idiosyncratic adverse reaction to the drug. This should be borne in mind in patients on long-term therapy. If a patient develops jaundice or any symptoms suggestive of hepatitis, treatment with ketoconazole should be stopped. Mild asymptomatic increases of liver enzyme levels, on the other hand, do not necessitate discontinuation of the treatment. Ketoconazole, when given together with cyclosporin A results in increased blood levels of cyclosporin A. It is important that blood levels of cyclosporin A are monitored if the two drugs are given concomitantly. Ketoconazole 200 mg once daily produces a transient decrease in plasma levels of testosterone. During long term therapy at this dose, testosterone levels are usually not significantly different from controls. In rare instances, gynaecomastia has been reported.



**JANSSEN
PHARMACEUTICA**
B-2340 Beerse, Belgium

TRADITIONAL HOMES



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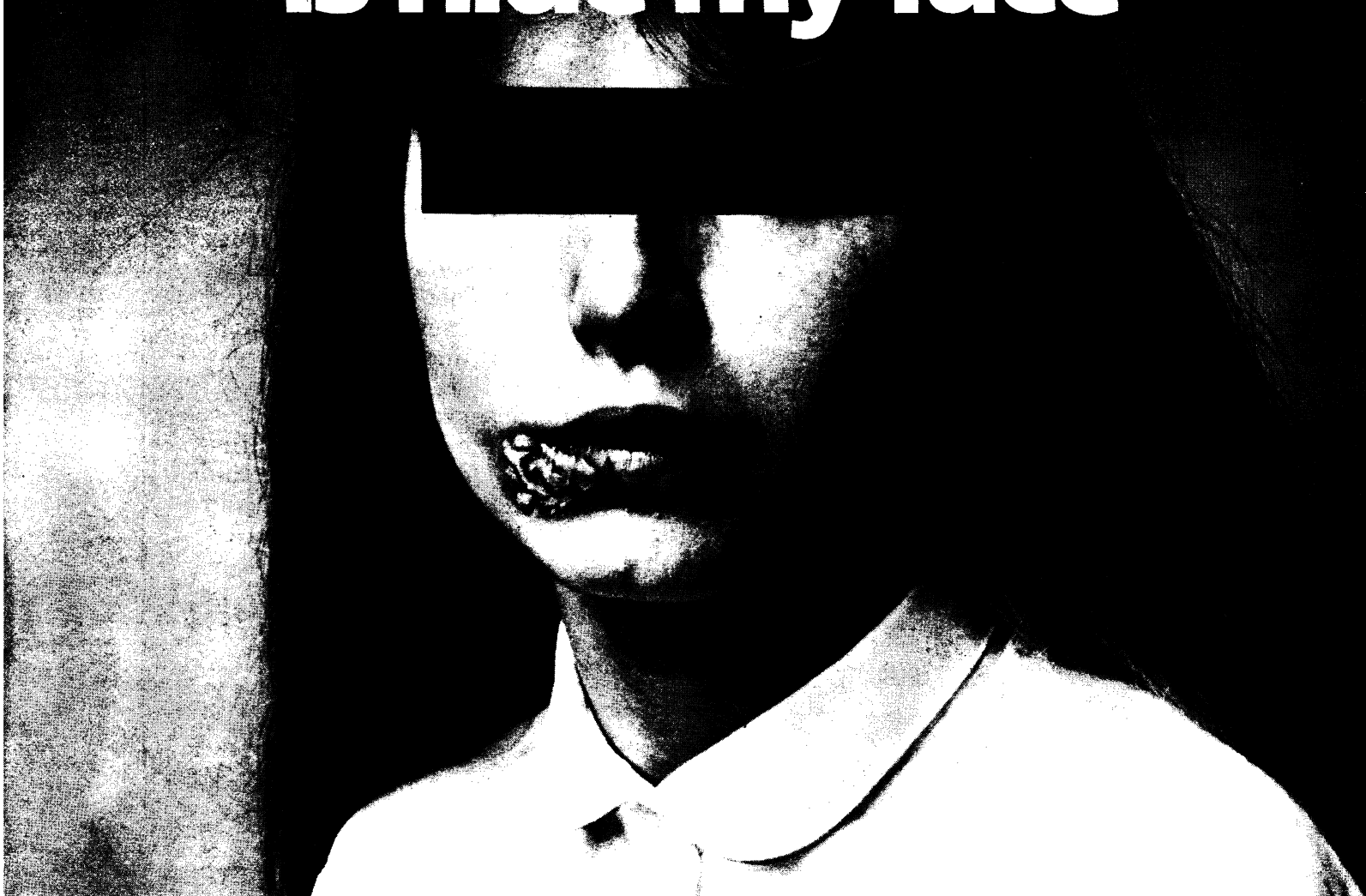
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CFE.TH. 13

"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. 500,000¹ 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.

¹Data on file

²Fiddian, 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

Zovirax is a Trade Mark

Tea and sympathy?



Diarrhoea is often a self-limiting affair.
But by the time patients consult their doctor, they have tried
the usual home remedies and want more than tea and sympathy...

Then it's time for a firm approach
with an antidiarrhoeal of universal repute.

All over the world doctors know:

WHEN IT COMES
TO DIARRHOEA
NOTHING WORKS
LIKE **Imodium** TRADEMARK

2 caps stat.
1 after each loose stool

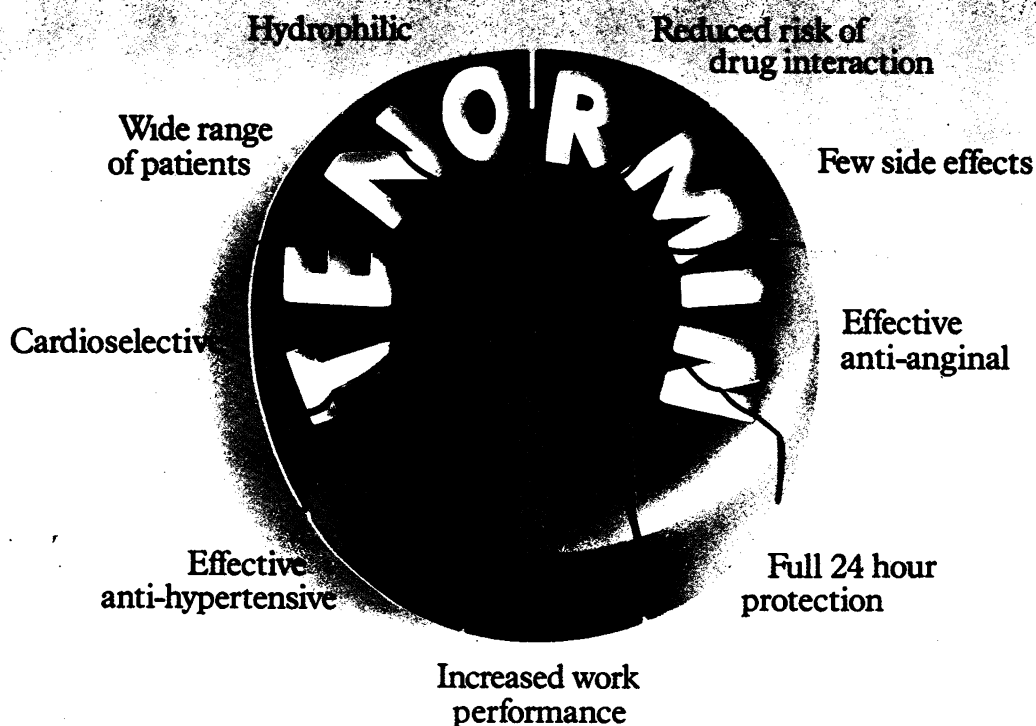
JANSSEN
PHARMACEUTICA

the drug discovery company

composition: 2 mg loperamide hydrochloride (R 18 553) per capsule and per ml of drops; 0.2 mg loperamide hydrochloride (R 18 553) per ml of oral solution. **properties:** Pharmacological studies have shown **Imodium** to be a highly potent, long-acting and specific antidiarrhoeal. **Imodium** inhibits propulsive intestinal peristalsis by its direct peripheral effect on the gastro-intestinal wall. In animal studies central nervous system effects were only observed at doses far above the recommended therapeutic doses for man. However, the naloxone pupil test, which indicates opiate-like effects, was negative in patients treated with a single high dose or after more than two years of therapeutic use of **Imodium**. **Imodium** is easily absorbed from the gut, but it is almost completely metabolized in the liver where it is conjugated and excreted via the bile. **Imodium** is mainly eliminated via the faeces. Plasma and urinary levels are very low, when the liver function is normal. From clinical studies it is evident that **Imodium** may be used effectively and safely for the treatment of acute and chronic diarrhoea. **indications:** **Imodium** is indicated for the symptomatic control of acute and chronic diarrhoea. In patients with an ileostomy it can be used to reduce the number and volume of stools and to harden their consistency. **contra-indications:** **Imodium** must not be used: 1. when inhibition of peristalsis is to be avoided, 2. when the hepatic function, necessary for the drug's metabolism, is defective, which might result in a relative overdose (e.g. in case of severe hepatic disturbances). For the same reason, and as a precaution, it is advised not to administer **Imodium** to infants (under 12 months). **side-effects:** If one excludes the above-mentioned contra-indications, no side-effects have been observed, apart from a few cases of dry mouth. This is true even after prolonged administration. **measures to be taken in case of overdose:** In case of overdose, the following side-effects may be observed: constipation and neurological symptoms (myosis, muscular hypertonia, somnolence and bradypnoea). If intoxication is suspected Naloxone can be given as an antidote. Since the duration of action of **Imodium** is longer than that of Naloxone, the patient should be placed under constant observation for at least 48 hours in order to detect a possible depression of the central nervous system. **dosage:** *Adults and children over 5 years of age:* acute diarrhoea: the initial dose is 2 capsules for adults and 1 capsule for children; followed by 1 capsule after any subsequent loose stool. chronic diarrhoea: the initial dose is 2 capsules daily for adults and 1 capsule daily for children; this initial dose will be adjusted until 1-2 solid stools a day are obtained, which is usually achieved with a maintenance dose of 1-6 capsules daily. The maximum dose for acute and chronic diarrhoea is 8 capsules daily. *Children 1 to 5 years of age:* 1 drop per kg bodyweight, 2 or 3 times daily; 1 measuring cap of oral solution (= 5 ml) per 10 kg body weight, 2 or 3 times daily. As soon as normal stools are obtained the dose must be gradually reduced; if constipation occurs the treatment should be stopped. **how supplied:** 6 and 60 capsules each containing 2 mg loperamide hydrochloride; dropper bottle containing 10 ml at 2 mg loperamide hydrochloride per ml, 30 and 100 ml oral solution containing 0.2 mg loperamide hydrochloride per ml. **warning:** Should be kept out of children's reach.

IN HYPERTENSION AND ANGINA

Prescribing 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 100mg 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 £6.98 **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 for atenolol.

