

Render unto

# histamine

what histamine deserves

Histamine deserves an antihistamine that can really take it on. For right away allergies that thrive on histamine will respond, including allergic rhinitis, allergic conjunctivitis and various forms of urticaria.

Pharmacologically, Hismanal is a very powerful antihistamine. Without hardly any risk of sedation, it blocks most of the peripheral H<sub>1</sub> receptors at its once-a-day dosage.<sup>1</sup>

And it will maintain its effect during the 24-hour dosing interval, so there's little chance of breakthrough problems.<sup>2</sup>



**JANSSEN**  
PHARMACEUTICA  
B-2340 Beerse, Belgium  
*the drug discovery company*



**Hismanal** TRADEMARK  
(astemizole)

JUST ONE TABLET A DAY

fast and  
24-hour  
symptom control



#### References:

1. Awouters, F., et al.: *Arzn. Forsch.* 33, 381 (1983). 2. McMillan, J., et al.: *J. Allergy Clin. Immunol.* 85, 255 (1990)

#### Prescribing information

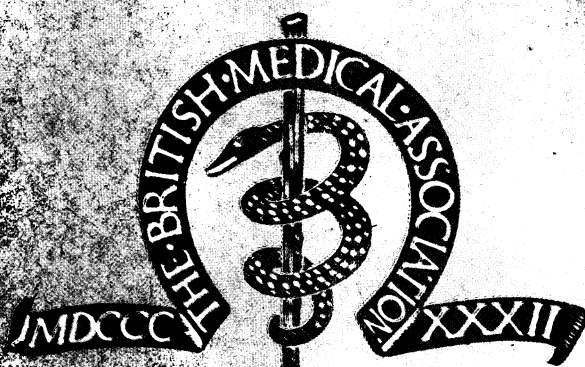
**Uses:** Hismanal is an antihistamine lacking in sedative potential which is indicated for allergic rhinitis and conjunctivitis and other conditions normally responsive to antihistamines, including allergic skin reactions (urticaria). **Dosage and Administration:** Children 6-12 years: 5 mg (1/2 tablet or 5 ml) daily. Adults and Children over 12 years: 10 mg (1 tablet or 10 ml) daily. This dose must not be exceeded. **Contra-indications:** Contra-indicated in pregnancy. **Precautions:** Ventricular arrhythmias have occurred at very high doses, see overdose. No teratogenic effects were observed in animal studies, although like many other histamines, Hismanal has been associated with adverse effects on the maintenance of pregnancy in rats. Adequate contraceptive precautions should be taken in women of childbearing potential during and for several weeks after stopping therapy. No specific studies in the elderly or in children under 6 years have been performed. Should not be used by breastfeeding women. **Side-effects:** No known interaction with diazepam or alcohol. Since sedation has been reported extremely rarely. Hismanal should not interfere with activities requiring mental alertness for example, driving or operating machinery. Nevertheless as with other medications, patients should exert caution when undertaking such activities following the first dose of Hismanal. Weight gain has occasionally been reported. **Overdose:** Gastric lavage and emesis if appropriate. ECG monitoring should be instituted as serious ventricular tachycardias have occurred infrequently. **Presentation:** White, biconvex, half-scored uncoated tablets marked 'Janssen' on one side and AST/10 on the reverse. Each tablet contains astemizole 10 mg, supplied in packs of 30 tablets. White sugar-free suspension with a fruity flavour containing astemizole 1 mg/ml in 200 ml amber glass bottles. **Product Licence Numbers:** Tablets 0242/0086. Suspension 0242/0111 **Full prescribing information available on request** from Janssen Pharmaceutica Ltd., Grove, Wantage, Oxon, England; or from Janssen Pharmaceutica, B-2340 Beerse, Belgium.

SPECIAL BMA MEMBERS EDITION

# MIRROR OF MEDICINE

## A HISTORY OF THE BMJ

P. W. J. BARTRIP



# BMJ

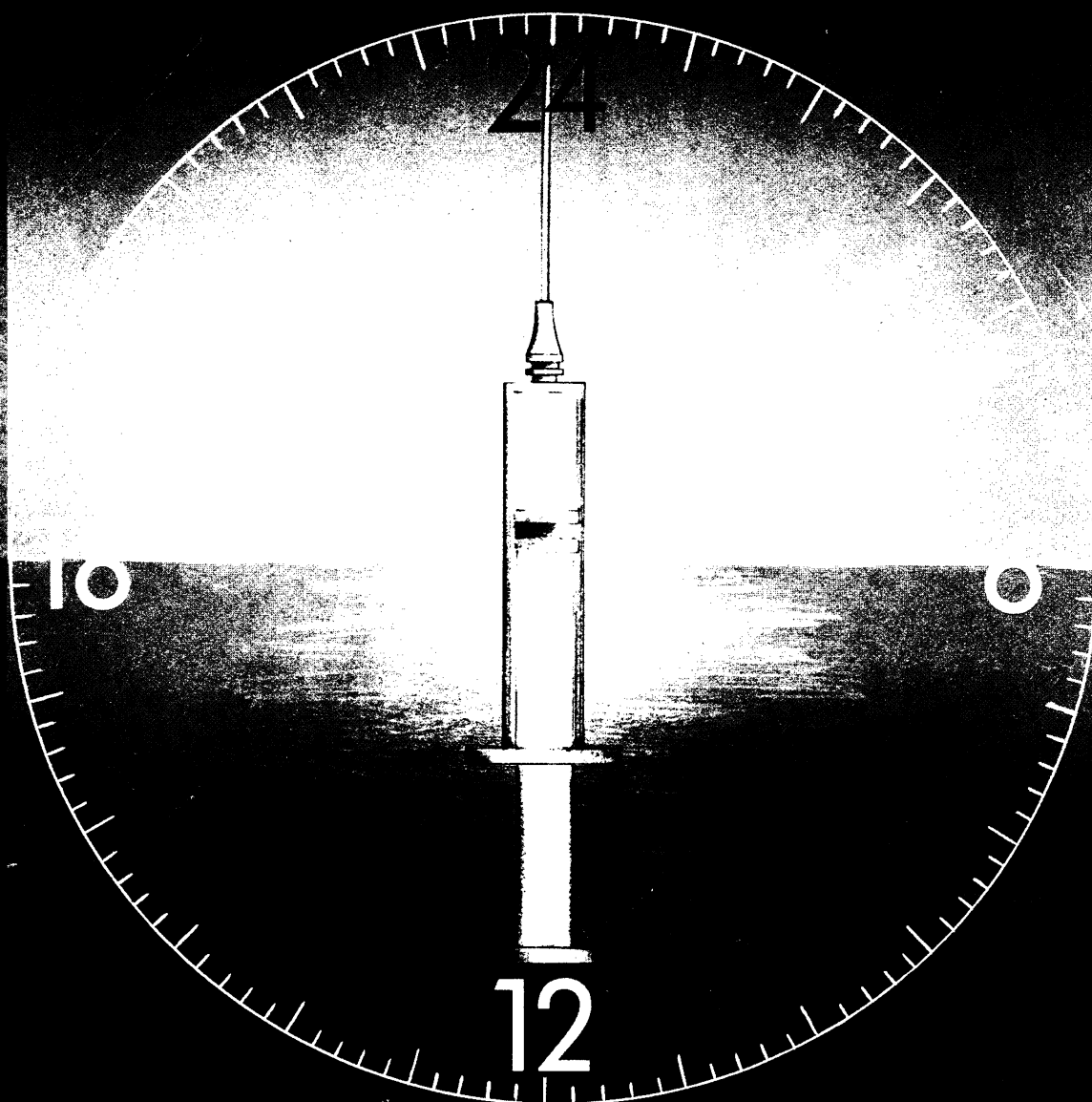
## 1840-1990

The BMJ's 150 year history has taken it from small beginnings in Worcester as the *Provincial Medical and Surgical Journal* to its current position as a major international medical journal. On the way there have been rows, editors' dismissals, and battles with the BMA and royal colleges as well as growing success and authority. In *Mirror of Medicine* the historian P W J Bartrip provides a shrewd and perceptive commentary on the BMJ's progress, placing its history in the context of contemporary events and examining its treatment of many key themes in medical science and society, including public health, military medicine, quackery, sex, and the birth of the NHS. He also provides pen portraits of some of its most outstanding editors, among them the charismatic Ernest Hart, his successor Dawson Williams, and the doughty Hugh Clegg. The BMJ's present editor, Stephen Lock, provides a postscript on the state of the BMJ today.

352 pp., illus., Clarendon Press/BMJ, September 1990

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# ROCEPHIN<sup>®</sup>

ceftriaxone

## 24-HOUR BACTERICIDAL POWER

### Indications

Sepsis; meningitis; abdominal infections; infections of the bones, joints, soft tissue, skin and of wounds; infections in patients with impaired defence mechanisms; renal and urinary tract infections; respiratory tract infections, particularly pneumonia, and ear, nose and throat infections; genital infections, including gonorrhea. Perioperative prophylaxis of infections.

### Dosage

Usual dosage for adults: 1-2 g once daily (every 24 hours). Further informations on administration and special dosage recommendations are available on request.

### Contraindications

Known hypersensitivity to cephalosporins.

### Precautions

Pregnancy (particularly in the first trimester), unless absolutely necessary. Hypersensitivity to  $\beta$ -lactam antibiotics (possibility of allergic cross-reactions, anaphylactic shock).

### Side effects

Gastrointestinal complaints. Hematological changes. Skin reactions.

Full details are available on request.

F. Hoffmann-La Roche Ltd, Basel, Switzerland

