

# DUOGASTRONE<sup>®</sup>

## direct healing of duodenal ulcer

### Trials suggest\*

- radiological disappearance of ulcer crater
- relief of symptoms within a few days
- superiority over antacid or anticholinergic therapy
- patients can lead a normal life
- special diets are unnecessary
- even chronic cases, with a long history of symptoms, respond

Unique 'positioned release' capsules deliver the active ingredient (50 mg carbenoxolone sodium) into the duodenum.

\* Further trials are in progress to study the effects of DUOGASTRONE in long-term therapy

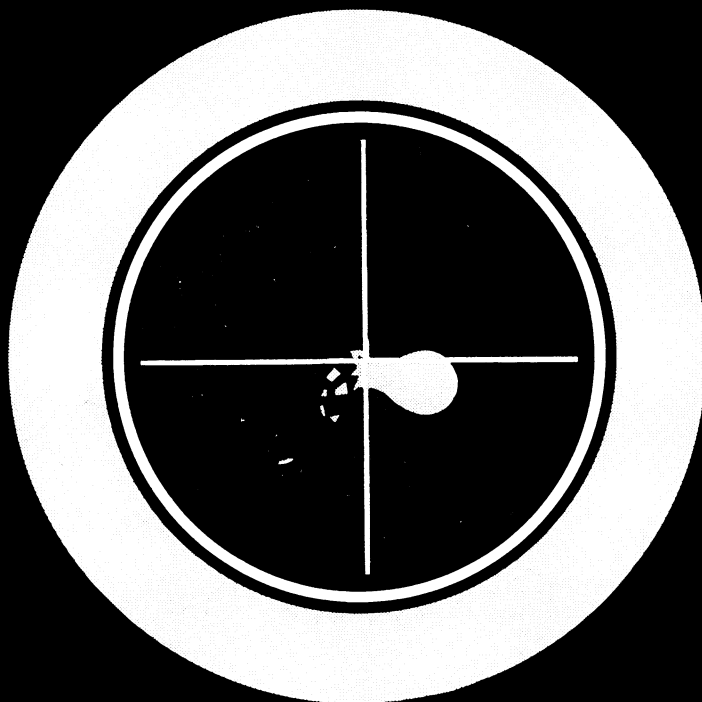


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® Regd. Trade Mark



## NEW PRODUCT ANNOUNCEMENT

# Duphalac ends the laxative era

**"The constant use of purgatives by the lay public to induce a regular daily habit, which is commonly believed necessary for good health, may decrease the sensitivity of the intestinal mucous membranes so that larger doses have to be taken and the bowel fails to respond to normal stimuli. Thus the development of a normal habit is prevented."**

*Martindale's Extra Pharmacopoeia* The Pharmaceutical Press, London 25th Edition (1967) p. 1266

Now there is Duphalac – a non-laxative treatment for habitual constipation. Unlike many traditional laxatives, which goad the bowel musculature into fitful action, non-laxative Duphalac has no direct effect either on the smooth muscle or its innervation. Duphalac changes the environment within the colon to achieve normal bowel movement and a softening of the stool.

#### **How does it work?**

Duphalac is a synthetic disaccharide which is not appreciably absorbed after oral ingestion. It reaches the colon unchanged and serves as a nutrient for saccharolytic bacteria. Their increased activity causes a change of the colonic environment and a lowered pH in the colon. The clinical result is that normal defaecation is restored.

#### **The clinician's verdict**

One double-blind comparison of Duphalac with placebo involved 52 "truly constipated" patients. The success rate was 80% for Duphalac against 33% for placebo. "The difference in success rate is highly significant ( $P < 0.01$ )". The author described Duphalac as "a completely harmless substance" (Gut, 1968, 9:84)

Duphalac is presented as a syrup containing lactulose 50% w/w, lactose 5% w/w, galactose 8% w/w, in bottles of 200 ml. and 2 litres. Further information will be supplied on request.

## Duphalac<sup>®</sup> non-laxative treatment for habitual constipation

**The preferred steroid** Cortenema is the first suspension of hydrocortisone to be presented for use as a retention enema. For local treatment of ulcerative colitis, hydrocortisone is preferable to prednisolone.\* It produces the desired therapeutic effect with less risk of systemic side effects due to absorption.

**Ready-to-use unit dose** Cortenema is presented as a one-piece disposable unit made up of a soft plastic bottle with a lubricated nozzle. Each bottle contains a unit dose - 60 ml of solution (equivalent to 100 mg hydrocortisone as alcohol).

**One-squeeze instillation** No holding up, no rolling up. One slow, steady squeeze of the Cortenema bottle is sufficient to discharge the entire dose into the rectum.


**No regurgitation** The nozzle of the Cortenema bottle incorporates a non-return valve to prevent regurgitation of the enema.

**Easier for the patient** Cortenema is now the most convenient enema available for self-administration in ulcerative colitis. It is more acceptable to the patient, much easier to apply and therefore increases the probability of successful therapy.

\*Reference: *Brit. med. J.* (1960), 1, 464.  
Full information is available on request.  
Bengue & Company Limited, Alperton,  
Wembley, Middlesex.

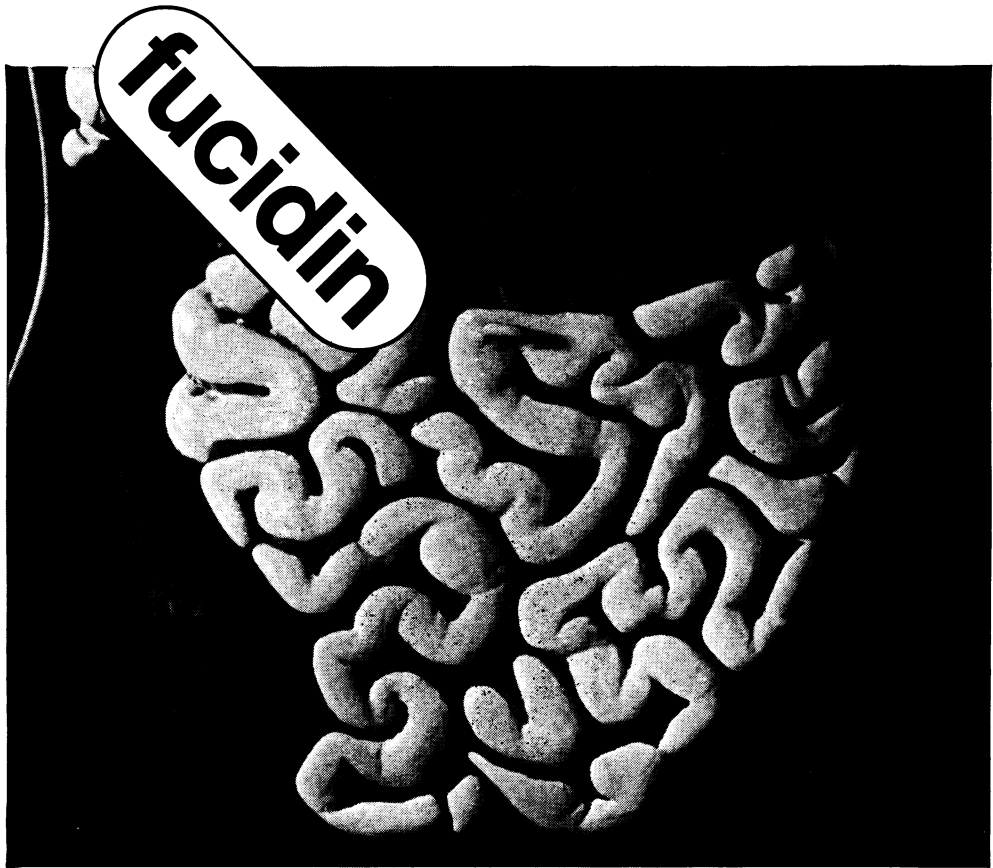
# CORTENEMA

the new hydrocortisone retention enema



**ONE SQUEEZE  
INSTILLS THE ENEMA.**

# in staphylococcal infection of the gastro-intestinal tract



## powerful · bactericidal · antistaphylococcal

The potential severity and the rapidity of staphylococcal enterocolitis demand prompt and specific antibacterial therapy—often well before sensitivity reports become available. FUCIDIN is rapidly and easily absorbed; its unique molecular structure and metabolism lead to biliary concentrations up to 12 times higher than serum levels and bactericidal distribution throughout the alimentary tract. FUCIDIN exhibits remarkable ability to reach the nidus of infection even in the presence of pus, and does not disturb normal bowel flora. For early control of infection FUCIDIN has proved a reliable and economical choice—in over five years of clinical use.

For full literature and prescribing information please write to the Medical Information Department.

**fucidin**

Capsules, 250 mg. sodium fusidate B.P., in bottles of 36 and 250; also as Paediatric Suspension equivalent to 35 mg. sodium fusidate per ml., in bottles of 60 ml.



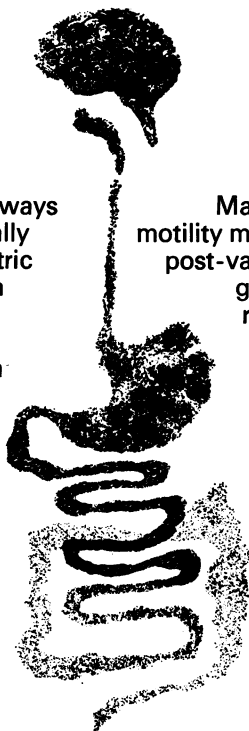
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# Maxolon

## a powerful anti-emetic and so much more...

Maxolon functions in three specific ways as an anti-emetic. It acts both centrally and locally, and restores normal gastric motility relieving spasm and stasis in the stomach.

Maxolon's action on the stomach is unique, taking anti-emetic therapy a stage further. Maxolon's success has been proved in clinical practice. In the indications for which it is recommended, Maxolon has achieved an 87% success rate, (1) and an 87% symptom reduction score in vomiting (2).



Maxolon's ability to improve stomach motility makes it valuable in the treatment of post-vagotomy symptoms, post-operative gastric hypotonia, and in diagnostic radiology and duodenal intubation.

Maxolon has an excellent safety record: it does not sedate the patient at therapeutic doses, or cause dryness of the mouth, or affect gastric acid secretion. Maxolon is a unique compound —with a well-proven clinical record. You will find that Maxolon is much more than an anti-emetic.

- (1) N.Z. med. J. (1968) 68, 388.  
(2) Brit. J. clin. Pract. (1967) 21, 457.

*Full information is available on request.*

# Maxolon



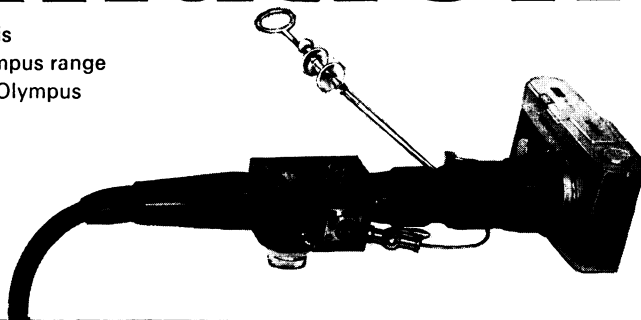
Maxolon\* (metoclopramide) is a product of  
Beecham Research Laboratories, Brentford, England.

\*regd.



# for inside information

Accurate early diagnosis of gastric diseases is enormously simplified by the use of the Olympus range of gastrocameras and fiberscopes. With the Olympus gastrocameras all the main anatomical features of the stomach interior can be photographed, and also directly observed, and biopsies and cytological examinations can be carried out, too.



**Olympus Gastro Fiberscope Model GFB**, for biopsy examination under direct visual control. The process can be simultaneously photographed for records.

**Olympus Gastrocamera with Fiberscope Model GTFa**, direct endoscopic observation and colour photography by the unique intra-gastric camera of the gastric mucous membrane.

**Olympus Gastrocamera Model GTVa**, reaches the so-called 'blind' areas of the gastric mucosa.

**Olympus Oesophageal Fiberscope EFS**, for observation and photography of walls of the oesophagus, plus biopsy.

Other models include the **Olympus Gastro Fiberscope Model GFS**, observation and sequence photography. **Olympus Gastro Fiberscope Model GFC** for cytological gastric examination.

*And other special purpose gastrocameras.*

All supplied complete with accessories. Projector, recording facilities available. Gastro cameras in the U.K. serviced quickly by trained Air-Shields personnel. 'Phone now for demonstration or technical literature.

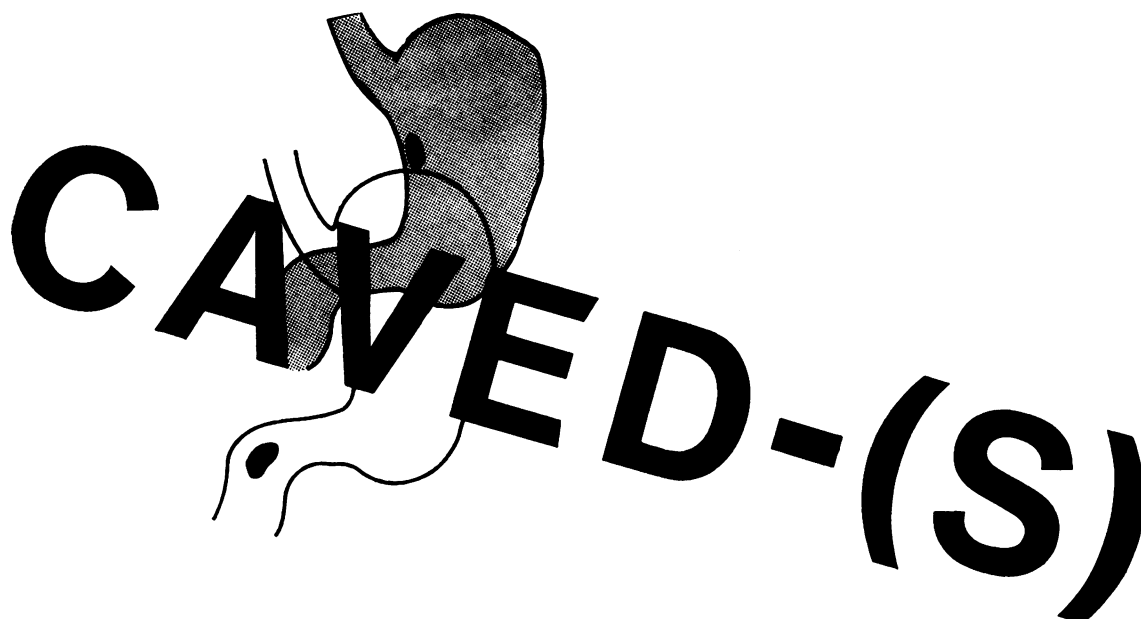


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# CAVED-(S)

## THE PROVEN TREATMENT FOR PEPTIC ULCER

★ Heals Gastric Ulcers

★ Heals Duodenal Ulcers

(Gut 1968-9. Gastroenterology 1968. 55.3)

★ Contains Cedona Liquorice

★ No Salt & Water Retention

★ Low Cost (N.H.S. 6/9 Per Week)

### DEFINITELY HEALS GASTRIC ULCERS

CEDONA LIQUORICE (as in CAVED-(S) tablets) "gave similar rates of reduction\* in ulcer size to carbenoxolone sodium but has the obvious advantage of not producing fluid retention or electrolyte imbalance" . . . . "This is in marked contrast to the high incidence of side-effects reported with the use of crude liquorice or carbenoxolone sodium. \*CAVED-(S) 78%. Carbenoxolone Sodium 77%." (Gut 1969 10, 299-302).

### THE STATISTICALLY EFFECTIVE TREATMENT FOR DUODENAL ULCERS

. . . "improvement . . . in a sufficient proportion of duodenal ulcers can be achieved with liquorice preparation (CAVED-(S)) without glycyrrhizinic acid. Its freedom from side-effects justifies its prolonged use in refractory cases of duodenal ulcer." *Gastroenterology*, Vol. 55, No. 3, 436. 1968.

### FIRST SUCCESSFUL DUODENAL ULCER TRIAL ACCEPTED BY A GASTROENTEROLOGICAL JOURNAL



Requests for representative to call or for samples and literature to:

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in that of other authors  
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<sup>75</sup>Se-selenomethionine is a  
valuable diagnostic tool in the  
investigation of pancreatic disease'

*Br. J. Radiol.*, 1967, **40**: 662

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essential that the scanning reagent  
be of adequate and  
consistent quality  
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# BIOGASTRONE®

carbenoxolone sodium

## **Specific healing effect**

'Carbenoxolone has a specific effect, facilitating healing of gastric ulcer, and is not merely yet another symptomatic measure'. *Brit med J*, 1965, 2: 1274

## **Patients remain up and about**

'It is the only drug therapy for gastric ulcer which has been demonstrated conclusively to accelerate healing, which can be achieved with patients remaining up and about, often at work, with minimum change in diet'. *Gut*, 1965, 5: 19

# conclusively shown to heal gastric ulcers

## without bed rest or dietary restrictions

Tablets of 50 mg carbenoxolone sodium.  
Please write for full prescribing information.



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## ANTIBIOTICS AND THE INTESTINAL FLORA

Treatment with broad spectrum antibiotics suppresses the normal flora, which may be replaced by abnormal resistant organisms causing diarrhoea.

This change can be prevented or reversed by the implantation of *Lactobacillus acidophilus* which has been rendered antibiotic-resistant, and is thus able to multiply freely under these abnormal conditions. The products of growth of this organism are inimical to that of many other bacteria<sup>1,2</sup> and thus contribute to its rapid preponderance over other species.

Oral treatment with antibiotic-resistant *L. acidophilus* in the form of ENPAC has been shown to eliminate *Candida* from the faeces of infants with antibiotic-induced diarrhoea, with relief of symptoms succeeded by rapid gain in weight<sup>3,4</sup> and greatly to reduce the numbers of staphylococci in the faeces of patients treated with tetracyclines.<sup>5</sup>

<sup>1</sup> (1958) *Ann. Inst. Pasteur* 95, 194.

<sup>2</sup> (1959) *J. Bact.* 78, 477.

<sup>3</sup> (1957) *Klin. Wschr.* 35, 198.

<sup>4</sup> (1959) *Medizinische* 7, 296.

<sup>5</sup> (1957) *Lancet* (i), 899.



ENPAC

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