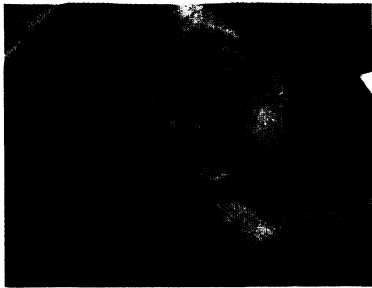


The cost of an eyeless needled suture won't be Mrs Simpson's first concern, will it be yours?



ETHICON
TRADEMARK

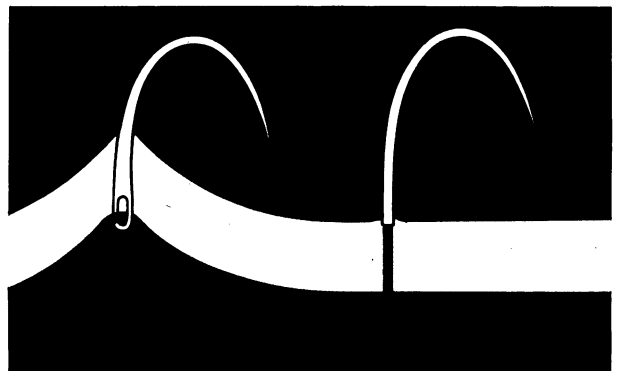
Can you put a price on efficiency?



Elderly, overweight Mrs. Simpson. A case where friable tissue will be encountered and where wound security will be at risk. Nevertheless the need to minimise trauma remains and you will need all the help you can get from your sutures. One of the innumerable cases where you cannot balance the cost of suturing against the cost to the patient.

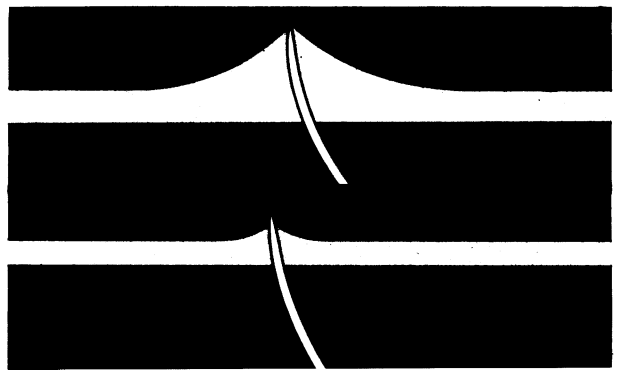
MINIMAL TRAUMA

ETHICON swaged needle draws a single strand suture through tissue easily. No dull or broken needles, no frayed or torn sutures and no large eye or double strand to pull through friable tissue.



SUPER SMOOTH PASSAGE

ETHICON super-smooth needles pass easily, with minimal resistance through the toughest tissue. You get a sharp new needle every time.



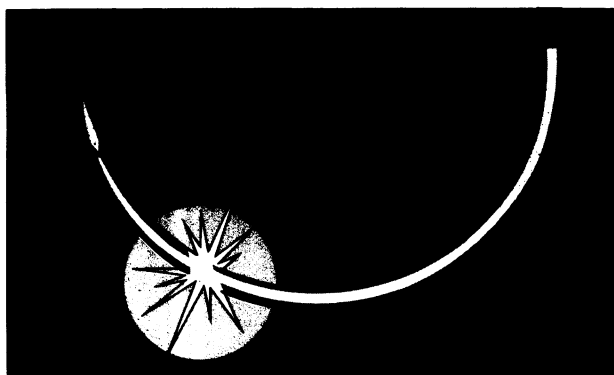
There are certain undisputed facts.

With ETHICON* eyeless needled sutures, you can count on getting a new sharp needle every time.

You won't be wasting the valuable time required by skilled personnel for the preparation of an eyed needle from one operation to another. You'll have less risk of needle breakage or fraying and torn sutures.

These are advantages which are hard to put in straight financial terms.

ETHICON eyeless needled sutures in general closure save time...reduce inventory...minimise trauma.



ETHICON HEAVY TAPERCUT* NEEDLES

The best qualities of two needles combined in one. An efficient cutting point—to permit ease of penetration in tough or calcified tissue—leading to a round body for minimum trauma.



ETHICON HEAVY ROUND BODIED NEEDLES

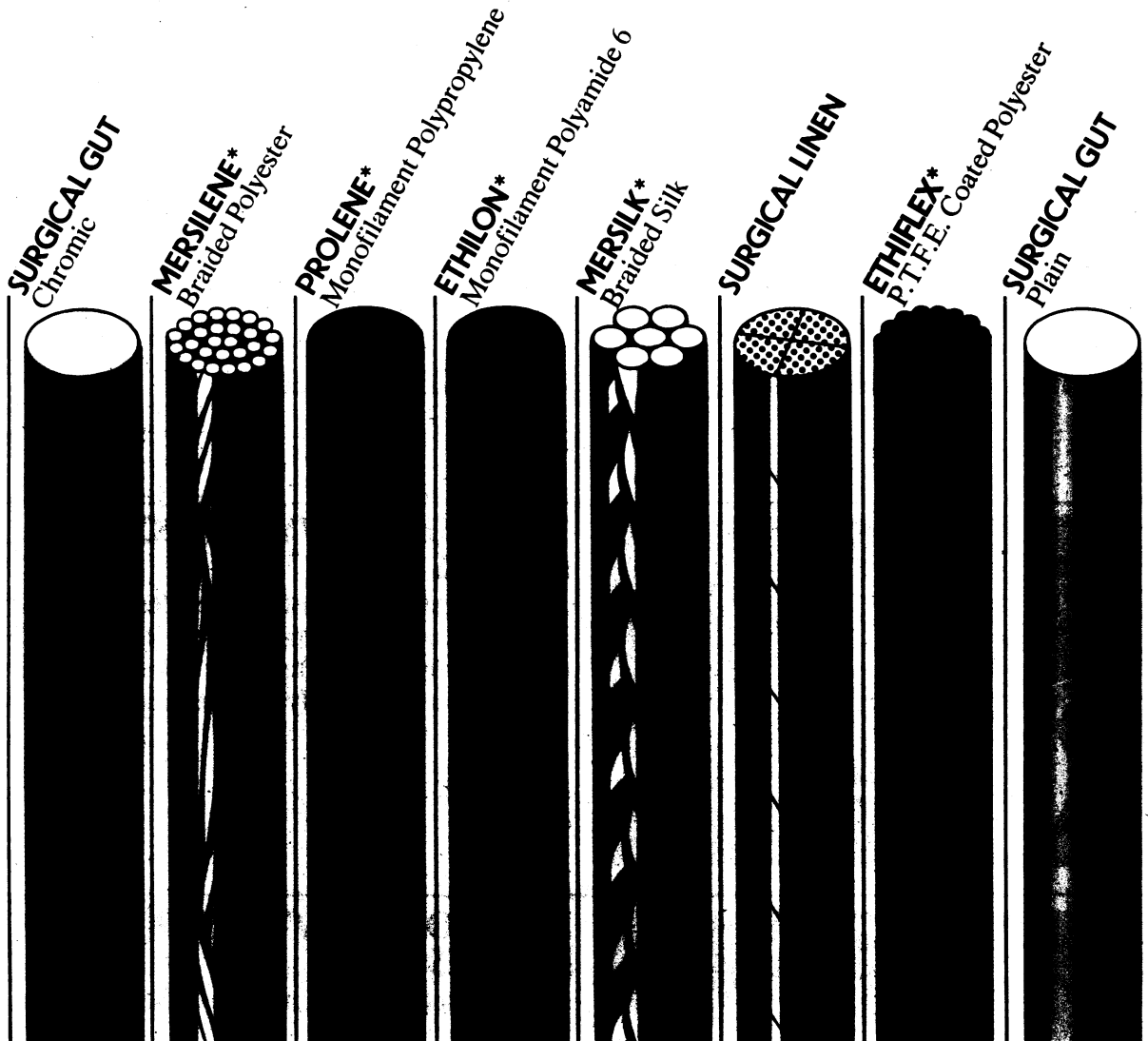
The ideal general closure needle developed from the original Mayo's needle. Easy to handle with good penetration yet with the non-traumatic qualities endowed by a round profile swaged to a single suture.

The perfect needle matched to the perfect suture.

Choose from 8 tried and tested suture materials, each designed for specific surgical tasks, each securely swaged to a needle of your choice.

ETHICON eyeless needled sutures are supplied in easy to use

sterile packs. Absorbable and non-absorbable, materials made to the most exacting standards, assuring you of dependability you can count on, case after case, day after day, year after year.



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ETHICON LTD., Bankhead Avenue, Edinburgh EH11 4HE, Scotland.



Hardly a trace of night-time reflux heartburn†



Reflux of gastric contents into the oesophagus tends to occur more readily at night when the patient is lying asleep. This leads to night-time heartburn and disturbed sleep.

By protecting the oesophageal mucosa from reflux attack Gaviscon relieves night-time heartburn as no other preparation can.

In a recent trial* intraoesophageal pH traces recorded over a continuous fifteen hour period, including the hours of sleep, showed:

“... that both the number of reflux episodes and the percentage time during which intraoesophageal pH is in the acid range are significantly reduced by Gaviscon but not by antacids or by placebo”

Which means goodnight to heartburn!

GAVISCON®

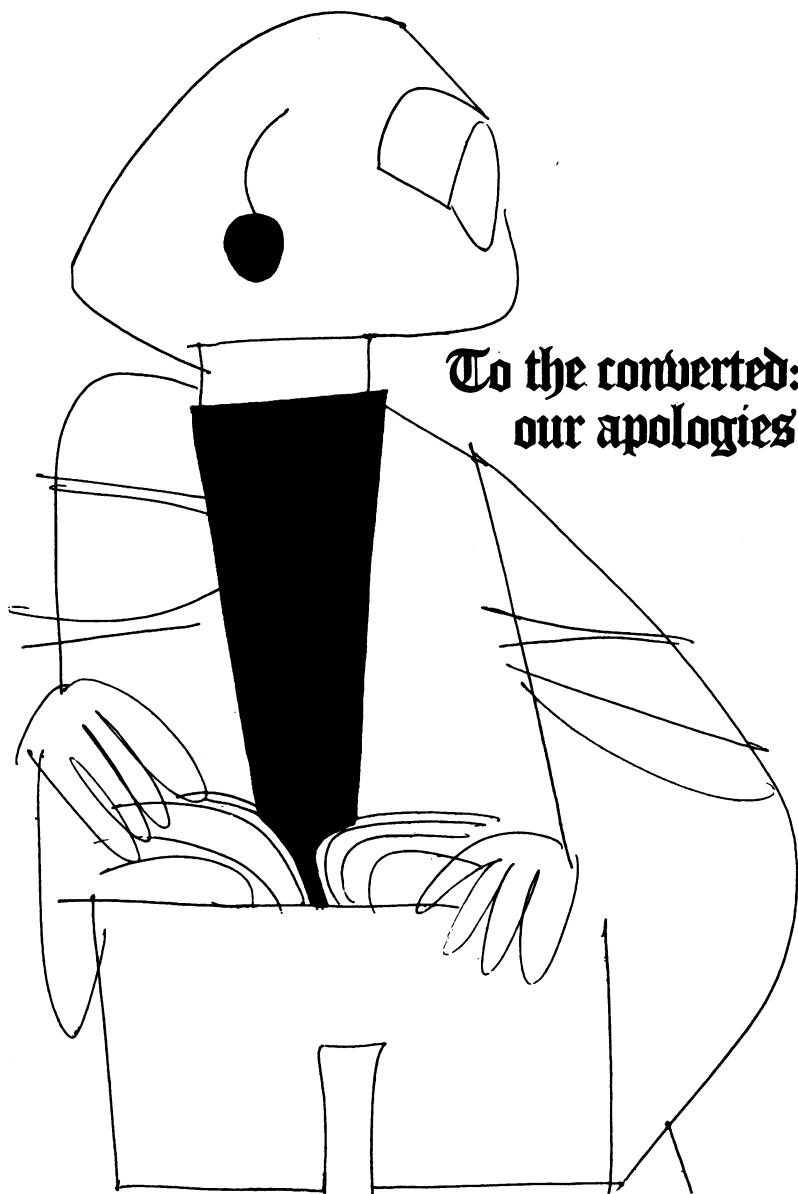
CAPS EVERYTHING IN NIGHT-TIME HEARTBURN

Gaviscon contains: Alginic Acid B.P.C., Sodium Alginate B.P.C., Magnesium Trisilicate B.P., Dried Aluminium Hydroxide Gel B.P., Sodium Bicarbonate B.P., Sucrose B.P. and Mannitol B.P. Gaviscon is available as mint-flavoured tablets and chocolate-flavoured granules.

*Lancet (1974), i, 109, Fig. continuous recording of lower oesophageal pH before and after treatment with Gaviscon.

Further information is available on request from:
RECKITT & COLMAN PHARMACEUTICAL DIVISION, HULL HU8 7DS.





Converts to Noxyflex are legion among concerned clinicians and senior sisters throughout the country. To them we do not preach. To others we speak of the singular effectiveness of Noxyflex against the intrusion of bacteria. When Noxyflex is applied directly to the site of existing or threatened infection (irrespective of sensitivity to any other anti-bacterial agent) its performance is impressive. Our literature carries the weight of extensive clinical evaluation. Have you copies?

Its uses, and users, increase.

Noxyflex

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Fybogel

the new therapeutic solution for the treatment
of pressure diseases of the large bowel

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IRRITABLE/SPASTIC COLON
HAEMORRHOIDS
ANAL FISSURE**

These are the pressure
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a wide range of conditions
with a common aetiological
factor: low level of fibre
in the diet.

The pressure problem

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pressure due to excessive
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pressure builds up in an occluded
segment.

Raised intra-abdominal
pressure due to straining to
evacuate the resulting concen-
trated stools. This may lead to
the formation of haemorrhoids
when pressure on the pelvic
diaphragm occludes the venous
return from the haemorrhoidal
plexus.

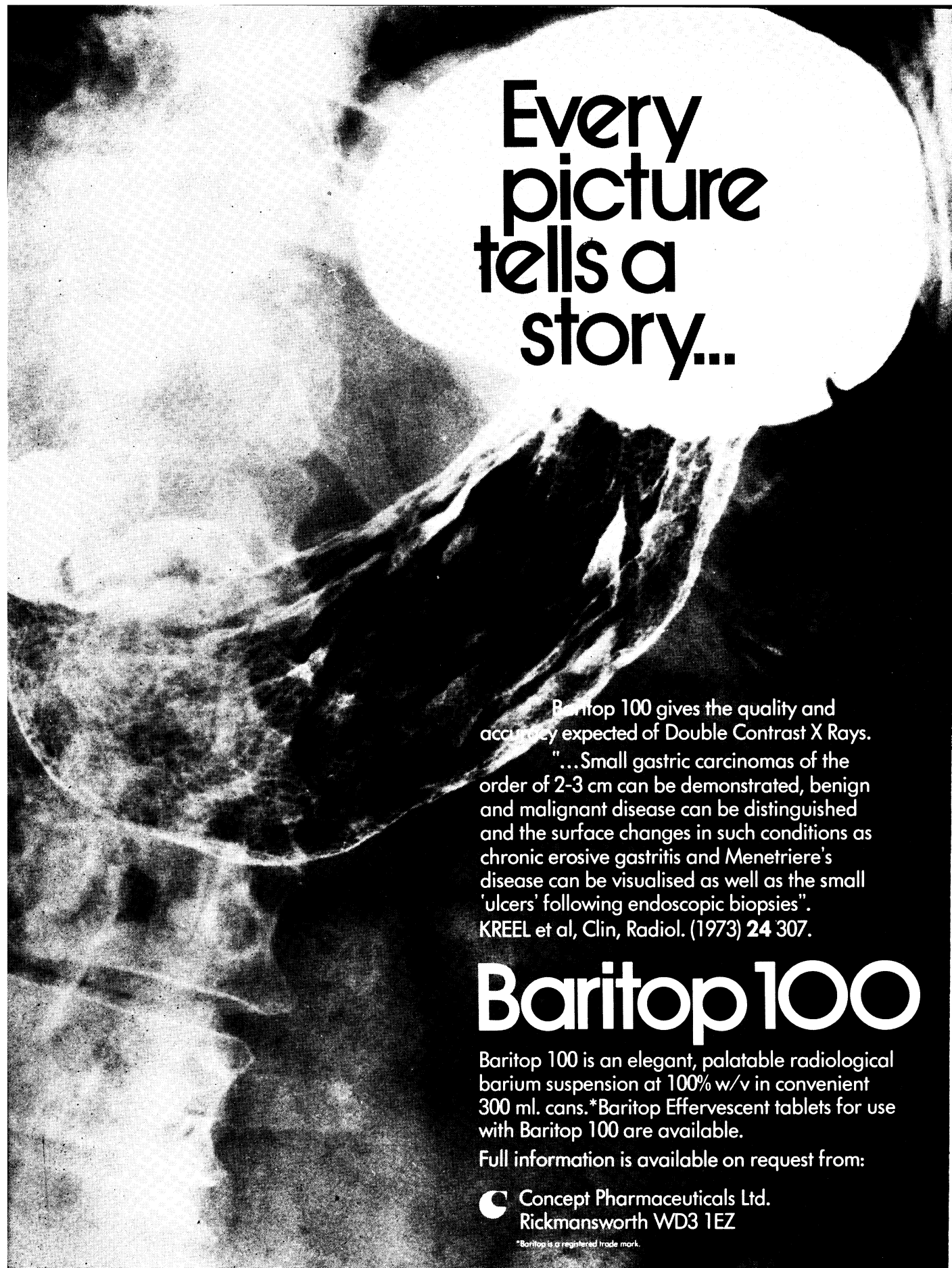
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to make a palatable drink.



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KREEL et al, Clin, Radiol. (1973) 24 307.

Baritop 100

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Full information is available on request from:

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(G/9/74)



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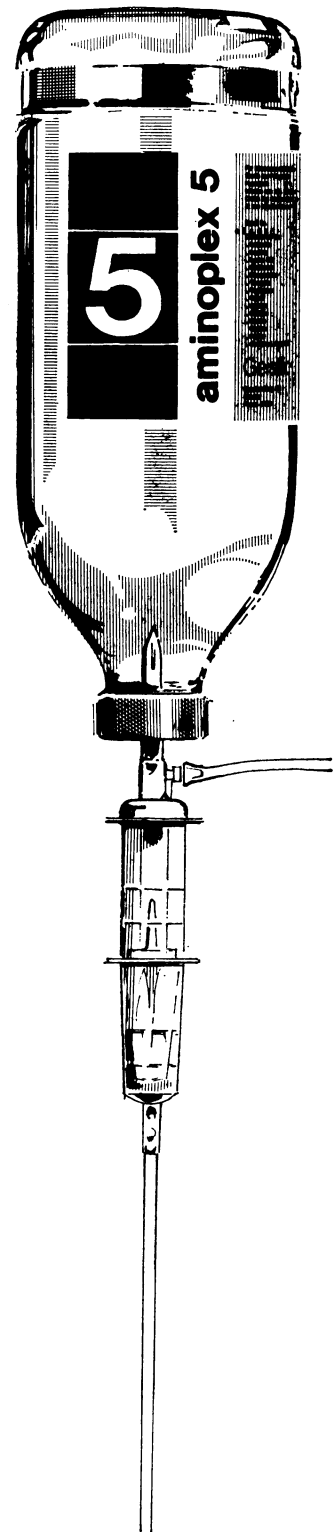
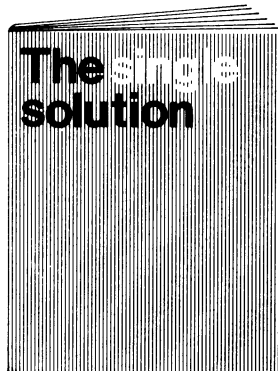
Aminoplex 5

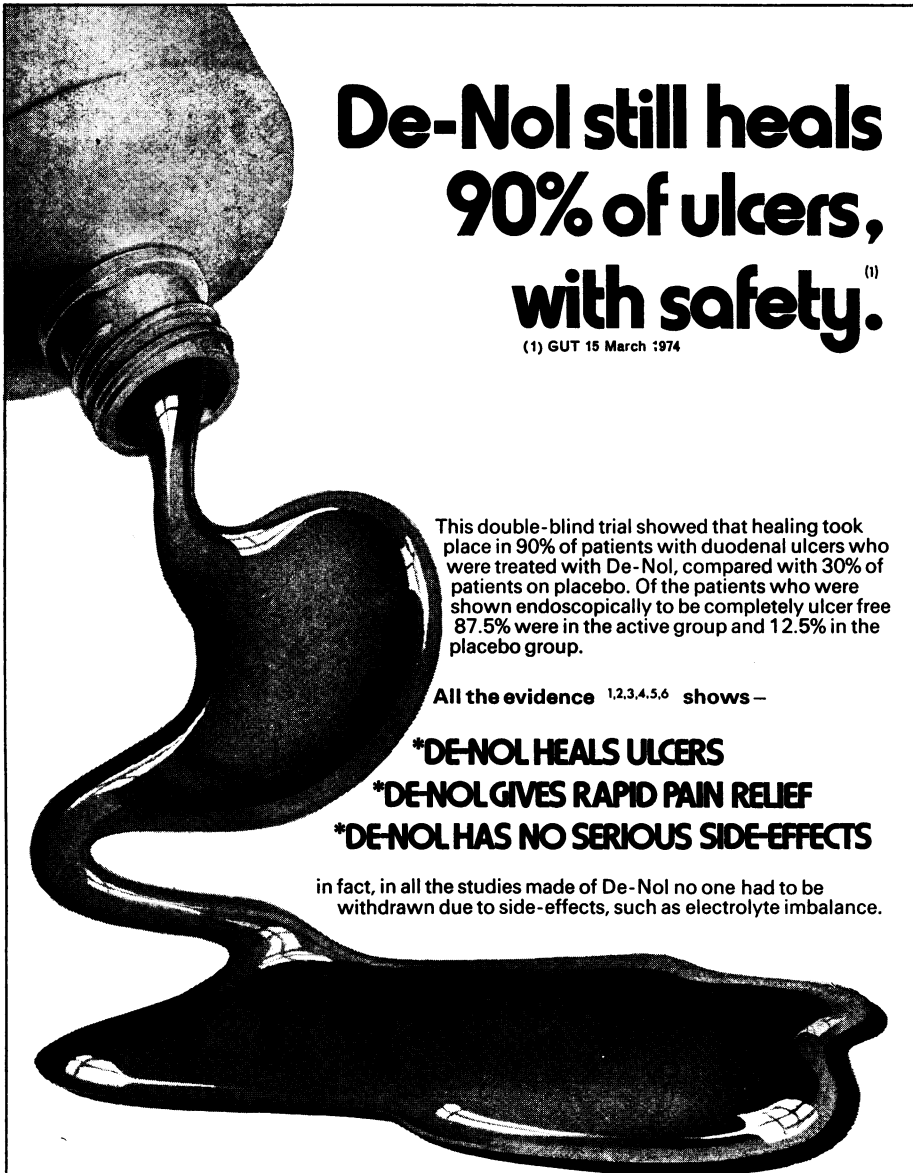
1 litre three times per day provides 15g. of utilisable nitrogen and 3000K calories; the nutrient content being derived from synthetic L-Form amino acids, sorbitol and alcohol.

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De-Nol still heals 90% of ulcers, with safety.⁽¹⁾

(1) GUT 15 March 1974

This double-blind trial showed that healing took place in 90% of patients with duodenal ulcers who were treated with De-Nol, compared with 30% of patients on placebo. Of the patients who were shown endoscopically to be completely ulcer free 87.5% were in the active group and 12.5% in the placebo group.

All the evidence ^{1,2,3,4,5,6} shows —

- *DE-NOL HEALS ULCERS**
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- *DE-NOL HAS NO SERIOUS SIDE-EFFECTS**

in fact, in all the studies made of De-Nol no one had to be withdrawn due to side-effects, such as electrolyte imbalance.

De-Nol. Unique Ulcer Therapy

Refs: 2. Cur. Ther. Res. Vol. 12, No. 12, 1970. 3. Cur. Ther. Res. Vol. 12, No. 1, 1970. 4. Ind. Med. & Surgery 35:1, 21-23. 5. S. African M.J. 42,317-320, 1968. 6. Cur. Med. Res. & Opin. Vol. 1, No. 10, 1973 Product Licence 0166/5024

Each 5ml De-Nol contains 120 mg tri-potassium di-citrate bismuthate calculated as Bi₂O₃
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tobramycin sulphate

a new parenteral antibiotic for hospital use

OBRACIN is indicated in the treatment of serious infections caused by susceptible organisms, including entero-bacteria, staphylococci and *Pseudomonas spp.* Effectiveness extends to some strains resistant to other antibiotics. Side-effects are few, although unduly high plasma levels may adversely affect kidney or eighth nerve function. Dosage should be adjusted to the needs of patients with impaired renal function.

OBRACIN tobramycin sulphate

a new parenteral antibiotic for hospital use

Prescribing Information

Dosage and Administration

In Normal Renal Function: All age groups 3 to 5 mg/kg per day in divided dose. The higher dose will only be required in patients with life-threatening infections and should be reduced as soon as possible. Intravenous infusions are usually given in a concentration of 1 mg/ml. For dosage in impaired renal function see packaging leaflet and data sheet.

Appropriate culture and susceptibility tests are recommended to determine the susceptibility of the causative organism to OBRACIN. OBRACIN is *not* for intrathecal use.

Contra-indications:

- Hypersensitivity to the drug.
- Should not be used in pregnancy except in life-threatening situations.

Warnings:

- OBRACIN is not for intrathecal or intracisternal use.
- Serum concentrations above 12 mcg/ml introduce risk of vestibular, auditory and renal toxicity.
- Concurrent administration of other potentially nephrotoxic or ototoxic drugs may result in additional risk to the eighth nerve and to renal functions.
e.g. Potent diuretics or other aminoglycoside antibiotics.
- Neuromuscular blockade and respiratory paralysis can result from administration of aminoglycosides, especially when administered to patients who have received muscle relaxants during anaesthesia.

Side-effects:

The risk of side-effects is low in patients with normal renal function when the duration of therapy is not prolonged and recommended dosage is not exceeded. Elderly patients, patients with diminished renal function and those treated with larger than recommended doses are more at risk.

Reactions typical of the aminoglycoside antibiotics have been reported on the vestibular and auditory branches of the eighth nerve, such as vertigo, nystagmus, tinnitus and diminution of hearing. Increased azotaemia and oliguria have been reported. Other repeated side-effects possibly related to therapy with OBRACIN include urticaria, maculopapular rash, eosinophilia, altered liver function tests, and decreased platelet and white blood cell counts.

Presentation:

OBRACIN is supplied as ready-prepared injection in the following strengths:

40 mg base in 1 ml
Each ml contains 40,000 units tobramycin (as sulphate) equivalent to 40 mg base.

80 mg base in 2 ml
Each ml contains 40,000 units tobramycin (as sulphate) equivalent to 40 mg base.

20 mg base in 2 ml
Each ml contains 10,000 units tobramycin (as sulphate) equivalent to 10 mg base.

Boxes of 5 vials

Product Licence Number:

40 mg per 1 ml 0006/0084
10 mg per 1 ml 0006/0085.

OBRACIN is the trade mark for Tobramycin sulphate, Dista.



Further information is available from
Dista Products Limited, Liverpool L24 9LN.
P874/JULY 74

TODAY'S DRUGS/2

(Reprinted 1974)

The second volume of *Today's Drugs* deals with hormones and oral contraceptives, cardiovascular agents, and drugs acting on the gastrointestinal tract. As before, the articles have been revised to bring them up to date, for there is no field of medicine in which advice becomes obsolete quicker than in therapeutics

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Duogastrone is receiving full recognition



In recent years, increasing use of the fibroscope has confirmed what clinical papers* have been saying for some time—Biogastrone and Duogastrone are highly effective, specific ulcer-healing agents. What is more—both gastric and duodenal ulcers have been seen to heal more rapidly than with other treatments. And because they eliminate the need for long-term treatment with antacids or anti-cholinergics, these preparations make economic, as well as therapeutic sense.

** more than 40 English language papers have been published on the clinical use of carbenoxolone.*

BIOGASTRONE

Carbenoxolone sodium tablets *heal* gastric ulcers

DUOGASTRONE

Carbenoxolone sodium capsules *heal* duodenal ulcers

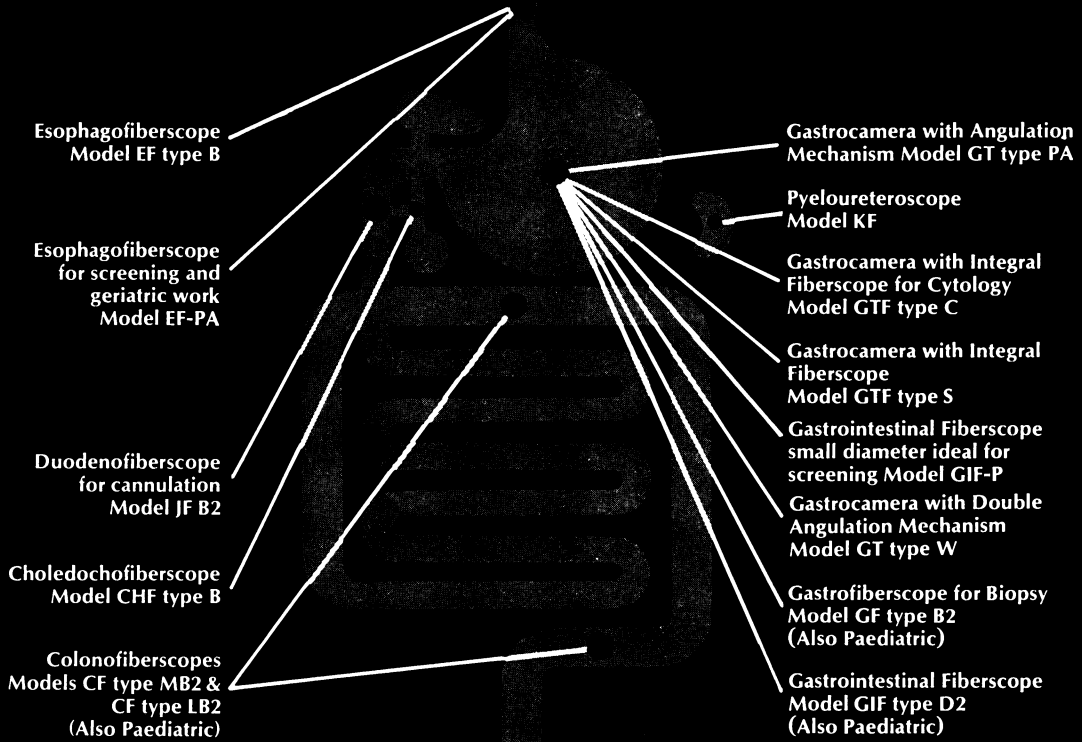


Further information is available from
Berk Pharmaceuticals Limited
Shalford, Surrey, England.



The Queen's Award to Industry 1972 to Biorex Laboratories Limited for Technological Innovation in the Development and Production of the drug carbenoxolone sodium for the treatment of ulcers. Made under licence from Biorex Laboratories London.

British Patent numbers 843133, 1093286 *Registered trade mark.
J4368



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