



Ouch!

Gastric reflux does nasty things to the oesophagus.

Like causing oesophagitis.
And heartburn.

All the more reason for prescribing Gaviscon rather than simple antacids.

Gaviscon suppresses gastric reflux—simple antacids don't. Recent evidence confirms that Gaviscon reduces the number of reflux episodes as well as the time during which the lower oesophageal pH is acid.¹ And Gaviscon has the backing of more than ten years' clinical experience in the treatment of reflux heartburn.

GAVISCON

**Suppresses gastric
reflux-relieves the
pain of heartburn**

is available from:
Division, Hull HU8 7DS.

Gaviscon tablets contain: Alginate Acid BPC, Sodium Alginate BPC,
Magnesium Trisilicate BP, Dried Aluminium Hydroxide Gel BP,
Sodium Bicarbonate BP, Sucrose BP, and Mannitol BP.

1. Lancer (1974) 1, 109.

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PL Nos. 0044/0021 0044/5008

THE LIQUORICE STORY

Part 2

The liquorice plant is a leguminous shrub which grows to a height of several feet. It sends down a tap root, and develops a veritable thicket of runners, which may be 25 ft. long, so when the root is dug it is not eradicated, and enough runners remain to carry on propagation and produce another crop several years later.

In its normal habitation the foliage on the stems resemble that of an ash twig, and in colour and texture they more closely resemble small laburnum leaves and are mauve in colour.

However, in Pontefract the plant rarely flowered and only once in the present century were seed pods produced, which showed signs that it was growing beyond its natural limits.

After the root has been lifted, the extract of the liquorice is obtained by shredding or grinding the root in hot water, followed by evaporation of the solution, and both the spent liquorice and the extract are used for several purposes.

The by product of liquorice has been used as the main ingredient in foam fire extinguishers. Another use is in the cultivation of mushrooms, as well as in the making of insulation board.

There are three main uses for the liquorice extract. The first is in the Tobacco Industry, especially in America, where it is used in the production of chewing tobacco as well as in ordinary tobacco.

The second and most commonly known use is in the Confectionery Industry, and the third and most important is in pharmaceuticals.

Liquorice has been widely used as a flavouring agent for other drugs. However, over recent years it has been realised that liquorice has a powerful antispasmodic effect on the muscles of the stomach and intestine. There was however, a serious disadvantage which was the constituent glycyrrhizinic acid. This can cause side effects such as oedema (salt and water retention and potassium depletion) as well as other harmful side effects. Cedona Pharmaceuticals in Holland investigated the problem, and developed an exclusive method of extracting the harmful glycyrrhizinic acid, but retaining its ulcer healing properties together with its natural antispasmodic effect. When glycyrrhizinic acid is removed by other methods the spasmodic effect and healing

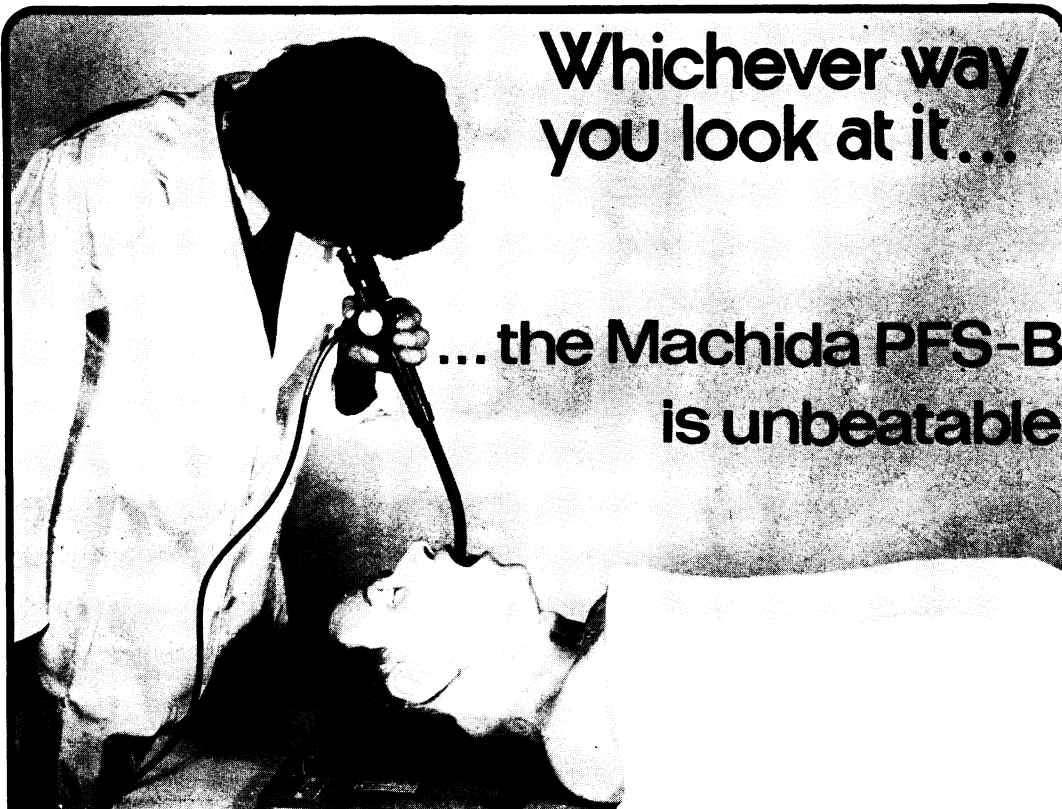


**LIQUORICE ROOT. SAMPLES
AVAILABLE ON REQUEST.**

properties are lost. The main constituent of Caved-(S) is the liquorice, which is processed by the exclusive Cedona method. Therefore, Caved-(S) tablets retain the ulcer healing properties, without the side effects normally associated with liquorice.

In the next instalment we will give details of new scientific work carried out on Caved-(S) liquorice, and also details of an exciting project with regard to liquorice in England.

**From the Information Department,
Tillett's Laboratories, U.K. Distributors for
Caved-(S) tablets.**



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De-Nol \* heals gastric and duodenal ulcers  
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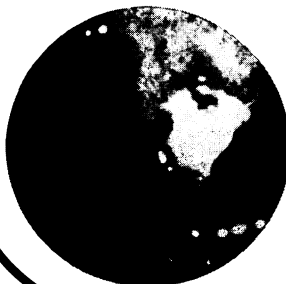
"The combination of lack of side-effects in addition to promotion of ulcer healing suggests that (De-Nol) has a clinical role in the management of the ambulant patient with duodenal ulcer." GUT 1974 15 189-193.

"The degree of healing with (De-Nol) is comparable to, or better than that achieved by the most extensively used ulcer-healing agent, carbenoxolone sodium." BSG, Birmingham, September 1974; GUT 1974 15 833.

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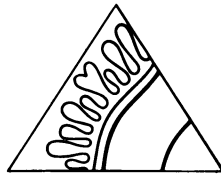
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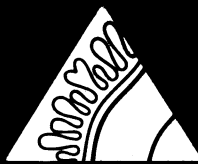
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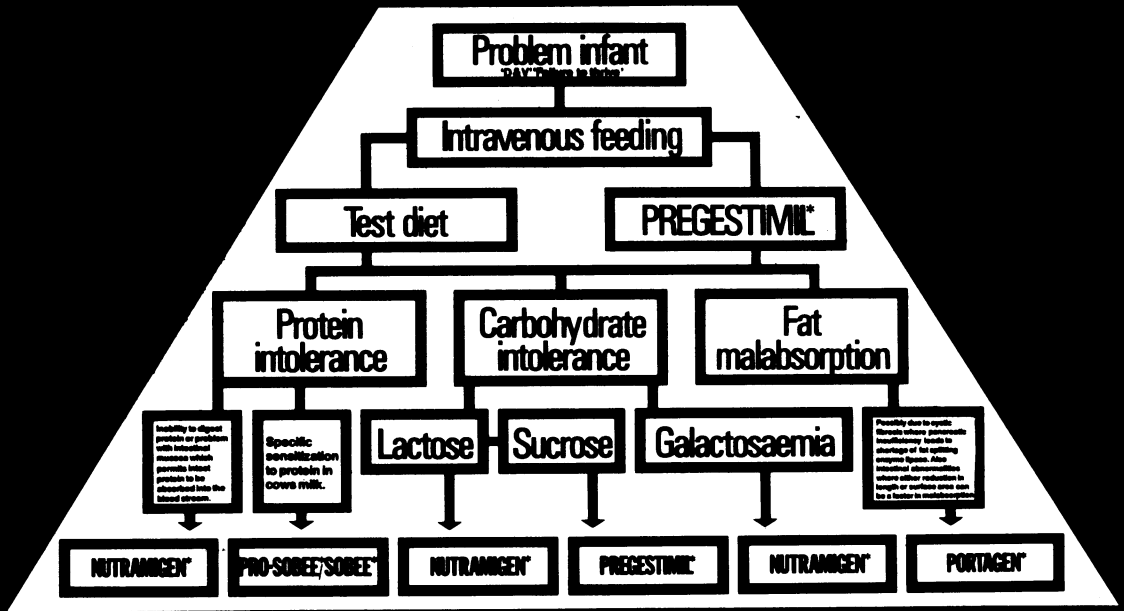
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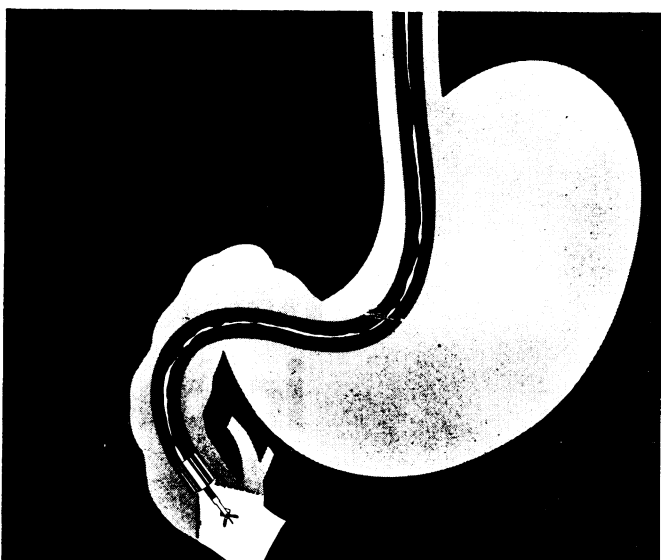
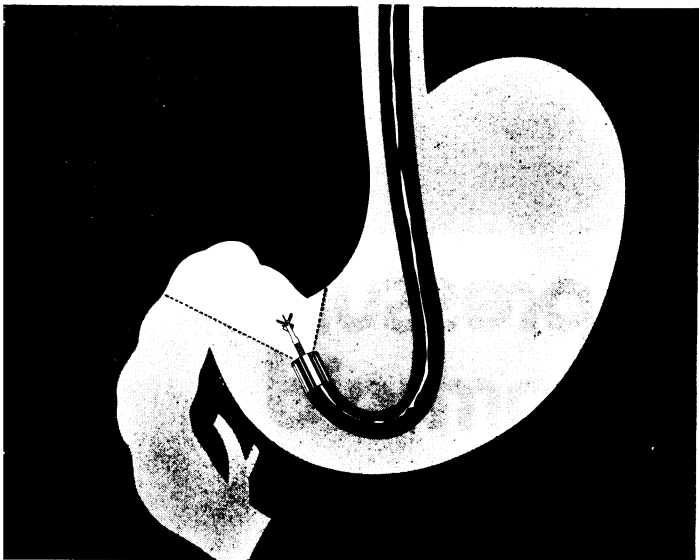
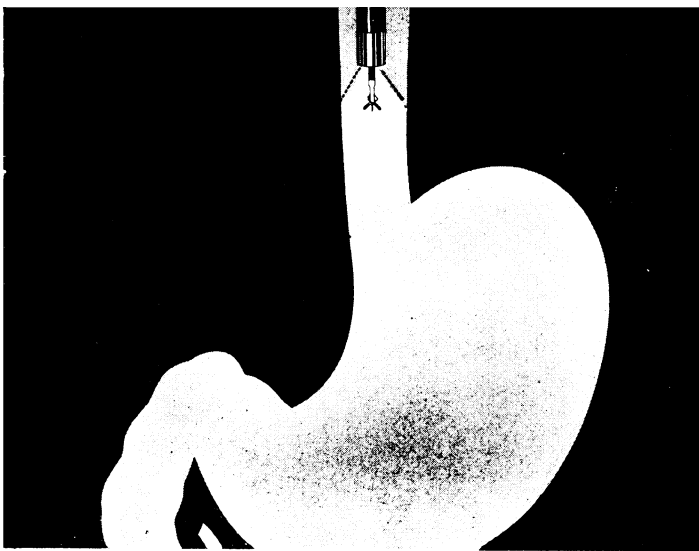
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Fybogel: single-dose sachets, containing 3.5g Ispaghula Husk B.P.C.



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# Fybogel

**complements topical therapy in haemorrhoids**

# THE END OF THE RETENTION ENEMA IN ULCERATIVE COLITIS THERAPY

## New

hydrocortisone acetate rectal foam

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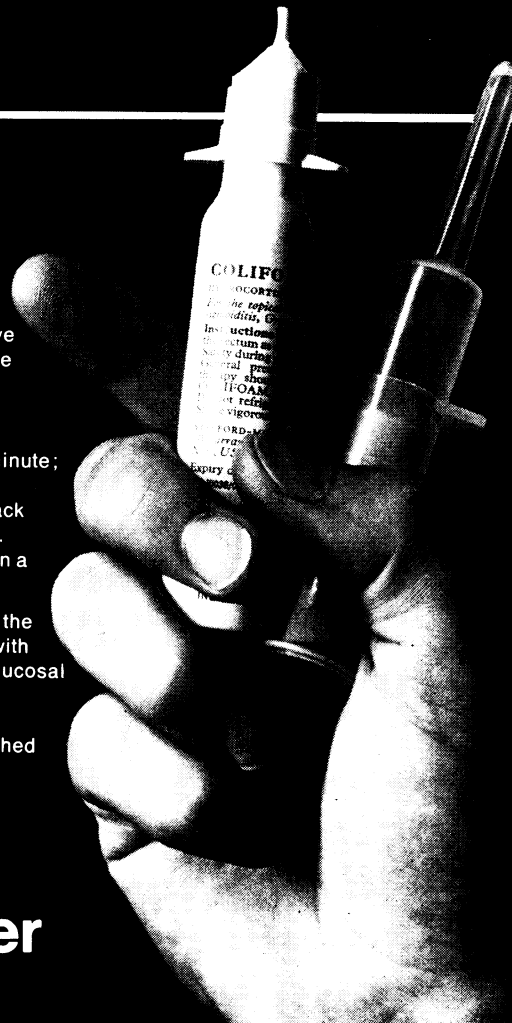
Now Colifoam offers a better alternative in the treatment of ulcerative colitis and proctitis. It presents effective topical steroid therapy as an aerosol foam. Colifoam has several practical advantages: the patient can instil a dose (only 5 ml.) in less than half a minute; the foam is easily retained without leakage problems, and the compact pack with applicator is easy to carry around. Yet Colifoam is no more expensive than a retention enema.

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