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New data now available.

1 Healing

Further experience in clinical trials confirms that 4-8 weeks 'Tagamet' treatment achieves remarkable results in duodenal ulcer, 1.2.3. gastric ulcer, 2.4.6 and reflux oesophagitis.2.5

Overall	TAGAMET	PLACEBO
Experience	% healed	% healed
Duodenal	77% of 803	41% of 252
Ulcer	patients	patients
Gastric	74% of 130	45% of 64
Ulcer	patients	patients
Reflux Oesophagitis*	62% of 39 patients	9% of 23 patients

*includes oesophageal ulcers and erosions: complete healing or marked improvement. In addition to complete healing (proven endoscopically), early and dramatic symptomatic relief is achieved in most patients. With its convenient dosage and low incidence of side effects, 'Tagamet' is well suited to everyday treatment.

2 Recurrence

A group of duodenal ulcer patients was followed for periods of up to 6 months after completing 4-6 weeks 'Tagamet' treatment. Preliminary results show that the incidence of relapse was no greater than in a similar group who had healed their ulcers on placebo.2.7



Artist's impression of Ho receptor antagonist acting at receptor site in gastric mucosa.

3 Maintenance

377 chronic duodenal ulcer patients, who had healed their ulcers after 4-6 weeks treatment were entered into controlled, double-blind maintenance trials. They were maintained on 'Tagamet' or placebo therapy, at a reduced dosage, for periods of up to 6 months. Results from these ongoing studies have shown that only 5.7% of the 'Tagamet' group relapsed 7 compared with 42.1% of the group who were maintained on placebo.

1. Oral cimetidine in severe

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(1977) ibid. p.297. 6. Healing of gastric ulcer during treatment with cimetidine. (1976) Lancet, i, 337.

7. Long-term treatment with cimetidine in duodenal

'Tagamet' (cimetidine) is available as 200mg film-coated tablets. 200mg/5ml syrup and 200mg/2ml ampoules.

Full prescribing information is available from Smith Kline & French Laboratories Limited, a SmithKline company, Welwyn Garden City, Hertfordshire, AL7 IEY Tagamet' is a trade mark.

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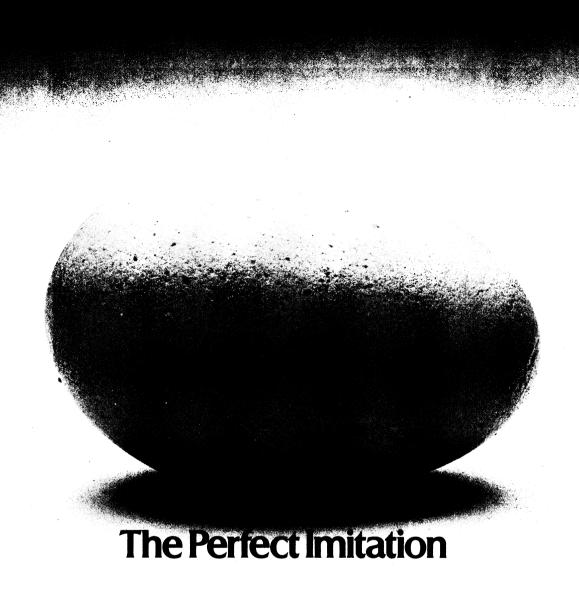
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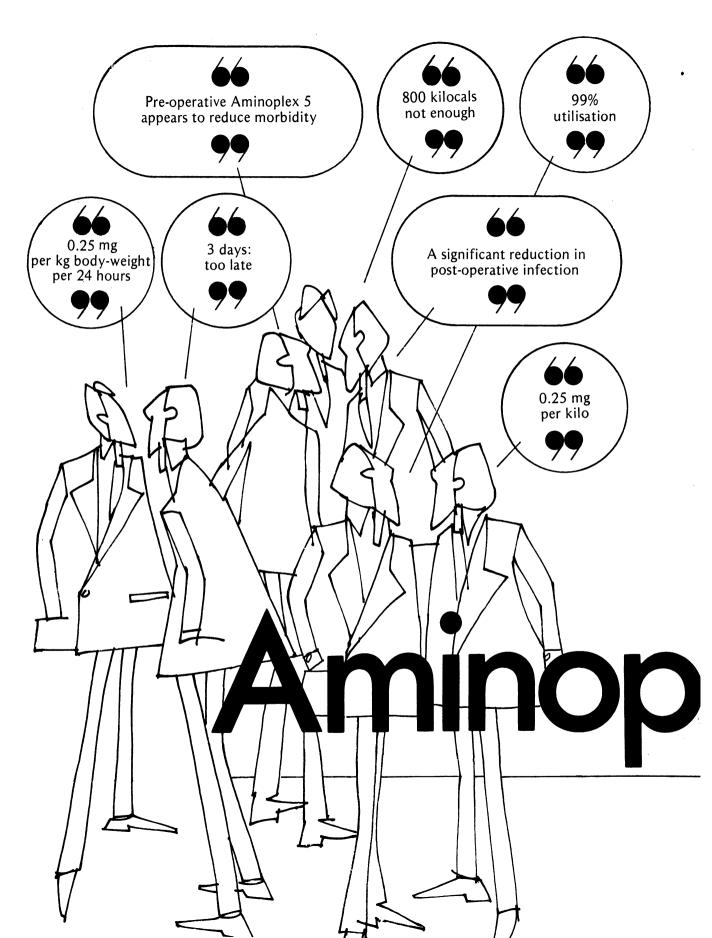
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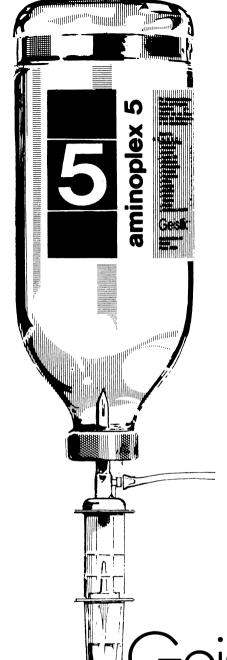


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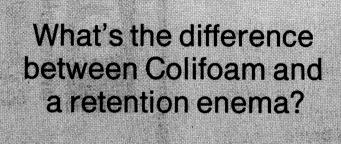


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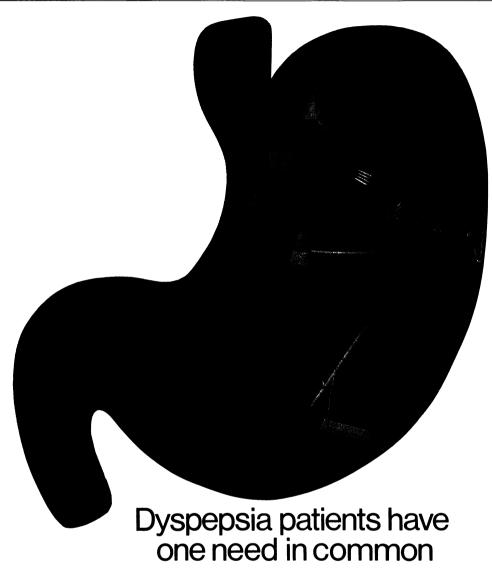
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- Ivey, K.J. (1971): Gastroenterology, 61, 247.
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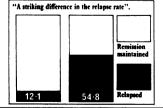
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- 1. Gut (1973) 14 923 926 2. Brit. med. J. (1959) 1 387 394 3. Lancet (1965) i 188 189 4. General Practitioner (1972) April 7 p11

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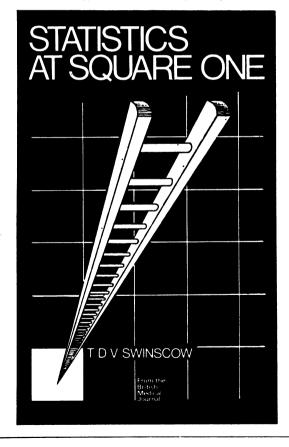
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