



## The Salazopyrin was stopped

The success of Salazopyrin in returning ulcerative colitis patients to a normal life often leads them to plead for the abandonment of the therapy as it no longer appears — to them — to be required.

However in a substantial number of symptom-free, apparently healthy ulcerative colitis patients sigmoidoscopy or biopsy reveals that the disease is still present. Cessation of Salazopyrin therapy increases the likelihood of the return of the distressing malady four fold, even several years after the acute attack.<sup>2</sup>

**In ulcerative colitis  
Salazopyrin —  
minimum 2g per day  
ad infinitum**

"We concluded that a daily dose of 1g sulphasalazine is inadequate but that a daily dose of 2g is suitable for general use as long term maintenance treatment."<sup>1</sup>

"It is concluded that maintenance treatment of ulcerative colitis with sulphasalazine (Salazopyrin) should be continued indefinitely unless contraindicated by side effects."<sup>2</sup>

Salazopyrin (sulphasalazine) is available as the plain 0.5g tablet, 0.5g EN-tab and as an 0.5g suppository.

Comprehensive literature and other detailed information on Salazopyrin are available on request.

1. Gut (1977) 18 421
2. Gut (1973) 14 923-926

Salazopyrin is a registered trade mark.

P.L. 0009 5006, 5007, 5008

Pharmacia (Great Britain) Limited,  
Paramount House,  
75, Uxbridge Road,  
London, W.5 5SS.  
Telephone: 01-579 0102/7

 **Pharmacia**

# Reflux oesophagitis

## the role of gastric acid

Number 1  
in a series

### Healing

By its fundamental action in reducing both acidity and volume of gastric juice,<sup>1</sup> 'Tagamet' has been shown to achieve complete healing or marked improvement in the majority of patients with reflux oesophagitis.<sup>2,3</sup> Overall experience in clinical trials,<sup>2</sup> has shown that, at the recommended dosage, 62% of 39 patients had complete healing or marked improvement compared with only 9% of 23 patients on placebo. Complete resolution of stricture, ulcers and erosions was also demonstrated in individual patients.



### Symptomatic Relief

In one study<sup>3</sup> most patients obtained rapid symptomatic improvement during 'Tagamet' treatment and within 4 weeks many were free from symptoms. A considerable reduction in the incidence of heartburn, reflux, dysphagia and odynophagia was also observed during therapy.

(Artist's impression of H<sub>2</sub> receptor antagonist acting on receptor site in the parietal cell in gastric mucosa.)

# Tagamet



reduces gastric acid  
secretion

### References

1. Pharmacological evaluation of cimetidine, a new Histamine H<sub>2</sub>-Receptor Antagonist. (1975) Brit. J. clin. Pharmac. 2, 481.  
2. Data on file (March 1977) Smith Kline & French.

3. Cimetidine in the treatment of oesophagitis. (1977) Proceedings of the Second International Symposium on Histamine H<sub>2</sub>-Receptor Antagonists. Excerpta Medica, p. 297.

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

'Tagamet' is a trade mark.  
Full prescribing information is available from:-

**SK&F**  
a SmithKline company

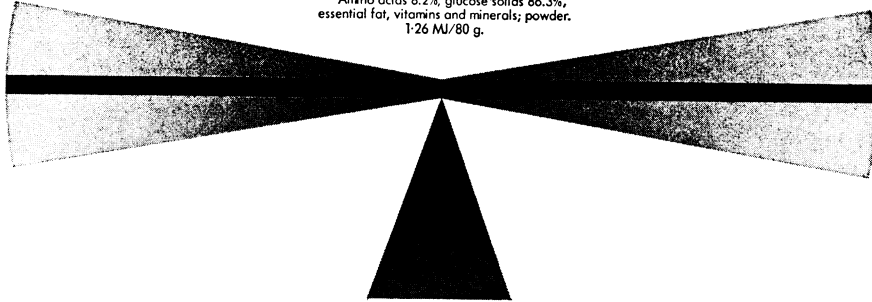
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TG:AD18

# Vivonex Standard

for maintaining nutritional balance in patients at risk

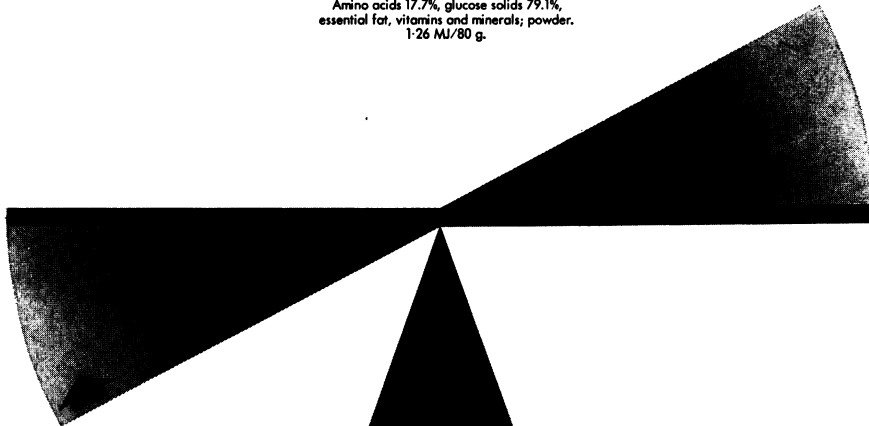
Amino acids 8.2%, glucose solids 86.3%,  
essential fat, vitamins and minerals; powder.  
1.26 MJ/80 g.



# Vivonex HN

for restoring nitrogen balance in catabolic patients

Amino acids 17.7%, glucose solids 79.1%,  
essential fat, vitamins and minerals; powder.  
1.26 MJ/80 g.



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PL 0364/0017 PA 170/4/1  
PL 0364/0014 PA 170/3/1

Further information is available from



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# Nature nearly discovered a cure for duodenal and gastric ulcers.



ASTRAGALLUS  
GLYCYPHYLLOS

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For thousands of years, licorice has been used medicinally. For the past thirty years, its efficacy in promoting the natural healing of gastric and duodenal ulcers has been acknowledged.

Now CAVED<sup>®</sup>-S offers the full therapeutic benefits of licorice without the disadvantages which formerly limited its use. An exclusive process removes the glycyrrhizic acid responsible for salt and water retention, without diminishing the efficacy of medicinal licorice in accelerating ulcer healing.

With its proven record of reliability and lack of side effects, it makes sense to try CAVED<sup>®</sup>-S first when treating even the most severe ulcer cases.

# CAVED<sup>®</sup>-S

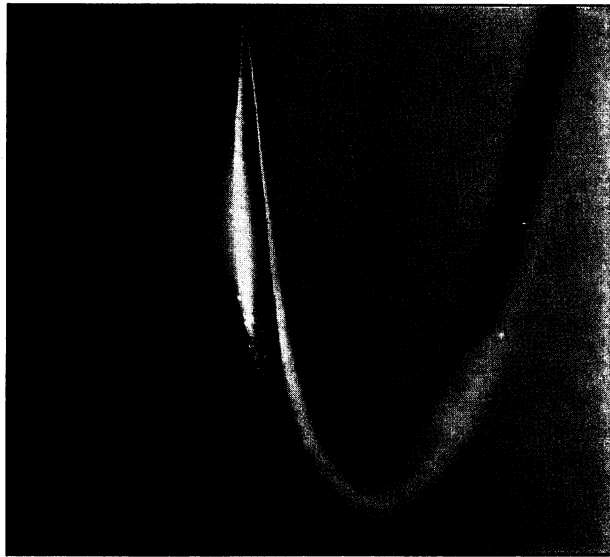
It's naturally the treatment of choice.

Detailed information is available on request. <sup>®</sup>trademark.

**Tillotts Laboratories** Unit 24, Henlow Trading Estate,  
Henlow, Beds. Telephone: 0462 813933

# CONTROLLING SUTURE PLACEMENT

THE CHALLENGE  
OF SUTURES

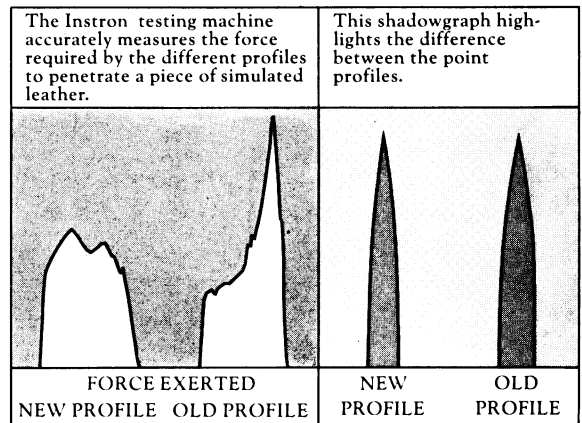


The ability to control the passage of a needle through tissue is of particular importance in the placement of gastrointestinal sutures. Realising this, ETHICON\* developed a needle the penetration of which was not only substantially improved, but significantly smoother than previous

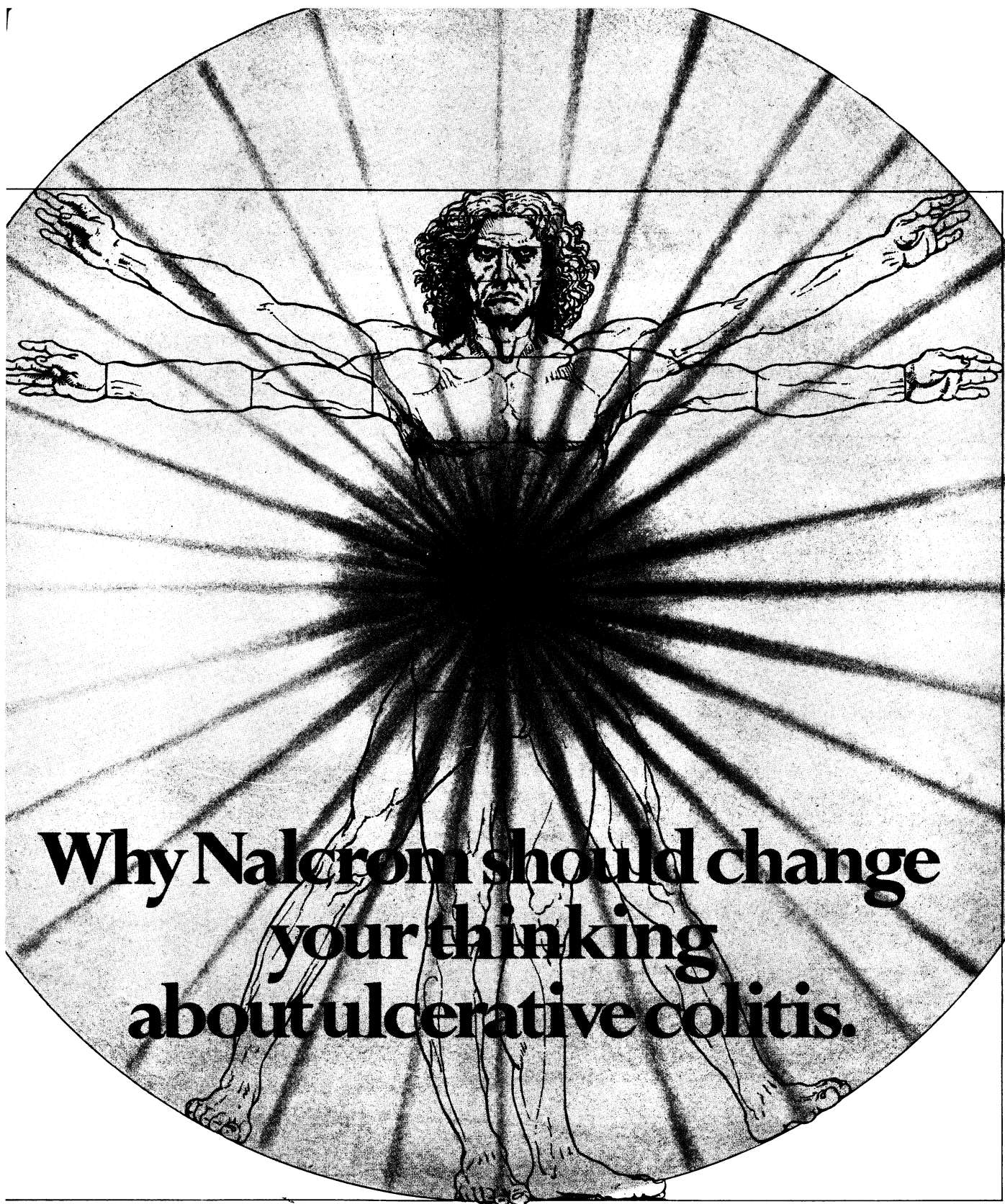
needles of this type. A modification in the body design of the needle also improved stability in the needle holder. These factors now offer the surgeon a dramatic increase in the ability to control suture placement and are of special advantage when suturing deep or confined anatomical areas.

## MEETING THE CHALLENGE

Suture requirements and wound closure techniques are constantly subject to re-evaluation and change. At ETHICON we are very much a part of this process and welcome the challenge it offers. We put our considerable research, development and manufacturing resources to work to produce still better needle designs and suture materials.



**ETHICON**  
SERVICE TO SURGERY



# Why Nalcrom should change your thinking about ulcerative colitis.

#### Prescribing Information

**PRESENTATION:** Nalcrom is a presentation of sodium cromoglycate for oral use. It is presented in clear/clear hard gelatine capsules printed Fisons 101 in black. Each capsule contains 100mg sodium cromoglycate as a white powder.

**USES:** As an adjuvant in the treatment of ulcerative colitis, proctitis and proctocolitis. Sodium cromoglycate is considered to exert a stabilising effect upon mast cells capable of releasing mediators, thus preventing the local inflammatory reaction in the gastrointestinal tract.

**DOSAGE AND ADMINISTRATION: Dosage** Adults: Two capsules four times daily. Children: From 2-14 years: one capsule four times daily.

Nalcrom should not be used for children under two years.

**Maintenance dosage** To prevent relapses dosage should be maintained indefinitely at two capsules four times daily in adults and one capsule four times daily in children.

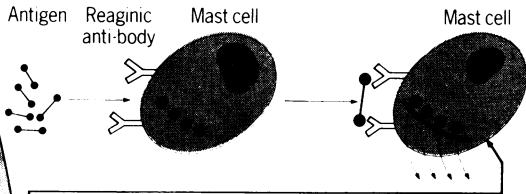
**Administration** The capsules may be swallowed whole or alternatively the powder contents may be dissolved in 20-30ml of water and swallowed.

## Nalcrom offers a completely new approach to the management of ulcerative colitis.

And it could mean freedom from side effects often associated with the limited number of treatments now available.

### Nalcrom is sodium cromoglycate.

Sodium cromoglycate is the unique drug which is used successfully in the treatment of allergic diseases, such as asthma and rhinitis.

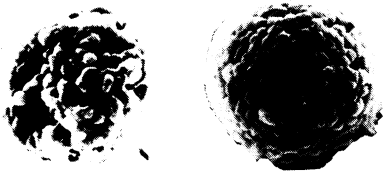


Sodium cromoglycate prevents the degranulation of mast cells caused by the interaction of antigens and reagin antibodies.

It is a potent inhibitor of mast cell degranulation. It prevents the release of inflammatory agents into sub-mucosal tissue in the lung, nose and other organs.

So it stops symptoms before they even start. And over ten years of clinical use have proved it to be a very effective drug with remarkably few serious side-effects.

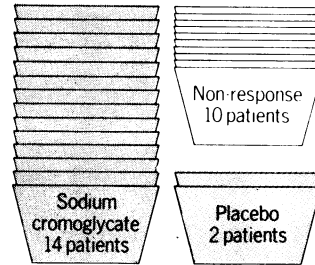
Now it offers hope as a new treatment for ulcerative colitis.



On left mast cell undergoing gross degranulation. On right mast cell stabilised after treatment with sodium cromoglycate. Photomicrographs prepared by: R & D Laboratories, Fisons Ltd., Pharmaceutical Division.

## Why an anti-allergy drug?

Ulcerative colitis in its natural history and histological appearance has many features such as macrophages, mast cells and eosinophils that suggest that an allergic or immunological process may be involved. Sodium cromoglycate may have a clinically beneficial effect in these processes. So a double blind cross-over trial was carried out with 26 patients suffering from chronic proctitis<sup>1</sup>. The 14 responders to sodium cromoglycate had a high local eosinophil count which in most cases fell in the course of treatment.



In a double-blind cross-over trial of 26 patients, 14 responded to sodium cromoglycate, 10 didn't respond and 2 responded to placebo.

Another study of 12 patients with ulcerative colitis treated with sodium cromoglycate showed a significant improvement in sigmoidoscopic appearance. And again, rectal biopsies showed a significant reduction in eosinophil counts<sup>2,3</sup>.

## How to find out more about Nalcrom.

Specialist representatives are available at this stage to discuss Nalcrom with hospital doctors. Simply fill in and post the coupon or write to: Fisons Limited, Pharmaceutical Division, Loughborough, Leicestershire.

**Nalcrom**<sup>®</sup>  
(Sodium Cromoglycate B.P.)

**References** 1. Heatley, R.V. et al, 1975, "Gut," **16**, 559 2. Mani, V. et al, 1976, "Lancet," **1**, 439 3. Mani, V. et al, 1977, "Gastro enterology," **72**, 1093.

Please arrange for a specialist representative to call.

Name \_\_\_\_\_ Address \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Further information is available on request from Fisons Limited, Pharmaceutical Division, Loughborough, Leicestershire.

**FISONS**<sup>®</sup>  
Leaders in Allergy Research

G/N/4

**CONTRA-INDICATIONS, WARNINGS, ETC. Contra-indications** There are no specific contra-indications. The safety of Nalcrom during pregnancy has not yet been established.

**Side-effects** Nausea has been reported in a few cases.

**Overdosage** As Nalcrom is absorbed only to a very limited extent, no action other than medical observation should be necessary.

**PHARMACEUTICAL PRECAUTIONS:** Store in a dry place. Reclose the container tightly after use.

**LEGAL CATEGORY:** P.O.M.

**PACKAGE QUANTITIES:** Containers of 100 capsules.

**FURTHER INFORMATION:** 1. Nalcrom may be used in conjunction with steroid therapy and sulphasalazine in the treatment of acute relapses of proctocolitis and in maintaining remissions.

2. If steroid therapy is to be reduced or withdrawn this should be done cautiously.

3. Nalcrom may be used in patients with a history of hypersensitivity to or intolerance of sulphasalazine.

4. Dosages of 2000mg daily have been used in some cases of proctocolitis.

**PRODUCT LICENCE NUMBER:** PL 0113/0073.

# Progress in Gastroenterology

## Volume III

Edited by George B. Jerzy Glass

January/February 1978, 1084 pp. 303 illus. (8 in colour), approx. £62.85/\$88.50  
0.8089.1025.6

The impressive expansion of modern gastroenterology and its ramifications has called forth the third volume of *Progress in Gastroenterology* after an interval of 7 years. This series assembles in a compact source a large amount of information on a variety of topics that is otherwise scattered through recent journals and textbooks. Reflecting the growth of the field, Volume III presents 39 reviews of selected areas written by an international group of 77 authors and divided into 7 sections. Most of the chapters incorporate the contributors' own experience and research findings, and all of them conclude with a summary of the current state of the art and projections for the future. Each chapter is rich in illustrations, tables, and extensive and recent bibliography to facilitate further exploration of the topics presented in depth.

### Contents

Proliferation and growth of gastrointestinal mucosa. Gastrointestinal hormones.  
Gastrointestinal physiology and pathophysiology. Nutrition and gastrointestinal tract.  
Cancer of the gastrointestinal tract. Clinical gastroenterology. Gastrointestinal endoscopy.  
Index.

*A Grune and Stratton publication*

# Microbial Ecology of the Gut

Edited by R. T. J. Clarke and T. Bauchop

December 1977/January 1978, xviii + 410 pp., £13.50/\$26.50 0.12.175550.9

The alimentary tract is known to be a rich environment for the establishment of microbiota; and microbial populations of considerable density, stability and complexity have evolved in the gut of most higher animals. However, most studies of gut microbes have tended to concentrate on the domestic ruminants, and on man. This book sets out, by contrast, to provide a full and integrated account of the microbial ecology of many different animals. The multi-disciplinary origin of the contributions suggested the adoption of a broad rubric rather than separate specific studies: information has been organized within a framework of general questions—what kinds and numbers of organisms are present? What are their activities, and to what extent are those activities performed? Thus the book includes discussions on the biochemical activities of microbes in the gut, and fermentations in the hindgut and foregut. Other chapters deal with types of microbes; techniques of study; a gnotobiotic approach to ecological studies; protozoa in the rumen; and a mathematical approach to the turnover of fermentation end-products.

## Academic Press

London New York San Francisco

*A Subsidiary of Harcourt Brace Jovanovich, Publishers*

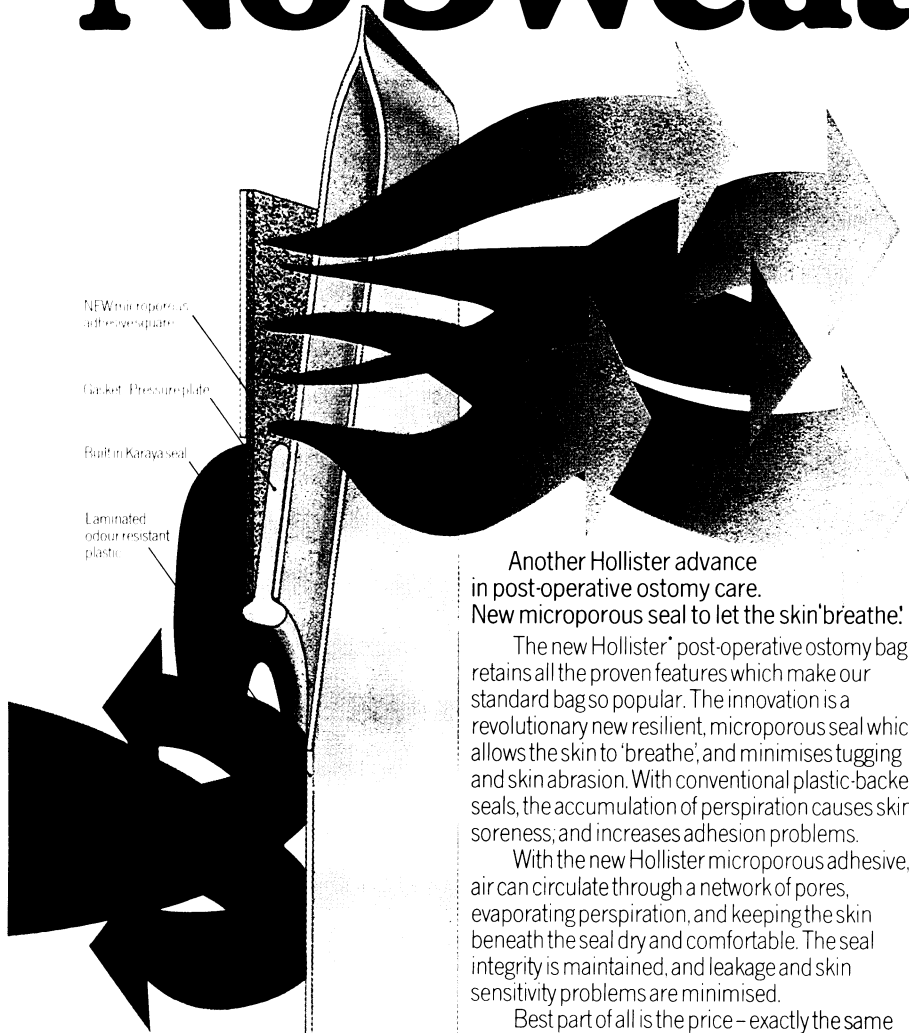
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111 Fifth Avenue, New York, NY 10003, USA





# "No Sweat"



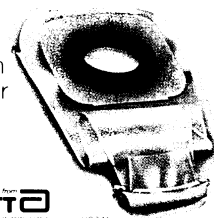
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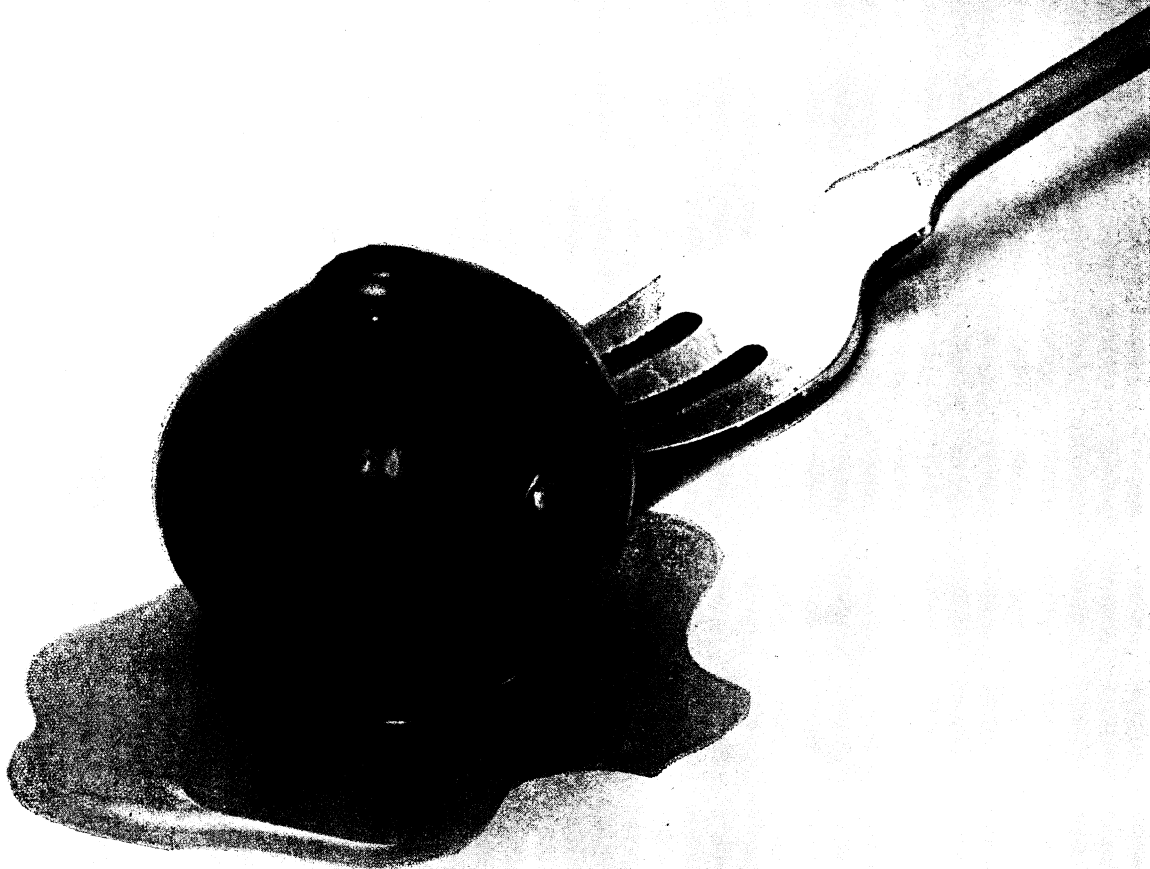
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# When dyspepsia repeats....

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Unlike the traditional antacid therapies, Maxolon protects the gastric mucosa from over-long exposure to gastric acid<sup>1</sup> by promoting normal peristalsis and gastric emptying<sup>2,3</sup>. By restoring the stomach's normal control, symptoms described by the patient as fullness, pain, heartburn and discomfort can be effectively treated and their recurrence prevented.<sup>4</sup>

To the patient, Maxolon is the simple and convenient therapy to replace his repetitive antacid prescriptions.

1. Gut, (1969), 10, 678-680    2. Postgrad. med. J., (1973), 49, (Suppl), 29.  
3. Gut, (1974), 15, 462-467.    4. Brit. med. J., (1971), 2, 25.



Full prescribing information is available on request.  
Maxolon\* (metoclopramide) is a product of

**Beecham Research Laboratories**, Brentford, England.

\*regd.

# Nature nearly discovered a cure for duodenal and gastric ulcers.



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GLYCYPHYLLOS

## We just perfected it.

For thousands of years, liquorice has been used medicinally. For the past thirty years, its efficacy in promoting the natural healing of gastric and duodenal ulcers has been acknowledged.

Now CAVED\*-S offers the full therapeutic benefits of liquorice without the disadvantages which formerly limited its use. An exclusive process removes the glycyrrhizinic acid responsible for salt and water retention, without diminishing the efficacy of medicinal liquorice in accelerating ulcer healing.

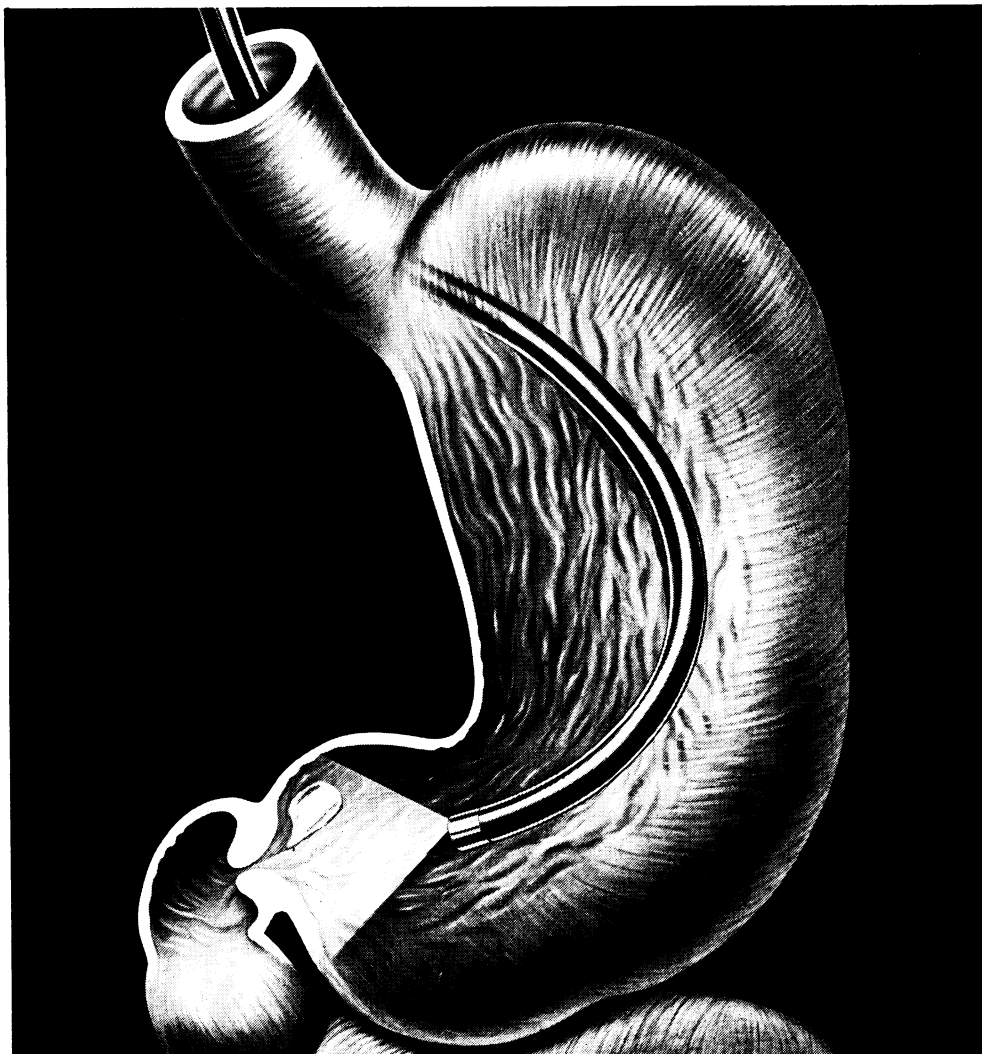
With its proven record of reliability and lack of side effects, it makes sense to try CAVED\*-S first when treating even the most severe ulcer cases.

# CAVED\*-S

It's naturally the treatment of choice.

Detailed information is available on request. \*trademark.

**Tillotts Laboratories** Unit 24, Henlow Trading Estate,  
Henlow, Beds. Telephone: 0462 813933



## De-Nol passes the acid test for ulcer therapy

Healing of the ulcer and prompt relief of symptoms are two of the main aims of ulcer therapy. Endoscopically controlled clinical trials from centres around the world show that De-Nol meets these aims, confirming the benefits of De-Nol therapy.

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