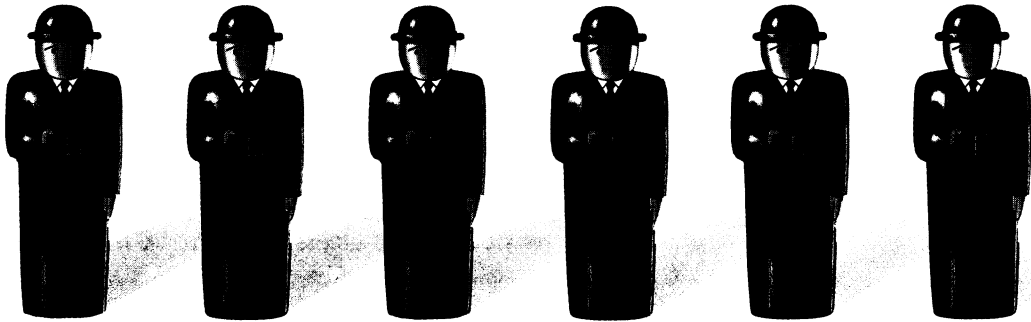
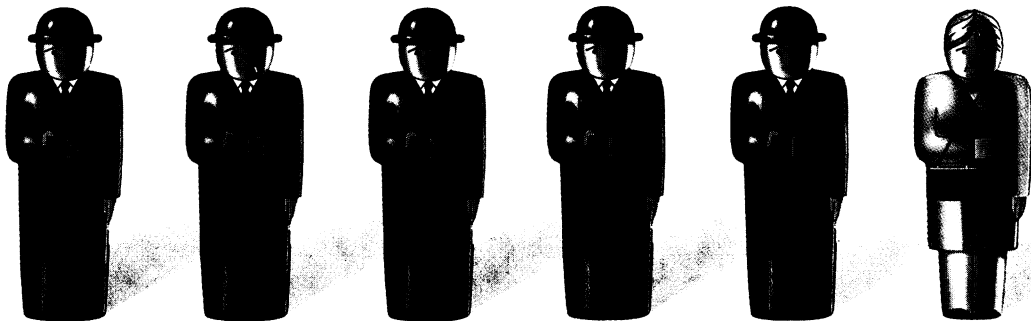


**Most conventional ulcer patients can be**



**treated with H<sub>2</sub> antagonists, but...**



**Now more ulcer patients may be  
successfully treated with<sup>1</sup>**

**Antepsin<sup>®</sup>**  
sucralfate

**Cytoprotection in action**

- In patients over 55 where hypersecretion is seldom a factor<sup>2</sup>
- Those whose gastric disturbance is due to external irritants<sup>3,4</sup>
- Those for whom H<sub>2</sub> antagonists are inadequate<sup>1</sup>

**Abbreviated Prescribing Information**

Refer to data sheet for full prescribing information

**Presentation:** Antepsin tablets contain 1 gram sucralfate, PL0607/0045, PA149/4/2, pack size 100 tablets, £12.50. **Uses:** duodenal ulcer, gastric ulcer and chronic gastritis. **Dosage and Administration:** Adults, orally 1 gram 4 times a day to be taken one hour before meals and at bedtime. For ease of administration Antepsin tablets may be dispersed in 10-15ml of water. **Precautions:** renal dysfunction, pregnancy, nursing women (see data sheet). **Drug Interactions:** Antepsin may reduce the bioavailability of certain drugs; tetracycline,

phenytoin, cimetidine and digoxin. Administration of Antepsin with any of these drugs should be separated by two hours. Warfarin (see data sheet). **Side-effects:** constipation.

**Legal Category:** POM.

Date of preparation April 1985.

Antepsin is a registered trade mark.

**References:** 1. Gustandi, M. *et al*, GUT, 1983, 24, 498. 2. Marks, I.N., Gastrointestinal Tract Disorders in the Elderly, Edinburgh, Churchill Livingstone, 1984, 79. 3. Tesler, M.A. *et al*, J. Clin. Gastroenterol., 1981, 3, (suppl.2), 175. 4. Tamawski, A., *et al*, Gastroenterology, 1985, 88 (No5), 1609.

**STILL AVAILABLE ON THE  
NHS FOR PEPTIC ULCER  
AND CHRONIC GASTRITIS**



**Ayerst International**

Ayerst Laboratories Ltd.  
South Way, Andover, Hampshire SP10 5LT  
Telephone: Andover (0264) 58711

Distributors in Ireland: Ayerst Laboratories Ltd.  
765 South Circular Road, Islandbridge, Dublin 8

Gastrozepin is a selective antimuscarinic agent which provides balanced control of gastric secretion without markedly affecting other peripheral receptor sites. This gastro-selective action means that, in practice, Gastrozepin is a well-tolerated drug which heals peptic ulcers.

Gastrozepin DOES NOT . . .

- rely on acid reduction alone
- rely on pepsin reduction alone
- rely on mucosal protection alone
- profoundly affect intragastric pH

Gastrozepin DOES . . .

- relieve daytime pain
- relieve night-time pain
- reduce antacid intake
- heal peptic ulcers with one 50 mg tablet b.d.

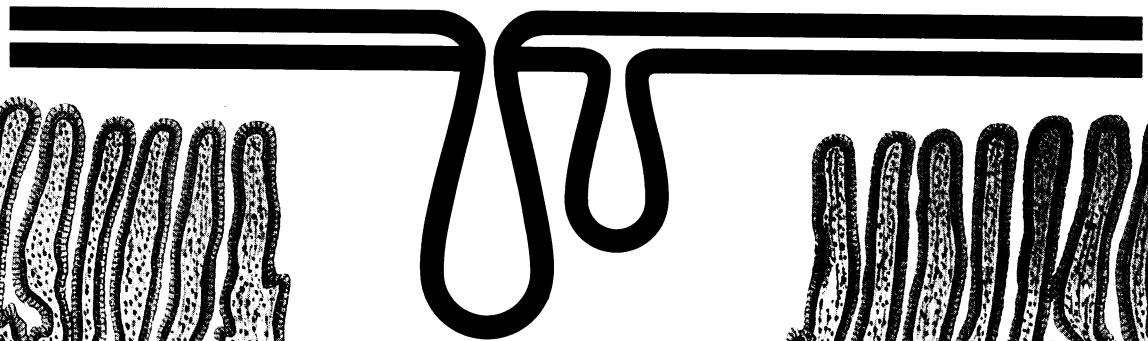
# For the treatment of peptic ulcer

## Twice daily


GASTRO SELECTIVE

# Gastrozepin<sup>®</sup>

pirenzepine



The gastro-selective  
anti-secretory

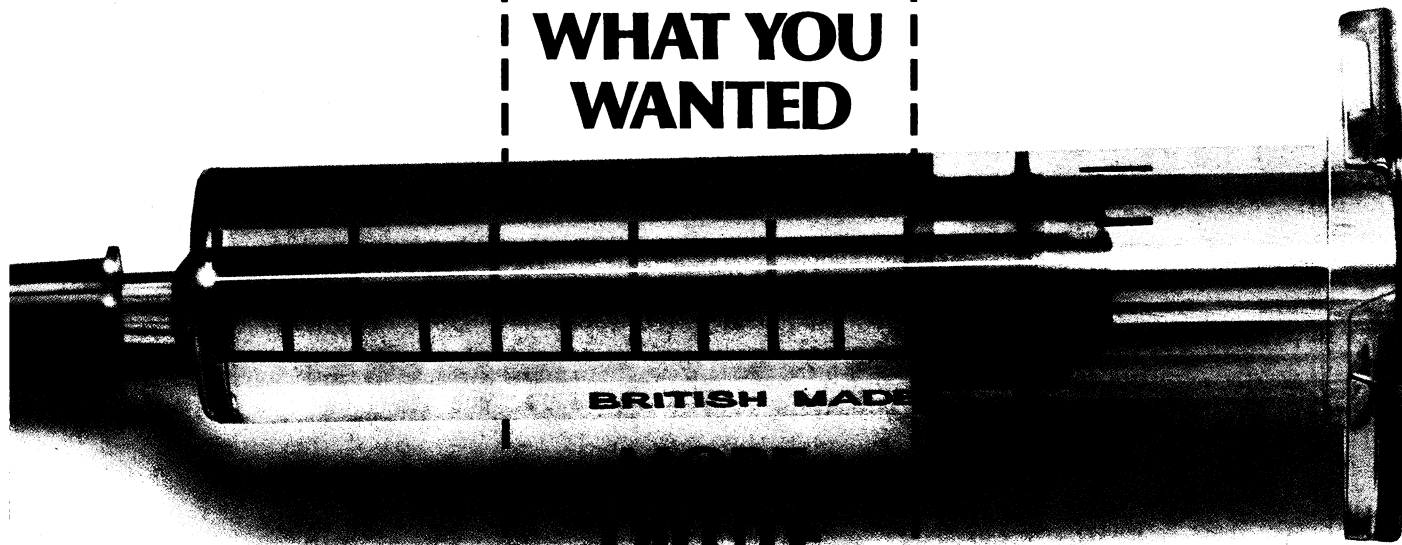
**Prescribing Information:** Presentation: White tablets each containing 50 mg of pirenzepine dithydrochloride scored on one face with "C" on one side of the score, and "50" on the other. The obverse is impressed with the symbol . Uses: Gastrozepin is indicated in the treatment of gastric and duodenal ulcers. Dosage: 50 mg at bedtime and in the morning before meals; in severe cases the total daily dose may be increased to 150 mg in divided doses. Continuous therapy may be recommended for up to three months. Contra-indications, Warnings etc: Interaction with sympathomimetics and monoamine oxidase inhibitors and Gastrozepin is a theoretical possibility. Gastrozepin is not recommended during pregnancy although in animal

experiments no teratogenic effects were noted. Breast milk concentration after therapeutic doses is unlikely to affect the infant. Side effects: occasionally transitory dry mouth and accommodation difficulty may occur. Treatment of overdosage: entirely symptomatic. There is no specific antidote. Basic NHS price: 50 mg tablets, 60 £20 50. Product Licence No.: 50 mg tablets, PL0014/0260.

 Further information is available on request  
The Boots Company PLC Nottingham

Gastrozepin<sup>®</sup> Trade Mark

WE'VE  
GIVEN YOU  
PRECISELY  
WHAT YOU  
WANTED



DILUTE  
HYPNOVEL

When we asked how Hypnovel could be improved, many users asked for a more dilute presentation, so that finer control of dosage, and therefore sedation, could be achieved. So the 2ml presentation was joined by an ampoule containing the same 10mg of midazolam, but in 5ml of solution. The extra 3ml of diluent makes it simpler to obtain the full benefits of Hypnovel. Proven benefits of Hypnovel include fast onset and rate of recovery, excellent amnesia and minimal venous complications!

THE  
**HYPNOVEL 10mg/5ml**  
midazolam  
**AMPOULE**  
FOR MORE PRECISE  
CONTROL OF I.V. SEDATION

**Prescribing Information**

**Indications** Intravenous sedative cover. Alternative intravenous agent for induction of anaesthesia in high-risk patients. Intramuscular premedication. **Dosage and Administration** *Intravenous sedation* Usual total dose 2.5mg to 7.5mg (approx. 0.07mg/kg body-weight). *Intravenous induction of anaesthesia* Unpremedicated patients: 0.3mg/kg body-weight or more. Premedicated patients: 0.2mg/kg body-weight may be adequate. *Intramuscular premedication* (10mg/2ml ampoule only) Usual dose about 5mg (approx. 0.07-0.1mg/kg body-weight). Elderly patients are more sensitive to the effects of Hypnovel and lower doses should be used. Children over the age of seven years may receive Hypnovel for induction of anaesthesia in a dose of 0.15mg/kg body-weight. **Contra-indications** Benzodiazepine sensitivity; acute pulmonary insufficiency; respiratory depression. **Precautions** Use during pregnancy and lactation should be avoided. Patients should not drive or operate machinery for eight hours after administration. Avoid alcohol. Sedative effects of other centrally-acting

drugs may be intensified. For the administration of Hypnovel a second person should always be present and facilities for resuscitation should always be available. **Side-effects** Hypnovel is well tolerated and changes in arterial blood pressure, heart rate and respiration are usually slight. The rapid injection of a high dose can induce soft-tissue airway obstruction or apnoea of short duration. Local effects on veins are infrequent. However, pain on injection and thrombophlebitis may occur. **Presentation** Ampoules containing 10mg midazolam base as the hydrochloride in 5ml or 2ml aqueous solution, in packings of 10. **Basic NHS Cost** 76p per 10mg/5ml ampoule. 64p per 10mg/2ml ampoule. **Product Licence Numbers** 0031/0189 (10mg/5ml), 0031/0126 (10mg/2ml). **Product Licence Holder** Roche Products Limited, PO Box 8, Welwyn Garden City, Hertfordshire AL7 3AY. **Reference** 1. Anaesthesia, 1982, 37, 1002. Hypnovel is a trade mark.



1391096/286



A new trial<sup>(1)</sup> has shown that COLIFOAM is equal in efficacy to prednisolone enemas, but causes significantly less interference in your patients' daily lives. Published evidence now conclusively demonstrates the clear superiority of COLIFOAM compared to liquid enemas:

**Efficacy.** COLIFOAM is equal in efficacy to prednisolone enemas<sup>(1)</sup> and hydrocortisone enemas<sup>(2)</sup>. Retrograde spread increases with the extent of the disease<sup>(3)</sup> and COLIFOAM can

reach well into the descending colon<sup>(4)</sup>.

**Acceptability.** COLIFOAM causes less interference with your patients' daily lives<sup>(1,2,5)</sup>. COLIFOAM is far easier for your patients to retain<sup>(1,2,5)</sup>.

**Safety.** Bioavailability data proves COLIFOAM has extremely low levels of systemic absorption<sup>(6)</sup>, lower than prednisolone enemas<sup>(7)</sup>.

**Economy.** COLIFOAM costs less per dose than standard proprietary enemas<sup>(8)</sup>.

# COLIFOAM

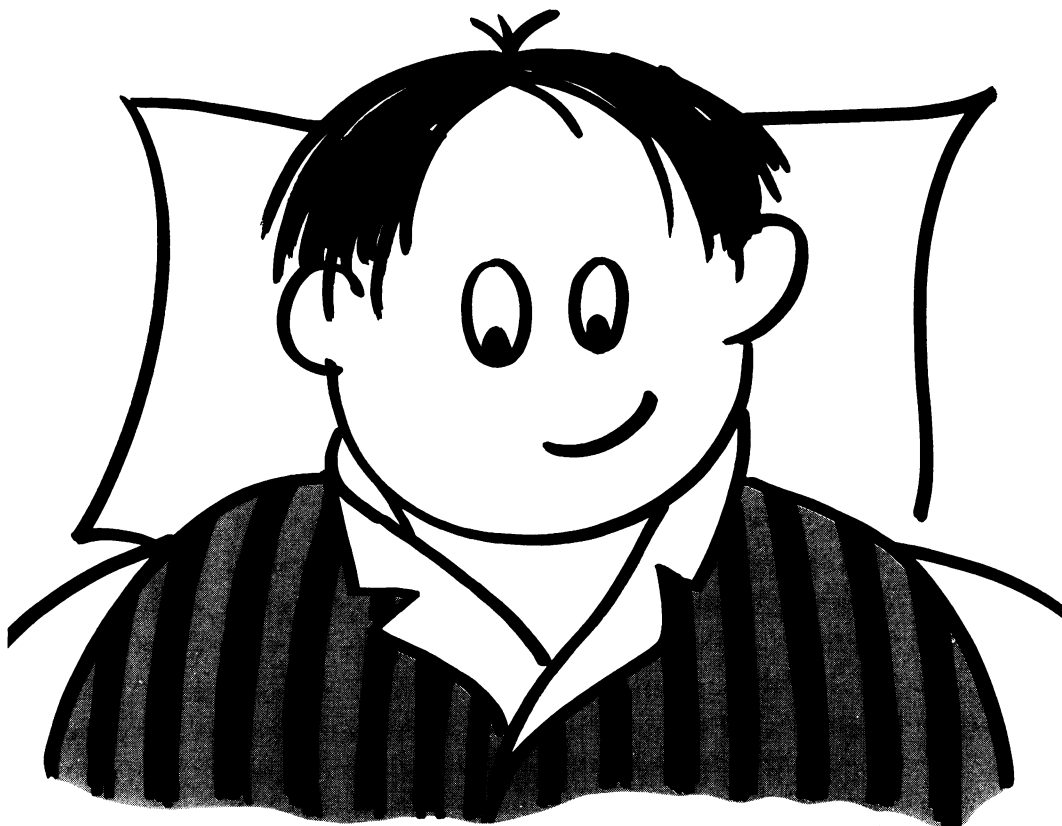
10% Hydrocortisone acetate foam

**In distal inflammatory bowel disease. A better choice every time.**

**References** (1) Somerville KW et al. *British Medical Journal* 1985;291:866. (2) Ruddell WSJ et al. *Gut* 1980;21:885-889. (3) Farthing MGJ et al. *British Medical Journal* 1979;2:822-824. (4) Rhodes JM. *Journal of Clinical & Hospital Pharmacy* 1983;8:219-232. (5) Gaucher P and Champagnuelle B. *Revue Française de Gastroenterologie* 1983;193:35-39. (6) Barr WH et al. *Medical College of Virginia/Virginia Commonwealth University, FDA bioavailability submission document*. October 1981. (7) Lee DAH et al. *Gut* 1980;21:215-218. (8) MIMS October 1985.

**Prescribing Information.** **Presentation** White odourless aerosol foam containing hydrocortisone acetate PhEur 10%. **Uses** Anti-inflammatory corticosteroid therapy for the topical treatment of ulcerative colitis, proctosigmoiditis and granular proctitis. **Dosage and administration** One applicatorful inserted into the rectum once or twice daily for two or three weeks and every second day thereafter. Shake can vigorously before use. (Illustrated instructions are enclosed with every pack). Satisfactory response usually occurs within five to seven days. **Contra-indications, warnings etc.** Local contra-indications to the use of intrarectal steroids include obstruction, abscess, perforation, peritonitis, fresh intestinal anastomoses and extensive fistulae. General precautions common to all corticosteroid therapy should be observed during treatment with Colifoam. Treatment should be administered with caution in patients with severe ulcerative disease because of their predisposition to perforation of the bowel wall. Safety during pregnancy has not been fully established. **Pharmaceutical precautions** Pressurized container. Protect from sunlight and do not expose to temperatures above 50°C. Do not pierce or burn even after use. Do not refrigerate. Shake vigorously before use. Keep out of reach of children. For external use only. **Legal category** POM. **Package quantities** Aerosol canister containing 25g. (approx. 14 applications) plus a plastic applicator and illustrated leaflet. **Basic NHS cost** 25g plus applicator, £7.25. **Further Information** One applicatorful of Colifoam provides a dose of approximately 125mg of hydrocortisone acetate, similar to that used in a retention enema, for the treatment of ulcerative colitis, sigmoiditis and proctitis. **Product Licence No.** 0036/0021. Further information is available on request. **Stafford-Miller Ltd.**, Professional Relations Division, Harfield, Herts. AL10 0NZ.

# EASY EXAMINATIONS WITH NUBAIN\* ANALGESIA



- strong, effective non-MDA analgesic, suitable for use during endoscopy or colonoscopy and radiological and gynaecological investigations
- "ceiling" effect to respiratory depression reduces risks associated with opioid use<sup>1</sup>
- minimal effect on cardiac haemodynamics when used during catheterization<sup>2</sup>
- allows more accurate diagnosis of bile duct and gut obstructions due to minimal interference with function<sup>3</sup> and motility<sup>4</sup>



**NUBAIN\***  
nalbuphine hydrochloride

Effective, comfortable  
analgesia during clinical  
investigations

#### Prescribing Information

**Presentation:** Nubain\* Injection, 20mg of nalbuphine hydrochloride in 2ml ampoules.  
**Uses:** For the relief of moderate to severe pain.

**Dosage and Administration:** 10-20mg for a 70kg individual, adjusted according to the severity of pain, physical status of the patient and concomitant medications. Nubain is not recommended for children.

**Contra-Indications:** Hypersensitivity to Nubain.

**Precautions and Warnings:** Use with care in known and potential opioid abusers.

Also care in active patients who may drive or operate machinery. Caution in patients with impaired respiration. Safety for use in myocardial infarction is not yet established.

Caution and dose reduction in patients with impaired renal or hepatic function. Safe use not established in pregnancy and in conditions of raised intracranial pressure. Abrupt discontinuation of chronic therapy may produce withdrawal symptoms.

**Side Effects:** The most frequent reaction is sedation. Also sweating, nausea, vomiting, dizziness, dry mouth, vertigo and headache and other opioid effects may occur.

**Product Licence No.:** 4524/0003. **NHS Price:** £11.60 per box of 10 x 2ml ampoules.

**References:** 1. Julien RM. Effects of nalbuphine on normal and oxymorphone – depressed ventilatory responses to carbon dioxide challenge. *Anaesthesiology* 1982; 57: No 3A. 2. Fahmy NR, Sunder N, Soter NA. A comparison of histamine releasing properties and hemodynamic effects of morphine and nalbuphine in humans. *Anesth Analg* 1984;63:175. 3. Vatahsky E, Haskel Y. The effect of nalbuphine (Nubain\*) compared to morphine and fentanyl on common bile duct pressure. *Curr Ther Res* 1985;37:1:95-102. 4. Shah M, Rosen M, Vickers MD. Effect of premedication and diazepam, morphine or nalbuphine on gastrointestinal motility after surgery. *Br J Anaesth.* 1984;56: 1235-8.

Further information is available on request from Du Pont (UK) Limited, Pharmaceuticals, Wedgwood Way, Stevenage, Hertfordshire SG1 4QN. Telephone: (0438) 734549.

Nubain\* is a registered trade mark of E.I. du Pont de Nemours and Co. Inc.

**Du Pont Pharmaceuticals** 

# HEALING POWER WHEN IT'S NEEDED MOST IN DUODENAL ULCER



Acid attack at night is now known to be one of the most important factors in the formation of duodenal ulcers.

'Tagamet' 800 mg at bedtime effectively controls this damaging nocturnal acid without disturbing the patient's normal daytime gastric physiology.

One 'Tagamet' 800 mg tablet at bedtime for four weeks is the recommended healing regimen for all duodenal ulcer patients.

And the results are impressive...  
'Tagamet' 800 mg completely healed 79 per cent

of duodenal ulcers in four weeks and 96 per cent in eight weeks<sup>1</sup> whilst providing prompt and effective relief from both daytime and night-time pain.

With 'Tagamet' 800 you can offer your patients healing power precisely when it's needed.

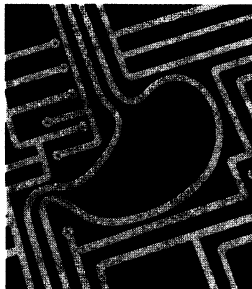
## **TAGAMET** **CIMETIDINE** **800**

### One tablet at bedtime for four weeks

**Reference 1.** Lambert R. In: 'Tagamet'. New Dimensions. A Symposium Proceedings. XII Int Cong Gastroenterol, Lisbon, 1984;15-23.

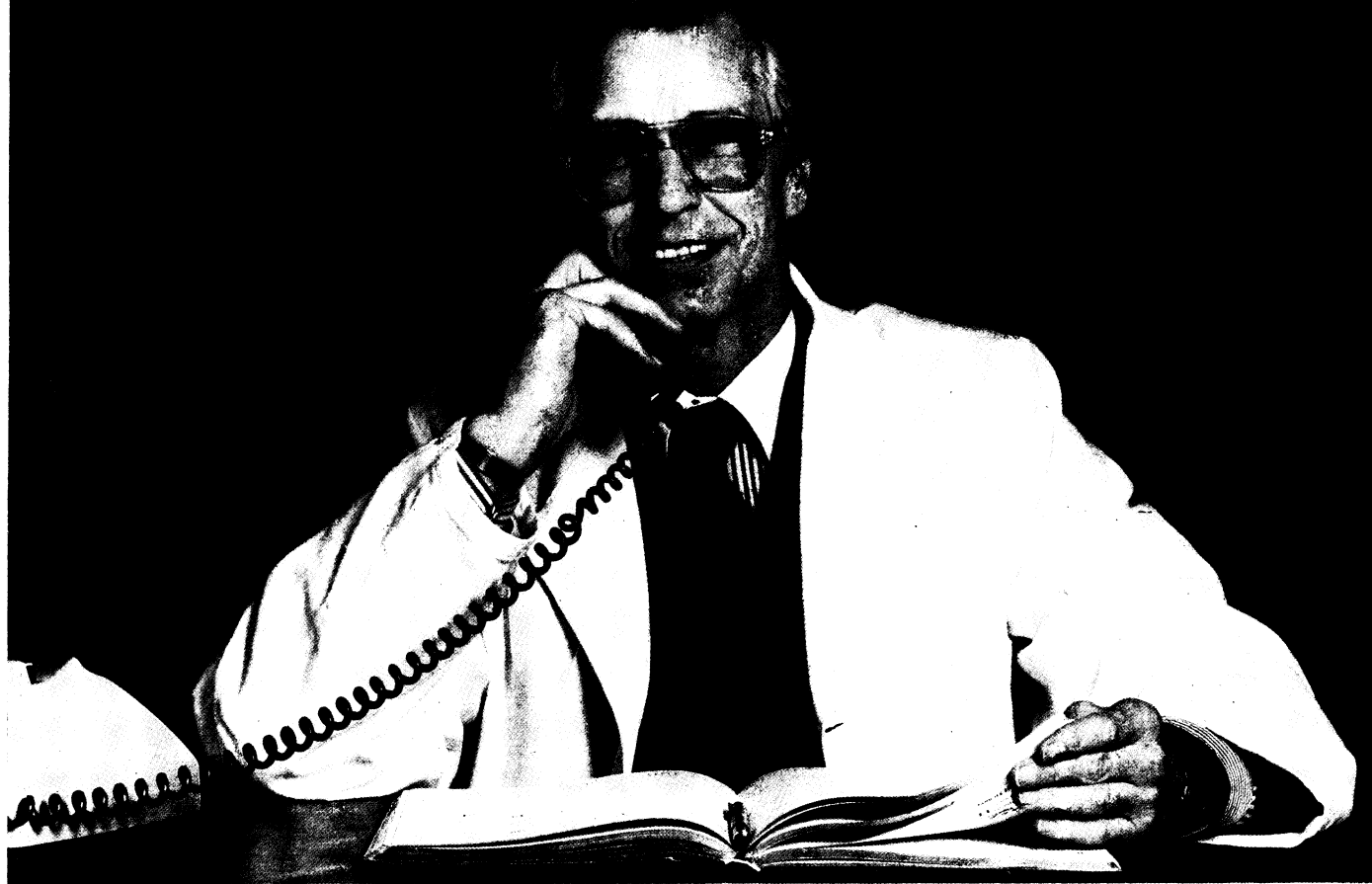
**Prescribing information. Presentations** 'Tagamet' Tablets, each containing 800 mg cimetidine (PL 0002/0128: 28 tablets, £15.78) or 400 mg cimetidine (PL 0002/0092: 56 tablets, £16.61). 'Tagamet' Syrup, containing 200 mg cimetidine per 5 ml (PL 0002/0073: 500 ml, £19.20).

**Indication** Duodenal ulcer. **Dosage Usual dosage: Adults.** Duodenal ulcer, 800 mg once a day at bedtime, or 400 mg b.d. with breakfast and at bedtime. To prevent relapse, 400 mg at bedtime or 400 mg morning and at bedtime. **Elderly:** As above unless markedly impaired renal function. **N.B. For full dosage instructions see Data Sheet. Cautions** Impaired renal function: reduce dosage (see Data Sheet). Potentiation of oral anticoagulants, phenytoin and theophylline (see Data Sheet).



Prolonged treatment: observe patients periodically. Potential delay in diagnosis of gastric cancer (see Data Sheet). Care in patients with compromised bone marrow (see Data Sheet). Avoid during pregnancy and lactation. **Adverse reactions** Diarrhoea, dizziness, rash, tiredness. Gynaecomastia, occasional reversible liver damage, confusional states (usually in the elderly or very ill). Very rarely interstitial nephritis, acute pancreatitis, thrombocytopenia, headache, myalgia, arthralgia; very rare reports of alopecia, reversible impotence but no causal relationship established at usual therapeutic doses. **Legal category** POM. 4.3.85. Smith Kline & French Laboratories Limited, Welwyn Garden City, Hertfordshire AL7 1EY. © 1985 Smith Kline & French Laboratories Limited. 'Tagamet' is a trade mark.

**SK&F** 



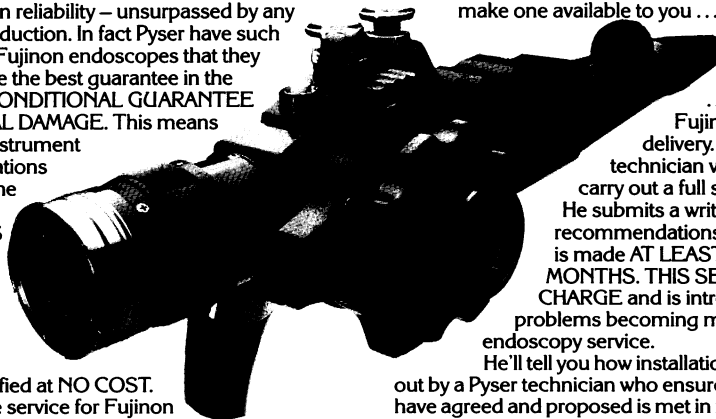
# ASK THE MAN WHO USES A FUJINON ENDOSCOPE

He'll tell you about Fujinon reliability – unsurpassed by any endoscope in current production. In fact Pyser have such great confidence in their Fujinon endoscopes that they offer what we believe to be the best guarantee in the world! **12 MONTHS UNCONDITIONAL GUARANTEE INCLUDING ACCIDENTAL DAMAGE.** This means that the true cost of the instrument including revenue implications is precisely known from the outset. **18 MONTHS COVER FOR MATERIALS AND WORKMANSHIP** which means that for a period of six months extended beyond the first twelve months any fault traceable to material or workmanship will be rectified at **NO COST.**

He'll tell you about the service for Fujinon endoscopes. We recommend that you pay a visit to Edenbridge Kent to see for yourself and will be happy to arrange this.

He'll tell you that should you need a loan instrument Pyser

make one available to you ... no quibble.



He'll tell you about a **UNIQUE Pyser Service ... Endoscope Health Check ...** which is operative to all Fujinon users as they take delivery. A senior Fujinon trained technician visits customers' units to carry out a full survey of the instruments. He submits a written report with recommendations. Pyser ensures that a visit is made **AT LEAST ONCE EVERY THREE MONTHS. THIS SERVICE CARRIES NO CHARGE** and is introduced to prevent minor problems becoming major disruptions to your endoscopy service.

He'll tell you how installation of instruments is carried out by a Pyser technician who ensures that the specification we have agreed and proposed is met in its entirety. This installation includes a full demonstration of cleaning and maintenance techniques.

Pyser, an efficient caring organisation, distributor of Fujinon high reliability endoscopes. Ask the man who uses one!



For further information on Fujinon endoscopes contact  
**Felicity Findlay, Pyser Ltd., Fircroft Way, Edenbridge, Kent TN8 6HA.**  
**Tel: Edenbridge (0732) 864111.**

# ASACOL™

(MESALAZINE)\*

## Direct delivery to the colon

For ulcerative colitis patients  
who cannot tolerate  
sulphasalazine<sup>1</sup>

**ASACOL** delivers 5-amino salicylic acid directly to the colon without sulphapyridine (the agent in sulphasalazine that can cause distressing side effects).

A patented acrylic coating on **ASACOL** makes it site-selective. **ASACOL** remains intact until it reaches the colon, where pH rises above 7 and dissolves the coating, releasing the 5-ASA.

Each **ASACOL** tablet provides twice as much 5-ASA (400mg) as each tablet of sulphasalazine (200mg), which allows patients to take fewer tablets daily.

Clinical studies have shown that **ASACOL** offers efficacy comparable to that of sulphasalazine in maintaining the remission of ulcerative colitis.

## ASACOL™

Direct Delivery to the Colon

#### REFERENCES:

1. Dew M.J, Harnes A.D, Evans B.K. et al. Treatment of ulcerative colitis with oral 5-aminosalicylic acid in patients unable to take sulphasalazine. *Lancet*, 1983, ii, 801.
2. Dew M.J, Hughes P.J, Lee M.G. et al. An oral preparation to release drugs in the human colon. *Br. J. Clin. Pharmacol.*, 1982, 13, 405-408.
3. Dew M.J, Ryder R.E, J. Evans N. et al. Colonic release of 5-aminosalicylic acid from an oral preparation in large ulcerative colitis. *Br. J. Clin. Pharmacol.*, 1983, 16, 185-187.
4. Dew M.J, Hughes P.J, Harnes A.D. et al. Maintenance of remission in ulcerative colitis with oral preparation of 5-amino salicylic acid. *Br. Med. J.*, 1982, 285, 1012-1014.
5. Dew M.J, Harnes A.D, Evans N. et al. Maintenance of remission in ulcerative colitis with 5-aminosalicylic acid in high doses by mouth. *Br. Med. J.*, 1983, 287, 24-24.

\*Mesalazine is the British Approved Name for 5-amino salicylic acid.

#### ABBREVIATED PRESCRIBING INFORMATION

##### PRESENTATION

Each tablet contains 400mg of mesalazine (5-amino salicylic acid) coated for release in the terminal ileum and colon.

##### USES

For the maintenance of remission of ulcerative colitis in patients who cannot tolerate sulphasalazine.

##### DOSEAGE AND ADMINISTRATION

**Adults:** 400mg tablets daily in divided doses.

There is no dosage recommendation for children.

##### CONTRA-INDICATIONS, WARNINGS, ETC.

###### Contra-indications

Contra-indications: a history of sensitivity to salicylates. Children under 12 years of age.

###### Precautions

Bleeding disorder. Mesalazine is excreted rapidly by the kidney, mainly as its metabolite, N-acetyl 5-amino salicylic acid. It is at large doses of mesalazine (up to 4000mg daily) that a rare tubular and glomerular toxicity. Although no renal toxicity has been reported in patients taking Asacol, it is not recommended in patients with renal impairment, and caution should be exercised in patients with a raised blood urea or proteinuria.

Asacol should not be given with lactulose or similar preparations which lower stool pH and may prevent release of mesalazine.

##### Adverse Reactions

Adverse reactions occur in a small proportion of patients who previously could not tolerate sulphasalazine. The side effects are predominantly gastrointestinal: nausea, diarrhoea and abdominal pain, and headache. Asacol may be associated with the exacerbation of the symptoms of colitis in those patients who have previously had such problems with sulphasalazine.

Other side effects observed with sulphasalazine such as depression of bone marrow and of sperm count and function have not been reported with Asacol.

##### LEGAL CATEGORY: POM

PL: 0424/0032

Daily treatment cost: 87 pence

U.K. Patent No. 8322387

Henlow Trading Estate  
Henlow, Beds. SG16 6DS





**ENER-G**



**GLUTEN-FREE  
BROWN RICE BREAD**



Your assurance of the finest quality dietetic food products. **ENER-G GLUTEN-FREE BROWN RICE BREAD** is a fully nutritious alternative to wheat bread, made without sugar, lactose, milk or wheat. It is specifically formulated for people who must eliminate their consumption of gluten, eggs, milk, soy, wheat or sodium (salt).

It is the result of years of research and is a true yeast raised bread, not a quick raised bread. All ingredients are totally gluten free and contain no wheat starch.

**ENER-G GLUTEN-FREE BROWN RICE BREAD** is **PRESCRIBABLE** for the following conditions: **Gluten-sensitive Enteropathies, including Steathorrhoea due to gluten-sensitivity, Coeliac disease and Dermatitis Herpetiformis.** Prescription to be marked 'as per ACBS'.

Further information available on request from :  
GENERAL DESIGNS LTD (ENER-G U.K. DISTRIBUTOR)  
P.O. Box No. 38E, Worcester Park, Surrey. KT4 7LX  
Telephone : 01 337 9366

# Created by Nature. Proven by Science.

*For relief of irritable bowel and abdominal pain*



The unique enteric-coated Colpermin capsule is a long-acting, slow-release product containing a thixotropic paste of peppermint oil. The enteric coating permits this naturally occurring medication to be delivered direct to the distal small bowel. Recent studies confirm that Colpermin offers direct relief to the patient by effectively relaxing intestinal smooth muscle to relieve colonic pain and gaseous distension.

- Irritable bowel symptoms are highly responsive to placebo, but in a recent double-blind cross-over trial, Colpermin was found to be superior to placebo in alleviating irritable bowel symptoms over a three-week period.<sup>1</sup>

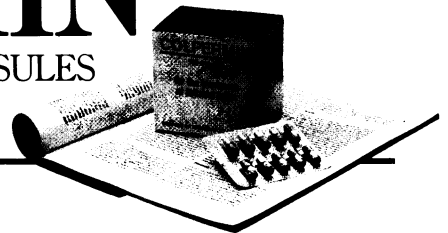
- A delayed-release preparation, Colpermin reaches the colon in an unmetabolised state, allowing it to effectively reduce colonic motility.<sup>2</sup>

- Recent ultrasound studies show a consistent inhibitory effect of topical peppermint oil on colon motility and symptomatic improvement of irritable bowel patients given peppermint oil.<sup>3</sup>

#### References:

1. Rees WDW, Evans BK, Rhodes J: Treating irritable bowel syndrome with peppermint oil. *Br Med J* 2:835-836, 1979.
2. Somerville KW, Richmond CR, Bell GD: Delayed release peppermint oil capsules (Colpermin) for the spastic colon syndrome: A pharmacokinetic study. Proceedings of the British Pharmacological Society, Cambridge, April 1983. *Br J Clin Pharmacol*, to be published.
3. Taylor BA, Duthie HL, Oliveira RB, et al: Ultrasound used to measure the response of colonic motility to essential oils. Proceedings of *The International Motility Symposium* Aix-en-Provence, France, September 1983, to be published.

## COLPERMIN™ (enteric-coated peppermint oil) CAPSULES



#### PRESCRIBING INFORMATION

**Presentation:** Enteric-coated gelatin capsule. Each contains 0.2 ml standardised peppermint oil B.P., Ph. Eur. **Uses:** For the treatment of symptoms of discomfort and of abdominal colic and distension experienced by patients with irritable bowel syndrome. **Dosage and Administration:** One capsule three times a day, preferably before meals and taken with a small quantity of water. The capsules should *not* be taken immediately after food. The dose may be increased to two capsules, three times a day when discomfort is more severe. The capsules should be taken until symptoms resolve, usually within one or two weeks. At times when symptoms are more persistent, the capsules can be continued for longer periods of between 2 to 3 months. There is no experience in the use of these capsules in children under the age of 15 years.



**Contraindications, Warnings, etc. Precautions:** The capsule should not be broken or chewed. Patients who already suffer from heartburn, sometimes experience an exacerbation of these symptoms when taking the capsule. Treatment should be discontinued in these patients. **Adverse effects:** Heartburn, sensitivity reactions to menthol which are rare, and include erythematous skin rash, headache, bradycardia, muscle tremor and ataxia. **Product Licence:** PL 0424 0009. **Basic NHS Cost:** £10.58 per 100. UK and Foreign Patents pending. Colpermin is a trade mark of Tillotts Laboratories. Further information is available from Tillotts Laboratories, Henlow Trading Estate, Henlow, Beds. **European Patent No. 0015334.**

UK Patent No. 2006011.



# Who'll catch it...?

... because their 'bargain' scope isn't unconditionally guaranteed, even against accidental damage?

... because their scope isn't covered by a comprehensive service contract?

... because they can't obtain a scope on loan while theirs is being repaired?

... because their nursing staff have never been on a course to train them in the use and care of scopes?

... because they didn't buy their scope from a company which gives a prompt and efficient back-up service?

... because they didn't look beyond the price tag?

**.... you will — unless you think before you buy**

**KeyMed**  
Specialised Services to Medicine

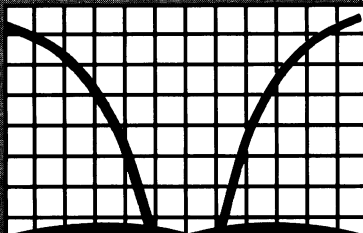
KeyMed House, Stock Road,  
Southend-on-Sea, Essex SS2 5QH.  
Telex: 995283. Facsimile: (0702) 65677.  
Telephone: (0702) 616333 (20 lines)

***KEYMED-see it our way***

# DE-NOL REBALANCES THE ULCER EQUATION

- Local cytoprotective action.
- As effective as the H<sub>2</sub> antagonists.
- Lower relapse rates than H<sub>2</sub> antagonists.
- Heals 85% of H<sub>2</sub> antagonist failures.
- Favours lower relapse rates in smokers.

Key factor:  
Mucosal  
Defence



The mechanism of action of De-Nol is different from that of the H<sub>2</sub> antagonists. De-Nol is a mucosal defence agent. It rebalances the ulcer equation by attacking the acid side of the equation. On the other hand, although H<sub>2</sub> antagonists reduce the acid side, they often do so as a result of over-reaction to the acid side, which enhances the mucosal defence mechanism. De-Nol, on the other hand, rebalances the ulcer equation by attacking the acid side of the equation. **NO MUCOSAL BREAKDOWN. NO ULCER.**

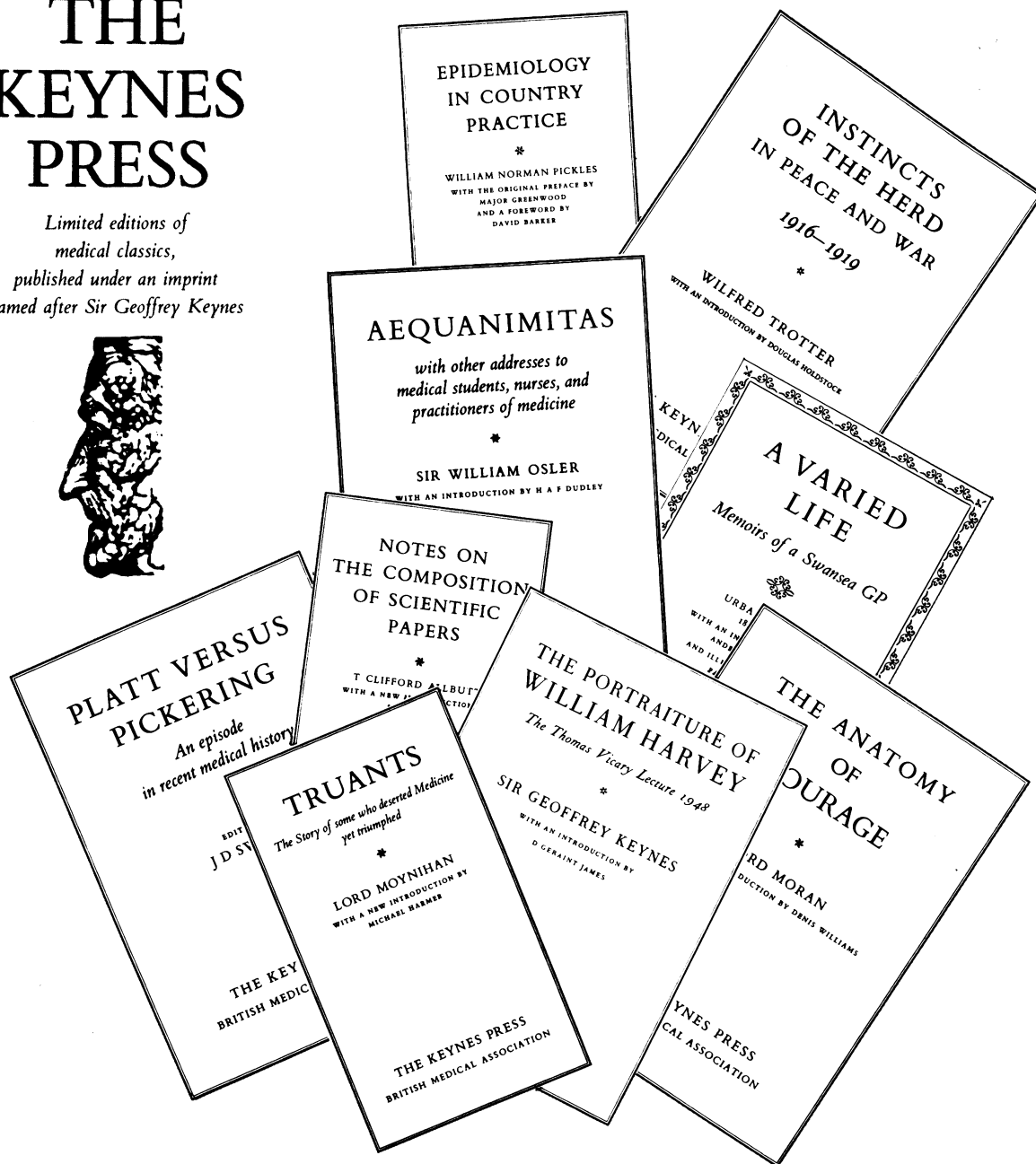
## De-Nol

### Prescribing Information De-Noltab and De-Nol

**Presentation:** De-Noltab is presented as flat round pink tablets, each tablet containing 120mg tri-potassium di-citrate bismuthate (calculated as Bi<sub>2</sub>O<sub>3</sub>). De-Nol is presented as a clear red liquid in a 560ml bottle containing 120mg tri-potassium di-citrate bismuthate (calculated as Bi<sub>2</sub>O<sub>3</sub>) in each 5ml. **Uses:** Ulcer healing agent. For the treatment of gastric and duodenal ulcers. **Dosage and administration:** By oral administration. Each tablet is to be crushed in the mouth and swallowed with a draught of water. Each dose of the liquid presentation is to be diluted with 15ml of water. **ADULTS:** One tablet or 5ml dose four times a day on an empty stomach, half an hour before each of the three main meals and two hours after the last meal of the day. The treatment course should be taken for the full 28 day period and it is important that a dose is not missed. If necessary, one further course of therapy may be given. Maintenance therapy with De-Noltab/De-Nol is not indicated. **CHILDREN:** As for adults. **Contra-indications, Warnings, etc:** De-Noltab and De-Nol should not be administered to patients with renal disorders, and on theoretical grounds the products are contra-indicated in pregnancy. **SPECIAL PRECAUTIONS:** De-Noltab and De-Nol may inhibit the efficacy of orally administered tetracyclines. **SIDE EFFECTS:** Blackening of the stool usually occurs. Darkening of the tongue, nausea and vomiting have been reported. **OVERDOSAGE:** No reports of overdosage have been received; gastric lavage and, if necessary, supportive therapy would be indicated. **Pharmaceutical precautions:** Normal pharmaceutical storage and handling are indicated. **Legal category:** P. **Package quantities:** DE-NOLTAB: Foil treatment packs of 112 tablets. DE-NOL: Treatment packs of 560ml. **Basic N.H.S. Price:** De-Noltab £15.84. De-Nol £10.31. **GMS Price (Ire):** De-Noltab IR£20.99. De-Nol IR£13.66. **Further information:** Some patients with an associated gastritis may experience an initial discomfort whilst taking De-Nol liquid. Milk should not be drunk by itself during the course of treatment as this can prevent the medicine from working properly. Small quantities of milk on a breakfast cereal or in tea or coffee taken with meals are permissible. Antacids should not be taken for half an hour before or half an hour after taking a dose of De-Noltab/De-Nol as these can interfere with the action of the drug. **Product Licence Numbers:** De-Noltab: 0166/0102. De-Nol: 0166/5024. **Product Authorisation Numbers:** De-Noltab: 62/22/1. De-Nol: 62/23/1.

# THE KEYNES PRESS

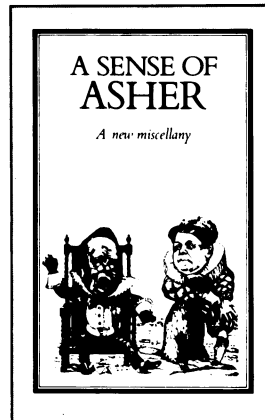
Limited editions of  
medical classics,  
published under an imprint  
named after Sir Geoffrey Keynes



	UK	Abroad	USA		UK	Abroad	USA
<i>The Portraiture of William Harvey</i> by Sir Geoffrey Keynes	£40.00	£46.00	\$64.50	•	<i>Platt versus Pickering</i>	£45.00	\$51.00 \$71.50
<i>Instincts of the Herd in Peace and War</i> , by William Trotter	£45.00	£52.00	\$73.00		<i>Epidemiology in Country Practice</i> , by William Pickles	£35.00	£39.00 \$54.50
<i>A Varied Life: Memoirs of a Swansea GP</i> , the diaries of Urban Marks	£35.00	£37.50	\$52.50		<i>Notes on the Composition of Scientific Papers</i> , by Sir Clifford Allbutt	£35.00	£39.50 \$55.50
<i>Truants: the Story of some who deserted Medicine yet triumphed</i> , by Lord Moynihan	£35.00	£39.00	\$54.50		<i>Aequanimitas</i> , by William Osler	£40.00	£48.00 \$67.00
					<i>The Anatomy of Courage</i> , by Lord Moran	£35.00	£41.00 \$57.50

Order from the Publishing Manager (Keynes Press), BMA House, Tavistock Square, London WC1H 9JR. All prices include registered postage, by air abroad. Please make your cheque payable to the *British Medical Journal*.

# A SENSE OF ASHER



## ***Why are medical journals so dull?***

Richard Asher, who asked the question, was never dull: good sense, pungent wit, and lively humour were his hallmarks, while his writings on clinical matters, with their combination of lucidity, sympathy, and insight, remain models for all aspiring medical authors. *A Sense of Asher*, a selection of his writings chosen and introduced by Ruth Holland, was first published in a Keynes Press limited edition which quickly sold out. This paperback version, now in its third reprinting, contains the complete text of the original, which includes

- ★ **Apriority**
- ★ **The physical basis of mental illness**
- ★ **A case of health**
- ★ **The use of statistics in medicine**
- ★ **Intracranial and extracranial computers**
- ★ **Why are medical journals so dull?**

“A marvellous gift . . . for a doctor’s bedside table” (Selwyn Taylor, *British Medical Journal*)

“The richness of the store is shown by the excellence of this collection” (Sir Douglas Black, *Medical History*)

“Enjoyable light reading for anyone in medicine” (Paul Beeson, *New England Journal of Medicine*)

Price: Inland £7.00; Abroad £8.50; USA \$14.00  
BMA members: Inland £6.50; Abroad £8.00; USA \$13.00  
(please quote membership number.) *Prices include postage,  
by air abroad. Payment must be enclosed with order.*

**Order from:** The Publishing Manager, British Medical Journal, BMA House,  
Tavistock Square, London WC1H 9JR, *or any leading bookseller*

# HOW TO DO IT

SECOND EDITION

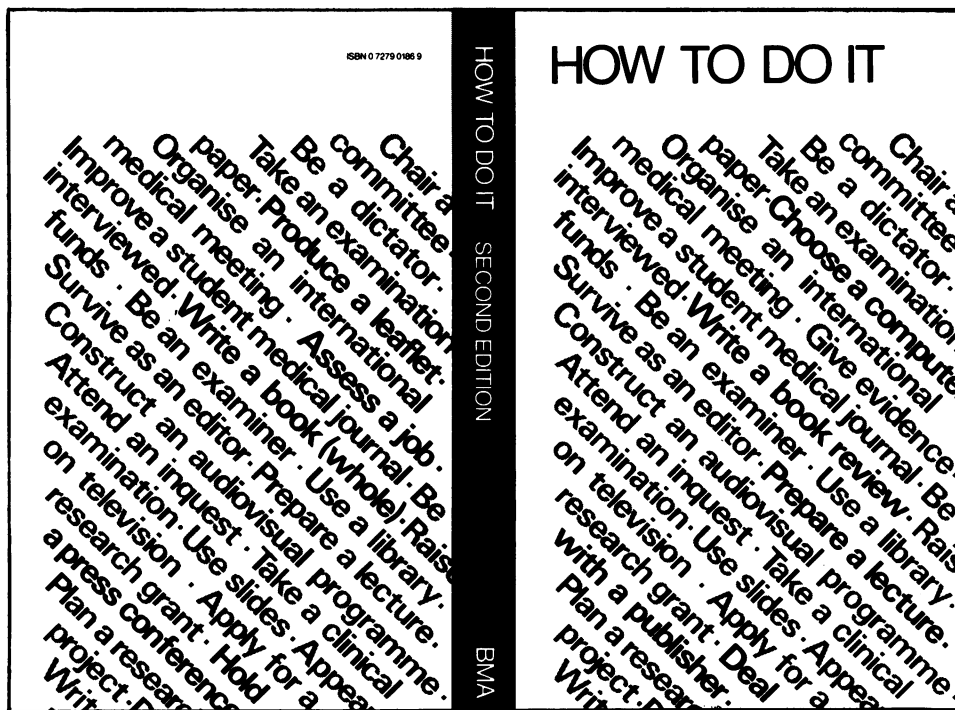
The first edition of HOW TO DO IT proved a useful and popular guide to those things a doctor needs to know but is rarely taught: how to take an examination, how to interview and be interviewed, how to plan and write up research, how to behave at an inquest. In the second edition the original chapters have been expanded and updated, and there are several more chapters on new challenges—choosing a computer, flying, holding a press conference—and on some older ones not included in the first edition—assessing a job, dealing with a publisher.

Price: Inland £6.50  
 Abroad £9.00/USA\$14.50  
 BMA members: Inland £6.00  
 Abroad £8.50/USA\$13.50  
 including postage, by air  
 abroad

Please quote  
 membership number

Payment must be enclosed  
 with order

Order from  
 The Publishing Manager  
 British Medical Journal  
 BMA House, Tavistock Square  
 London WC1H 9JR  
 or any leading bookseller



## GASTROENTEROLOGIST

NEW YORK STATE – Rapidly expanding, well-established HMO currently serving over 65,000 members is seeking a Board Certified or Board Eligible Gastroenterologist.

Our multispecialty staff, which includes Internal Medicine, Family Practice, Pediatrics, OB/GYN, General Surgery, Orthopedics, ENT and others, is affiliated with teaching hospitals and a medical center, and potential exists for teaching opportunities.

CHP is located in New York State's capital district, an educational center within easy reach of Boston, Montreal and New York City. The area offers a variety of residential styles and abundant cultural and recreational options.

Professionals enjoy attractive salary and fringe benefits.

*Send inquiries to:* **Lynn G. Harris, Director**  
Physician Recruiting  
Community Health Plan, Inc.  
1201 Troy-Schenectady Road  
Latham, New York 12110

*Phone:* Within New York State – 1-800-544-4435  
Outside New York State – 1-800-447-6006

## FUNCTION AND DYSFUNCTION OF THE SMALL INTESTINE

*edited by* R.M. BATT and T.L.J. LAWRENCE

This book contains twelve major articles by basic scientists, clinical gastroenterologists and veterinarians with a research interest in the small intestine. The topics show a natural progression including descriptions of the normal small intestine, current concepts of peptides as integrators of intestinal function and the adaptive potential of the mucosa. Adverse reactions to food, viruses and bacteria illustrate the application of morphological, biochemical and immunological approaches to the understanding of intestinal damage.

'The text is concise, highly readable, and the organization is intelligent. The information is up-to-date with clear and informative diagrams and tables... The book should at least be in libraries of medical and veterinary schools.' *Gastroenterology* ... it has much to offer to enteric physiologists and pathophysiologists. In particular, it gives a new perspective which is backed... by comprehensive referencing of unfamiliar work. It deserves to be made available to all those interested in small intestinal function and dysfunction...' *Gut*

264pp. £22.50 net (cloth) May 1984 ISBN 0 85323 454 X

**LIVERPOOL UNIVERSITY PRESS**

PO Box 147, Liverpool, L69 3BX Telephone 051 709 6022 Telex 627095