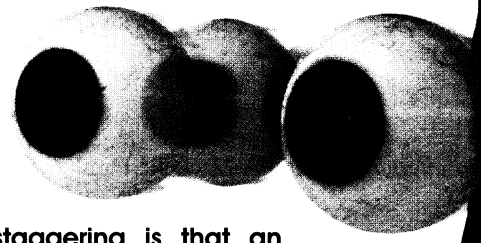
EVERYDAY PPIs ARE TAKING UP 6% OF THE NHS DRUGS BUDGET

Yes, proton pump inhibitors really are amazing.

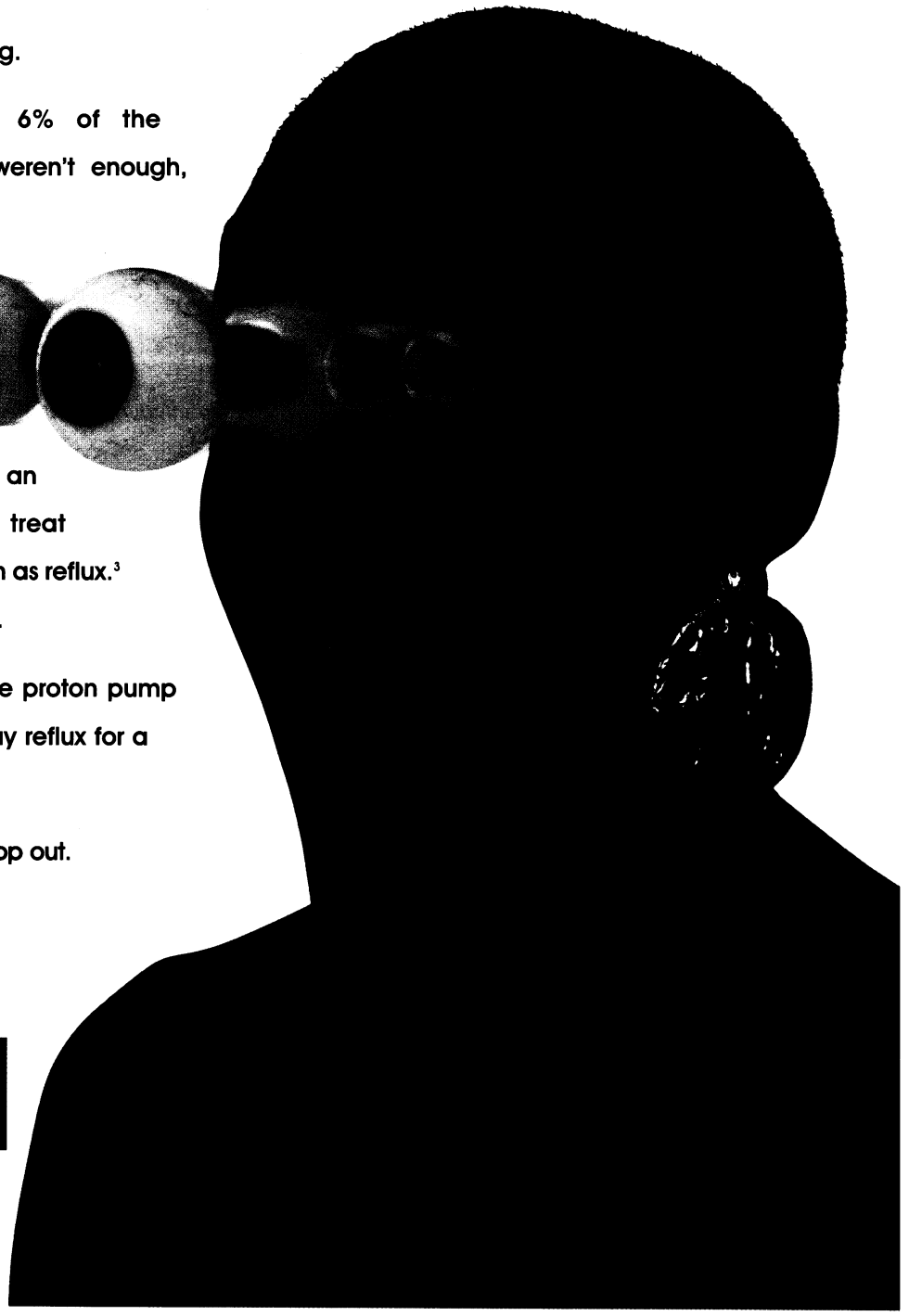
They already take up a jaw-dropping 6% of the total NHS drugs budget.[1] And as if that weren't enough, PPI prescriptions are increasing by 35% each year.[2] Shame your budget won't be doing the same.



But what's even more staggering is that an eye-opening 90% of them are used to treat common, recurrent, non-ulcer conditions such as reflux.[3] Which tends to explain the two figures above.

So is it really appropriate to use an expensive proton pump inhibitor when Gaviscon can prevent everyday reflux for a fraction of the price?

Inappropriate? It's enough to make your eyes pop out.



GAVISCON

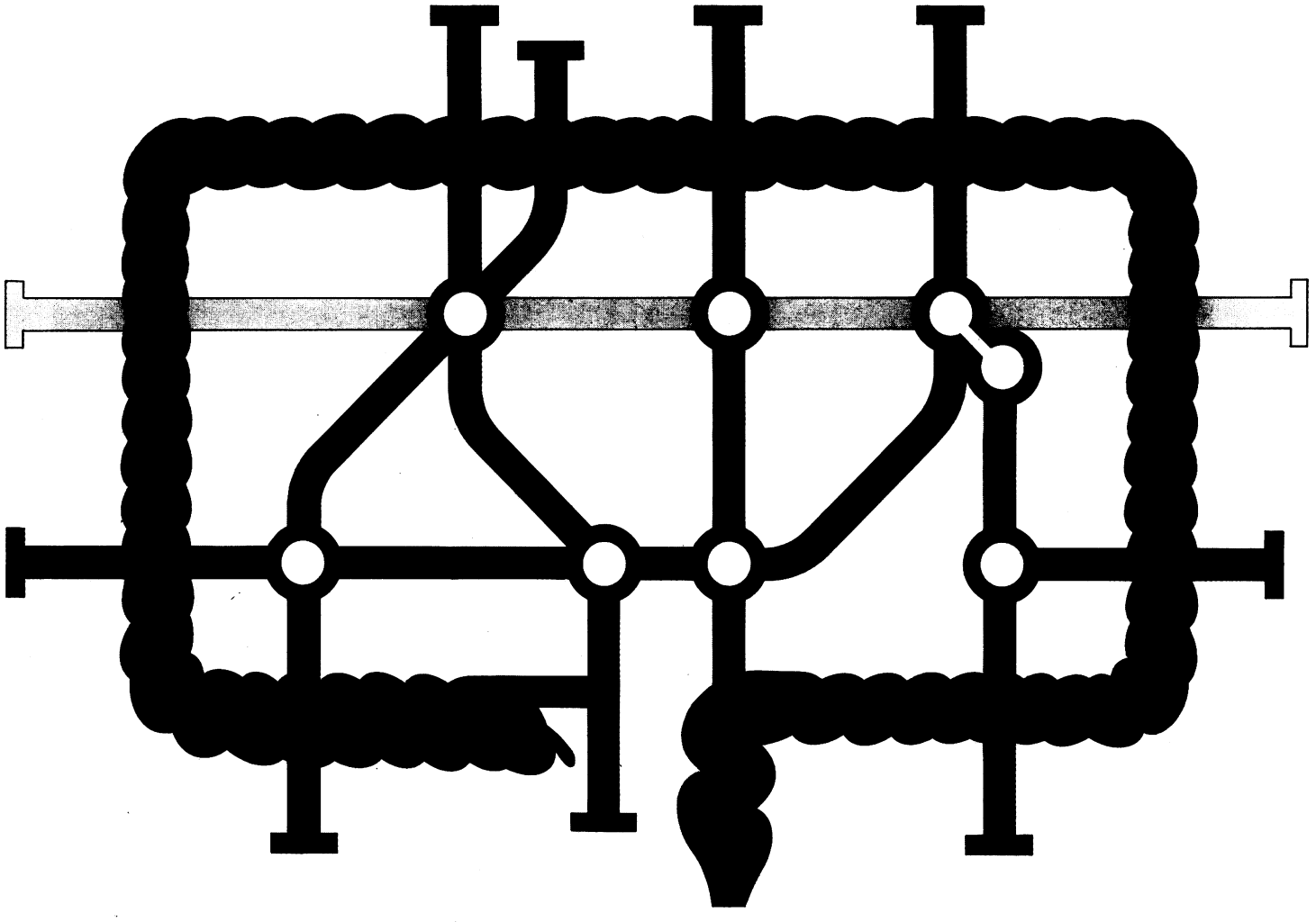
liquid: **sodium alginate BP, sodium bicarbonate Ph. Eur., calcium carbonate Ph. Eur.** tablets: **alginic acid BP, sodium bicarbonate Ph. Eur., aluminium hydroxide BP, magnesium trisilicate PH. Eur.**

TAKES THE FINANCIAL SHOCK OUT OF RECURRENT REFLUX

Prescribing Information. Liquid Gaviscon. Active Ingredients: Sodium alginate BP 500mg, sodium bicarbonate Ph.Eur. 267mg and calcium carbonate Ph.Eur. 160mg per l0ml dose. **Indications:** Gastric reflux, reflux oesophagitis, heartburn, including heartburn of pregnancy, hiatus hernia, flatulence associated with gastric reflux. All cases of epigastric and retrosternal distress where the underlying cause is gastric reflux. **Contra-Indications:** None known. **Dosage and Administration:** Adults and children over 12: 10-20ml liquid, after meals and at bedtime. Children 6-12: 5-10ml liquid after meals and at bedtime. **Note:** l0ml liquid contains 6.2mmol sodium. **Basic NHS Cost:** 500ml liquid £2.70. **Marketing Authorisations:** 0063/0031 Liquid Gaviscon, 0063/0032 Liquid Gaviscon Peppermint Flavour. **Legal Category:** GSL. (PO). **Gaviscon Tablets. Active Ingredients:** Alginic acid BP 500mg, sodium bicarbonate Ph.Eur. 170mg, dried aluminium hydroxide gel BP l00mg, magnesium trisilicate Ph.Eur. 25mg per tablet. In a sugar free flavoured base containing calcium carbonate (40mg) and saccharin. **Indications:** Gastric reflux, reflux oesophagitis, heartburn, including heartburn of pregnancy, hiatus hernia, flatulence associated with gastric reflux. All cases of epigastric and retrosternal distress where the underlying cause is gastric reflux. Treatment of regurgitation. **Contra-Indications:** None known. **Dosage and Administration:** Adults and children over 12: 1 or 2 tablets after meals and at bedtime. Children 6-12: 1 tablet after meals and at bedtime. **Note:** 1 tablet contains 2.1mmol sodium. Tablets should be thoroughly chewed. **Basic NHS Cost:** 60 tablets £2.25. **Marketing Authorisations:** 0063/0033 Gaviscon Tablets, 0063/0029 Gaviscon Tablets Lemon Flavour. **Legal Category:** GSL. (PO). **Holder of Marketing Authorisations:** Reckitt & Colman Products Limited, Dansom Lane, Hull, HU8 7DS. Gaviscon and the sword and circle symbol are registered trademarks. **Date of preparation:** August 1996.

References:
1. BPI MAT, Dec. 1995. (The NHS bill in the community for 1995 was £4.25 billion, of which PPIs accounted for 6%.)
2. IMS MDI Data, Qtr. 1, 1995/6.
3. IMS MDI Data, Qtr. 1, 1996.

Reckitt & Colman Products Limited



COLIFOAM

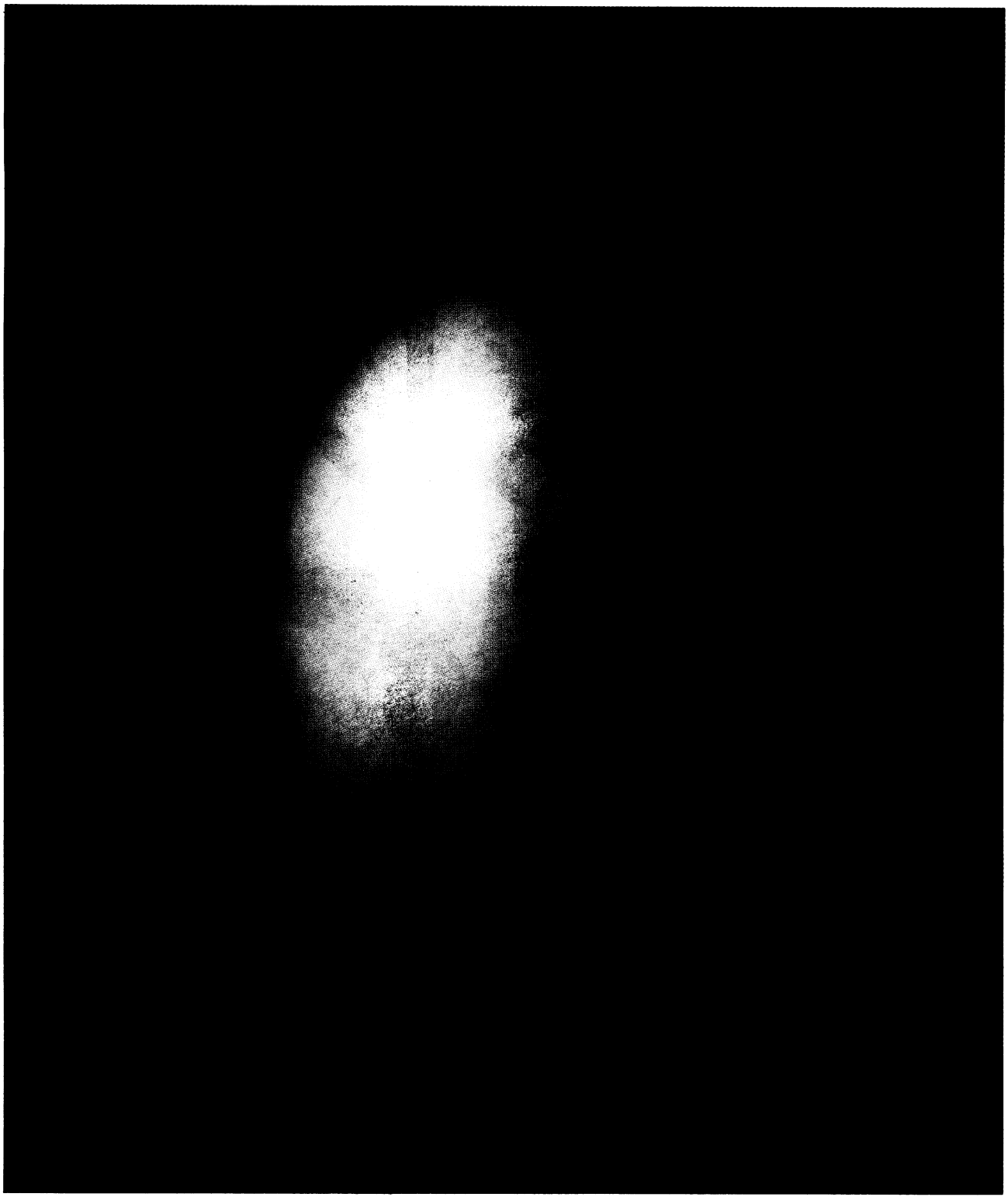
10% hydrocortisone acetate

FIRST CLASS TREATMENT WHICH TRAVELS TO WORK

- Colifoam is highly effective for distal ulcerative colitis.[1]
- The retrograde spread of Colifoam increases with the extent of disease.[2]
- Colifoam is easier to retain than liquid enemas and causes less interference with social, sexual and occupational activities.[1,3]

PRESCRIBED WITH CONFIDENCE FOR OVER 20 YEARS.

PRESCRIBING INFORMATION: Presentation: White odourless aerosol containing hydrocortisone acetate PhEur 10% w/w. **Uses:** 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 pack). **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. Although uncommon at this dosage, local irritation may occur. **Pharmaceutical precautions:** Pressurised container containing flammable propellant. Protect from sunlight and do not expose to temperatures above 50°C. Keep away from sources of ignition. Do not pierce or burn even after use. Do not refrigerate, store below 25°C. Keep out of reach of children. For external use only. **Legal category:** POM. **Package quantity & basic NHS cost:** 20.8g canister plus applicator, £7.07. Provides approximately 14 doses. **Product Licence no:** 0036/0021. **References:** 1. Somerville KW *et al.* BMJ 1985;291:866. 2. Farthing MJG *et al.* BMJ 1979;2:822-824. 3. Ruddell WSJ *et al.* Gut 1980;21:885-889. Further information is available on request from Stafford-Miller Ltd., Broadwater Road, Welwyn Garden City, Herts. AL7 3SP. **Code:** DO2665.



PRESCRIBING INFORMATION:

Indications Duodenal ulcer (including those associated with *H. pylori* infection), benign gastric ulcer, postoperative ulcer, oesophageal reflux disease, Zollinger Ellison Syndrome, prophylaxis of gastrointestinal haemorrhage from stress ulcer, recurrent haemorrhage from bleeding peptic ulcer, acid aspiration (Mendelson's Syndrome). Tablets, Syrup, Effervescent Tablets only, ulcers associated with non-steroidal anti-inflammatory drugs (NSAIDs), prevention of NSAID-associated duodenal ulcer, chronic episodic dyspepsia, severe oesophagitis, long-term management of healed oesophagitis. **Dosage** *Adults:* Duodenal ulceration and gastric ulceration: A single 300mg dose at bedtime or 150mg twice daily in the morning and evening for four weeks. In duodenal ulcer, 300mg twice daily produces higher healing rates at four weeks. Continued maintenance treatment of 150mg at bedtime is recommended for patients with a history of recurrent ulceration. Duodenal ulcers associated with *H. pylori*, 300mg at bedtime or 150mg twice daily with oral amoxycillin 750mg three times daily and metronidazole 500mg three times daily for 2 weeks. Zantac therapy then continued for a further 2 weeks. Ulcers following non-steroidal anti-inflammatory drugs: 150mg twice daily for up to eight weeks. Prevention of NSAID-associated duodenal ulcer: 150mg twice daily concomitantly with NSAID therapy. Chronic episodic dyspepsia: 150mg twice daily for six weeks, investigate early relapsers and non-responders. Oesophageal reflux disease: 300mg at bedtime or 150mg twice daily for up to eight weeks. Moderate to severe oesophagitis: 150mg four times daily for up to twelve weeks. Long-term treatment of healed oesophagitis: 150mg twice daily. Obstetric patients at commencement of labour; oral dose of 150mg may be followed by 150mg at six-hourly intervals (see data sheet). Those at risk of acid aspiration syndrome; oral dose of 150mg two hours before induction of general anaesthesia with preferably 150mg the previous evening. Alternatively, Zantac Injection 50mg intramuscularly or by slow intravenous injection 45 to 60 minutes before general anaesthesia. Zantac Injection may be given every six to eight hours either as slow (over a period of at least two minutes) intravenous injection of 50mg, after dilution to a volume of 20ml per 50mg dose, or as intermittent intravenous infusion at a rate of 25mg per hour for two hours; alternatively, as intramuscular injection of 50mg (2ml) every six to eight hours. Prophylaxis of haemorrhage from stress ulceration or from bleeding peptic ulceration: parenteral administration may be continued until oral feeding commences. If still at risk, Zantac Tablets or Syrup 150mg may be given twice daily. Prophylaxis of haemorrhage from stress ulceration: priming dose of 50mg as a slow intravenous injection followed by continuous intravenous infusion of 0.125 to 0.250mg/kg/hr

cellent

Zantac is now healing ulcers in over 100 countries[1]

may be preferred. *Children:* Oral dose for peptic ulcer: 2mg/kg to 4mg/kg, twice daily to a maximum of 300mg per day. **Contra-indications** Patients with known hypersensitivity to ranitidine. **Precautions** Caution when using Effervescent Tablets in sodium-restricted patients. Exclude malignancy in gastric ulcer before instituting therapy, especially in middle-aged patients with new or recently changed dyspeptic symptoms. Regular supervision of patients taking NSAIDs concomitantly with Zantac recommended, especially if elderly. Protects against NSAID-associated ulceration in duodenum and not in stomach. Reduce dosage in the presence of severe renal failure (see data sheet). Avoid in patients with history of porphyria. Effervescent Tablets contain aspartame, use with caution in patients with phenylketonuria. Rapid administration of injection may rarely cause bradycardia; recommended rates of administration should not be exceeded. Like other drugs, use during pregnancy and lactation only if strictly necessary. **Side effects** Headache, dizziness, skin rash, occasional hepatitis, rarely arthralgia, myalgia, and with antibiotics, diarrhoea. Rarely, reversible mental confusion states, usually in very ill or elderly patients. Rare cases of leucopenia and thrombocytopenia, usually reversible, agranulocytosis and pancytopenia. Hypersensitivity reactions, anaphylactic shock, rare cases of breast symptoms in men. As with other H_2-receptor antagonists rare cases of bradycardia, A-V block and asystole (see data sheet). **Presentations** Zantac 150 Tablets each containing 150mg ranitidine HCl, (Product licence number 10949/0042, 60 tablets £27·89); Zantac 300 Tablets each containing 300mg ranitidine HCl (Product licence number 10949/0043, 30 tablets £27·43); Zantac Effervescent Tablets each containing 150mg ranitidine HCl and 14·3mEq sodium, (Product licence number 10949/0137, 60 tablets £27·89); Zantac Effervescent Tablets each containing 300mg ranitidine HCl and 20·8mEq sodium (Product licence number 10949/0138, 30 tablets £27·43); Zantac Syrup each 10ml dose containing 150mg ranitidine HCl (Product licence number 10949/0108, 300ml bottle £22·32); Zantac Injection each 2ml dose containing 50mg ranitidine HCl (product licence number 10949/0109, 5 x 2ml £3·21). **Product licence holders** Glaxo Laboratories, Stockley Park West, Uxbridge, Middlesex UB11 1BT. POM Zantac is a trade mark of the Glaxo Wellcome Group of Companies. Further information is available on request from Glaxo Wellcome UK Limited, Stockley Park West, Uxbridge, Middlesex UB11 1BT. Telephone 0181-990 9444. Date of preparation: September 1995

Reference
1. Data on file. GlaxoWellcome UK Limited 1995.

GlaxoWellcome

STAY HEALED†

NOW APPROVED IN MAINTENANCE

15mg ZOTON*▼

Lansoprazole

† Up to 87% remission rate in reflux oesophagitis after 1 year. (Range 69-87%)[1-5]

ZOTON*▼ Abbreviated Prescribing Information

Presentation: Two tone lilac/purple capsules containing lansoprazole 30 mg. Opaque yellow capsules containing lansoprazole 15 mg. **Indications:** Healing and maintenance of gastro-oesophageal reflux disease (GORD) or duodenal ulcer. Healing of benign gastric ulcer. Effective for benign peptic lesions including reflux oesophagitis unresponsive to H_2 receptor antagonists. Eradication of *Helicobacter pylori* (*H. pylori*) in patients with duodenal ulcer or gastritis. **Dosage and Administration:** Duodenal ulcer: 30 mg for 4 weeks, then 15 mg for maintenance dose. GORD: 30 mg daily for 4-8 weeks, then 15 mg or 30 mg for maintenance dose. Benign gastric ulcer: 30 mg daily for 8 weeks. *H. pylori* eradication: 30 mg twice daily plus two of the following antibiotics for 7 days: clarithromycin 250 mg twice daily, amoxycillin 1 g twice daily or metronidazole 400 mg twice daily. Swallow capsules whole. No dosage adjustment is necessary in the elderly, or the renally or hepatically impaired. There is no experience with Zoton in children. **Contra-indications:** None known. **Precautions:** Exclude the possibility of malignancy when gastric ulcer is suspected. When using in combination with antibiotics, refer to the prescribing information of the respective antibiotics. **Pregnancy and Lactation:** Avoid in pregnancy. Avoid during breast feeding unless essential. **Interactions:** Interactions with drugs metabolised by the liver are possible. Apply caution when used concomitantly with oral contraceptives, phenytoin, theophylline or warfarin. Antacids should not be taken within an hour of Zoton. **Side Effects:** Generally mild and transient, including gastro-intestinal disturbances, headache, dizziness, malaise, dry or sore mouth or throat, fatigue, rashes, urticaria, pruritis and alterations in liver function test values. A few cases of arthralgia, myalgia, peripheral oedema, depression, haematological changes, bruising, purpura, petechiae, jaundice, hepatitis, paraesthesia or blurred vision have been reported. **Legal Category:** POM **Package Quantities:** 30 mg capsules: Blister packs of 56, 28, 14 and 7 (hospital starter pack) capsules. 15 mg capsules: Blister packs of 56 and 28 capsules. **Product Licence Number:** 30 mg capsules: PL 0095/0264 15 mg capsules: PL 0095/0302 **Cost:** 30 mg capsules: 7 £9.09 (hospital starter pack) 14 £16.68 28 £33.36 56 £66.72 15 mg capsules: 28 £18.95 56 £37.90 Full prescribing information is available on request. **Name and Address of Licence Holder:** Cyanamid of Great Britain Ltd, Fareham Road, Gosport, Hampshire, PO13 0AS.

REFERENCES: 1. Gough, A.L. et al, *Aliment Pharmacol Ther*, 1996, **10**, 529-539 2. Hatlebakk, J.G., and Berstad, A., *Gastroenterol*, 1995, **108** (4), A111 (102909) 3. Poynard, T. et al, *Gastroenterol*, 1995, **108** (4), A195 (102907) 4. Robinson, M., *Ann Intern Med*, 1996, **126**, 859-867 5. Baldi, F., *Gastroenterol*, 1996, **110** (4) Suppl A55 (107136), and Data on file, Lederle Laboratories (105806). * Trademark of Takeda Chemical Industries Ltd.

Date of preparation: August 1996

Takeda Under Licence agreement with Takeda Chemical Industries Ltd, Japan.

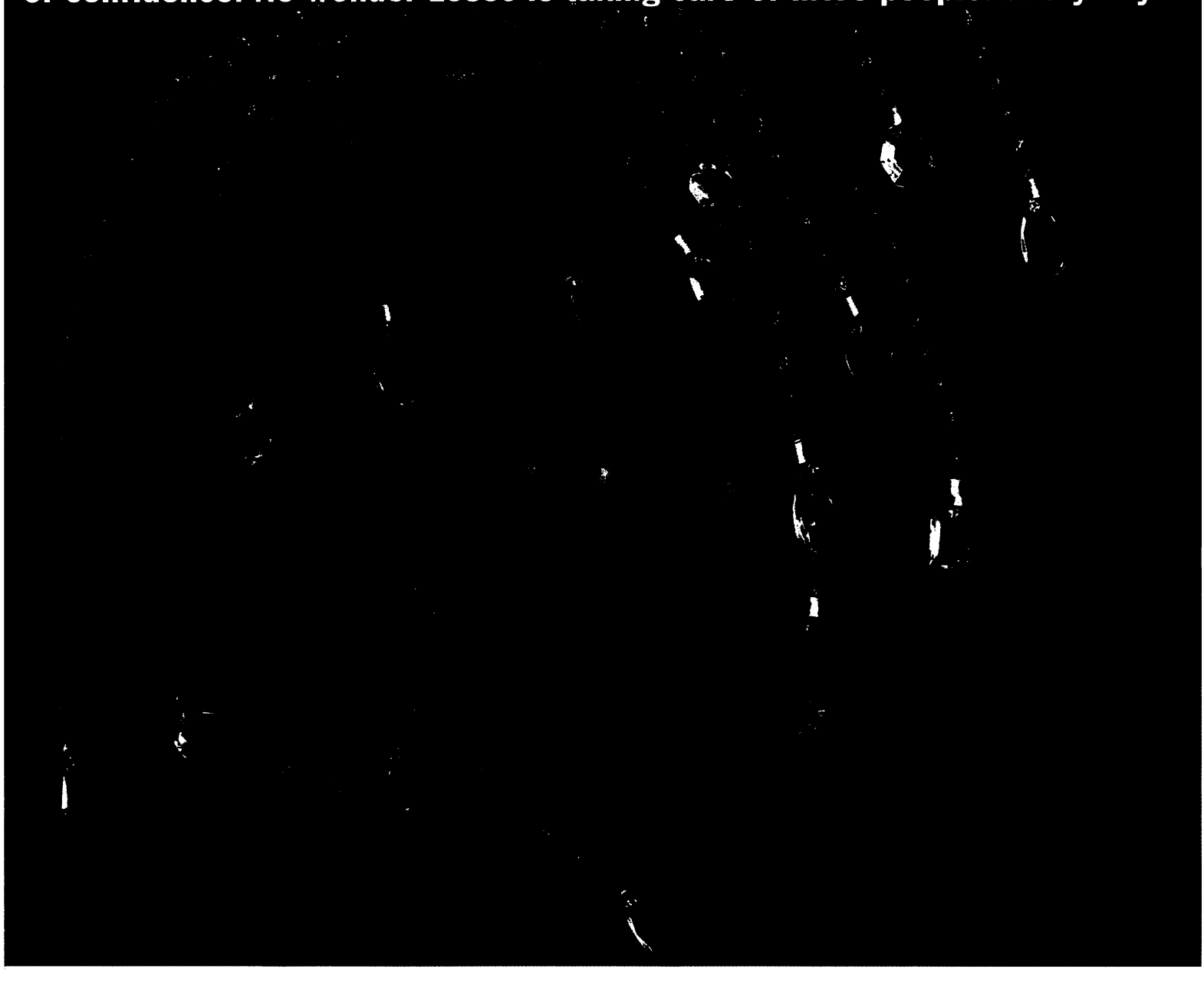
Lederle Further information can be obtained from: Wyeth Laboratories, Huntercombe Lane South, Taplow, Maidenhead, Berks SL6 0PH

Wyeth

ZZOT473/0896

EVERYDAY PEOPLE TAKE LOSEC.

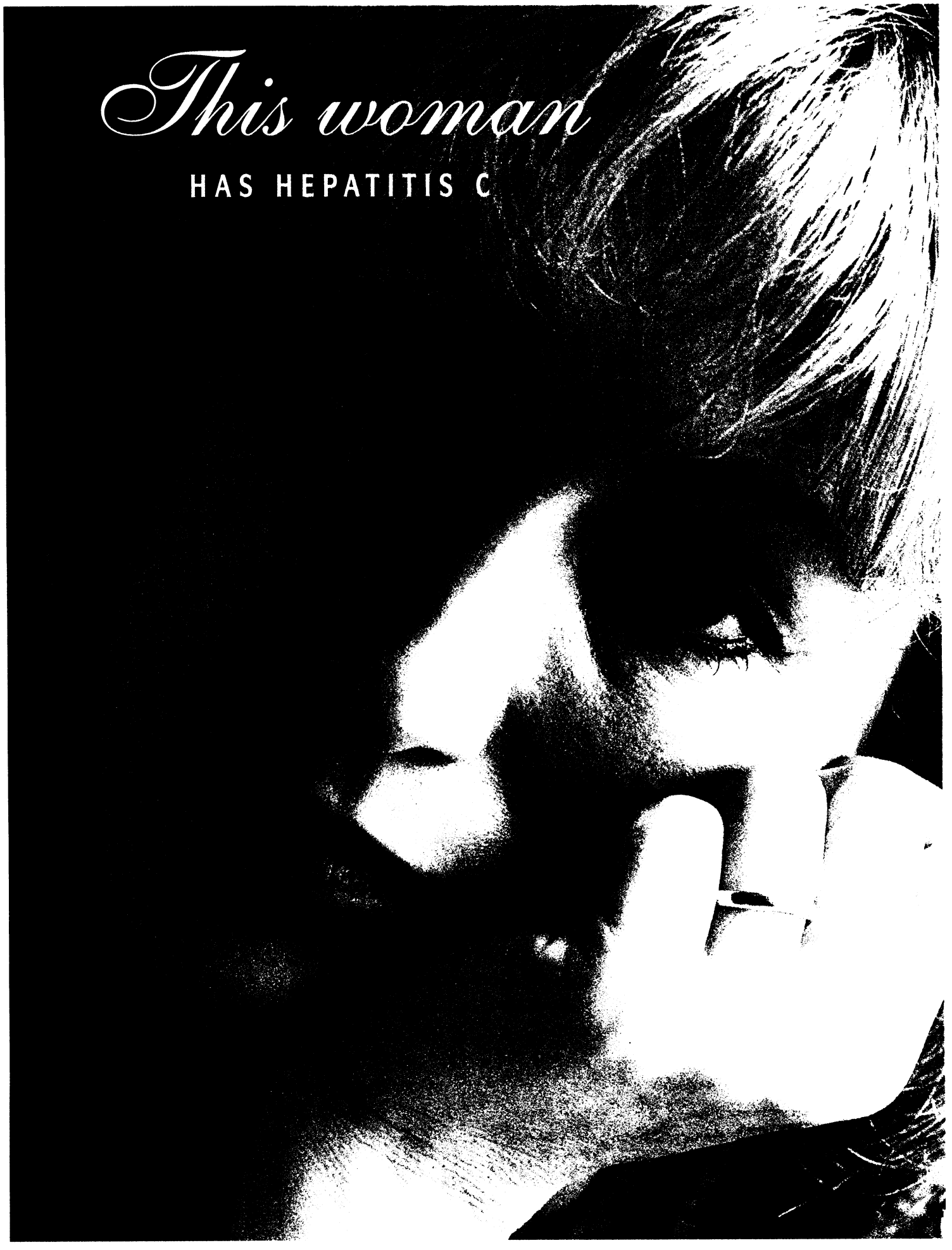
Losec offers efficacy, flexibility, practicality and good tolerability. And with over 160 million prescriptions in 96 countries, it also inspires a high level of confidence. No wonder Losec is taking care of more people. Every day.



LOSEC® CAPSULES (omeprazole) PRESCRIBING INFORMATION
(refer to full data sheet before prescribing)
PRESENTATION: Losec Capsules containing 10mg, 20mg or 40mg omeprazole **(O)** as enteric coated granules with an aqueous based coating. **USES:** Oesophageal reflux disease. Duodenal and benign gastric ulcers (including NSAID-induced). *Helicobacter pylori* eradication: Relief of associated dyspeptic symptoms in combination treatment with antibiotics. Prophylaxis of acid aspiration. Zollinger-Ellison syndrome. **DOSAGE & ADMINISTRATION: Adults (including the elderly):** The usual dose in oesophageal reflux disease and peptic ulcer is 20mg once daily, increasing to 40mg once daily in severe or refractory cases, if required. **Oesophageal reflux disease:** Healing: 20mg daily for 4 weeks. Continue for further 4-8 weeks if required. **Maintenance in acid reflux disease**: Losec 10mg daily. Increase to 20mg daily if symptoms return. **Duodenal ulcer (DU):** Healing: 20mg daily for 4 weeks. **DU maintenance**: Losec 10mg daily increasing to 20mg daily if symptoms return. **Benign Gastric Ulcer**: 20mg daily for 8 weeks. ***Helicobacter pylori* eradication: DU disease**: **Triple therapies:** Losec 40mg daily with amoxycillin **(A)** 500mg and metronidazole **(M)** 400mg, both three times a day for 1 week. Or clarithromycin **(C)** 250mg and metronidazole 400mg (or tinidazole 500mg) both bd for 1 week. Or amoxycillin 1g and clarithromycin 500mg both bd for 1 week. **Dual therapies:** Losec 40mg daily with amoxycillin 750mg to 1g bd or clarithromycin 500mg tid, both for 2 weeks. **GU disease**: Losec 40mg daily with amoxycillin 750mg to 1g bd for 2 weeks. **Prophylaxis of acid aspiration**: Losec 40mg on the evening before surgery followed by Losec 40mg on the morning of surgery. **Zollinger-Ellison Syndrome**: 60mg daily as long as clinically indicated. Individually adjust within range 20-120mg daily. If in excess of 80mg daily give in 2 equal divided doses. **Renal impairment**: No dose adjustment needed. **Hepatic impairment**: Adjust dose (maximum daily dose 20mg). **Children**: No experience of use. **CONTRA-INDICATIONS, WARNINGS, etc:** Known hypersensitivity to omeprazole. In gastric ulcer, exclude malignancy before starting therapy. Avoid in pregnancy unless no safer alternative. Discontinue breast feeding if Losec is considered essential. **Side effects**: Losec is well tolerated. Adverse reactions are generally mild and reversible (relationship to Losec not established in many cases). They include diarrhoea, headaches, skin disorders and in isolated cases, angioedema, musculoskeletal disorders, fatigue, insomnia, dizziness, blurred vision, dry mouth, vertigo, paraesthesia, anaphylaxis, liver enzyme and haematological changes. **Interactions**: The absorption of ketoconazole may be reduced. Losec can delay the elimination of diazepam, phenytoin and warfarin. Plasma concentrations of omeprazole and clarithromycin are increased when used concomitantly. Simultaneous treatment with omeprazole and digoxin may increase the bioavailability of digoxin. **PHARMACEUTICAL PRECAUTIONS:** Use within three months of opening. Store below 30°C. Replace cap firmly after use. Dispense in original container. **LEGAL CATEGORY:** POM. **FURTHER INFORMATION:** ***Helicobacter pylori*** *(Hp)* is associated with acid peptic and ulcer disease, contributing to gastritis and ulcer recurrence. Eradication of *Hp* with omeprazole and antibiotics gives rapid symptom relief, high healing rates and long-term remission of ulcer disease.
Quality of life. In recent clinical data, in patients with acute peptic ulcer disease, omeprazole *Hp* eradication therapy improved patients' quality of life. **PACKAGE QUANTITIES:** 10mg: bottles of 7* capsules £4.99, bottles of 28 capsules £19.95. 20mg: bottles of 7* capsules, £8.86, bottles of 28 capsules, £35.45; 40mg: bottles of 7* capsules £17.72, bottles of 14 capsules £35.45. (*Hospital pack only). **MARKETING AUTHORIZATION NO:** PL 0017/0337 – Losec Capsules 10mg. PL 0017/0238 – Losec Capsules 20mg. PL 0017/0320 – Losec Capsules 40mg.

ASTRA
Astra Pharmaceuticals

For further information contact the **MARKETING AUTHORIZATION HOLDER:** Astra Pharmaceuticals Ltd, Home Park, Kings Langley, Herts WD4 8DH. Tel: (01923) 266191.
LOSEC is a registered trademark of Astra Pharmaceuticals Ltd.
Date of preparation: July 1996. LOS/ADV 1164


This woman
HAS HEPATITIS C

Do you tell her

IT COULD BE FATAL?

85,000 people in the UK
have chronic HCV*

▼

50,000 of them will
develop cirrhosis*

▼

10,000 will develop
liver cancer*

▼

Many will die
prematurely

▼

She could be one of them

▼

Viraferon is not a vaccine,
nor a miracle cure.
But should this patient
develop chronic HCV
it could save her life.

VIRAFERON

INTERFERON ALFA-2B (rbe)

Today, for the future

* Estimates based on current incidence and epidemiology of hepatitis C [1,2]

ABBREVIATED PRESCRIBING INFORMATION

Before prescribing Viraferon please refer to full Data Sheet information. 10 million or 25 million IU/vial of powder for injection in solution. **Uses:** Treatment of chronic hepatitis B: reduction of disease activity in chronic hepatitis C/Non-A, Non-B. **Dosage and Administration:** *Chronic Active Hepatitis B:* The recommended dosage is usually in the range of 2.5 million IU/m² to 5 million IU/m² of body surface area administered subcutaneously three times per week for a period of four to six months. *Chronic Hepatitis C/Non-A, Non-B:* The recommended dose is 3 million IU administered three times a week. Most patients who demonstrate improvement in ALT levels within 12 weeks. In those patients, therapy should be continued with 3 million IU three times a week for up to 18 months. **Contraindications, Warnings, Precautions etc.: Contraindications:** A history of hypersensitivity to recombinant interferon Alfa-2b (rbe) or any components of VIRAFERON injection contraindicates its use. Pre-existing cardiac disease, severe renal or hepatic dysfunction; epilepsy and/or compromised central nervous system function; chronic hepatitis with autoimmune features, decompensated cirrhosis of the liver; chronic hepatitis patients who are being or have been treated with immunosuppressive agents including long-term corticosteroid withdrawal. Patients with psoriasis or history of autoimmune disease, or thyroid disease not controlled by conventional therapy. **Warnings and Precautions:** Use with caution in patients with a history of pulmonary disease, diabetes mellitus, coagulation disorders or bone marrow suppression. Moderate to severe depression may require reduction of dosage or discontinuation of VIRAFERON therapy. Patients with evidence of decreasing hepatic function may be at increased risk of clinical deterioration. Elevation of aminotransferases occurs frequently. Patients with a recent history of cardiac disease should be carefully monitored as cardiovascular events including hypotension and arrhythmias have been observed. Maintenance of patients should be maintained at the lowest dose that is consistent. Pulmonary infiltrates, pneumonitis and pneumonia, including fatalities, have been observed rarely. Severe CNS effects, primarily manifested by depression, have been observed rarely at high doses. Hepatic decompensation in patients with chronic Hepatitis C/Non-B developing abnormalities, including hypothyroid or hyperthyroid, VIRAFERON may exacerbate pre-existing autoimmune disease. Ocular disturbances have been observed. Concomitant narcotic or sedatives should be administered with caution. Patients taking xanthine derivatives should be monitored and dosage adjusted as necessary. No information is available on the use of interferon in human pregnancy or its effect on human lactation. VIRAFERON should only be given if the benefits clearly outweigh the potential hazard to the foetus or nursing infant. **Side Effects:** Elevated liver function tests. Reduction in white blood cell, granulocyte and platelet counts have been observed especially at higher doses. Retinal haemorrhages, cotton wool spots and retinal artery or vein obstruction have been observed rarely. The most common adverse effects are 'flu-like' symptoms, leukopenia, thrombocytopenia and CNS effects which are generally dose-related and reversible and can be ameliorated by dose adjustment. 'Flu-like' symptoms can be ameliorated by the use of paracetamol. **Package Quantities:** Solution IU (2ml) and 25 million IU (5ml) per vial. **Basic Price:** *Starter Packs:*- 10 Million IU (2ml) pack containing 1 x 10M IU vial: £52. - 25 Million IU (5ml) pack containing 1 x 25M IU vial: £141.30. *Maintenance Packs:*- 10 Million IU (2ml) pack containing 3 x 10M IU vials: £169.56. - 25 Million IU (5ml) pack containing 2 x 25M IU vials: £282.60. **Legal Category: Product Licence Numbers:** PL 0[illegible]. Further information is available from the Product Licence Holder: Schering-Plough Ltd, Shire Park, Welwyn Garden City, Hertfordshire AL7 1TW. **References:** 1. Alter MJ JYN, Williams R. The GP-Hepatitis C Clinical Dialogue 1991; 334: 1-4. **Date of Preparation:** Information for General Practitioners: January 1996

Dosage in hepatitis C:
3M IU
three times a week
for up to 18 months

Schering-Plough

Medication or operation?

We have the figures to help you make the right decisions.

The causes of gastrointestinal diseases are often difficult to identify. Gastroesophageal reflux for example, can have a variety of causes, each of which may be most effectively treated with different therapies.

IDENTIFYING THE CAUSES OF GERD

Synectics' new Polygram for Windows™ software along with the Digitrapper™ Mk III and the PC Polygraf HR, give you the ability to look at the causes of GERD from every angle. Evaluate sphincter tone and function with the Polygraf HR and the Esophageal Manometry Analysis Module.

Measure the severity of reflux while also looking for correlation between symptoms and reflux with the Digitrapper™ Mk III and the EsopHogram™ Reflux Analysis Module.

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Extensive on-line help and performance checks will help you get through each procedure quickly and easily while also obtaining accurate results. Concise, one page, color reports make interpreting your studies and informing referring physicians both trouble free and efficient.

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Select only the diagnostic tools you need today, adding more as your practice develops. We call this modular approach Synectics System Thinking.

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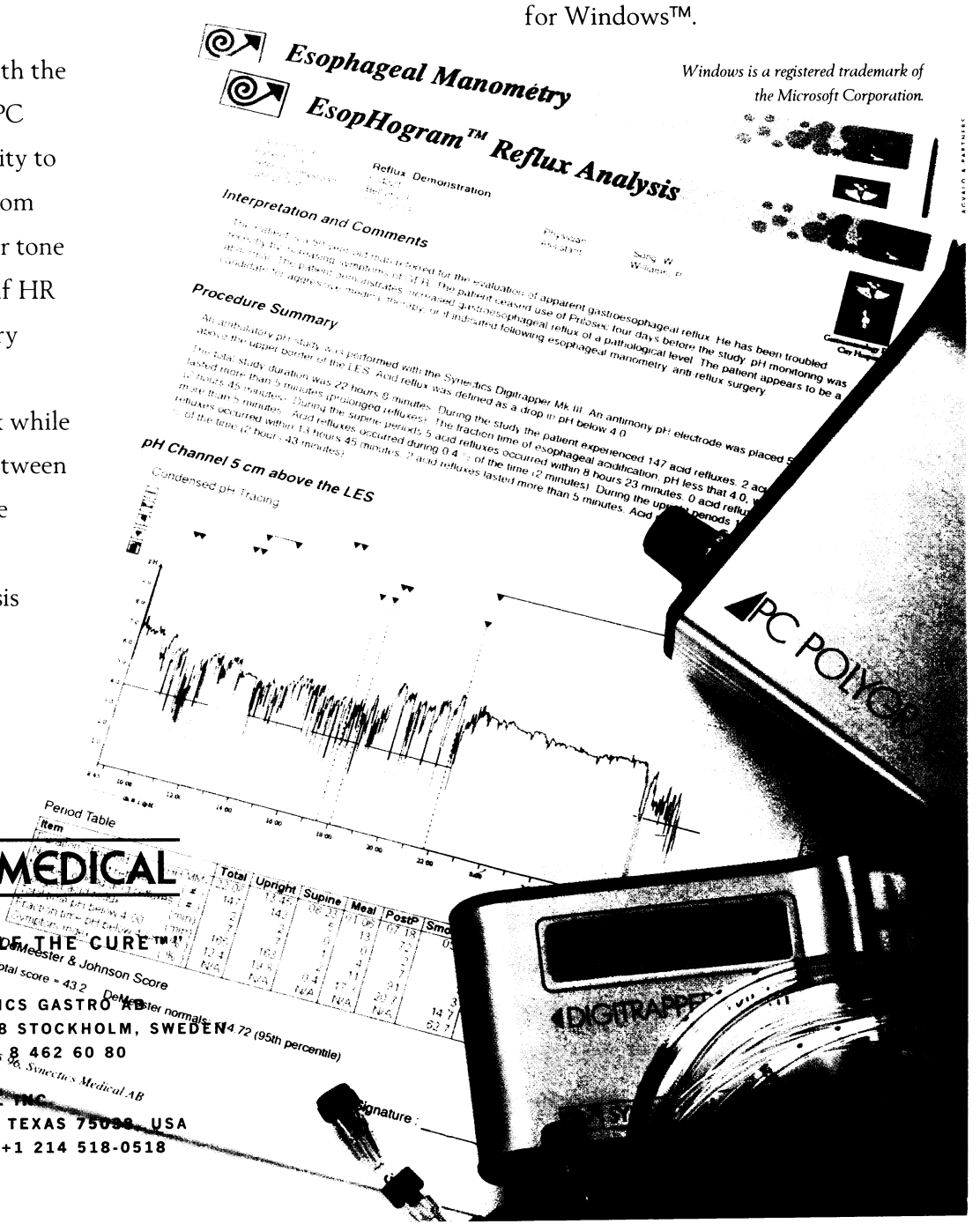

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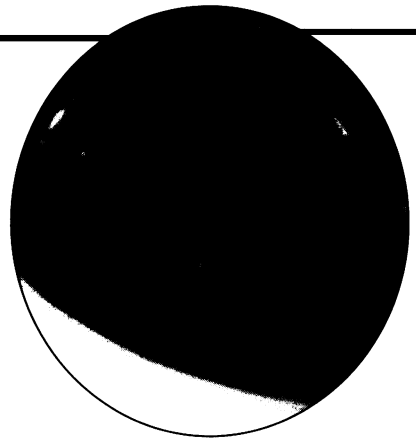
FOR EFFECTIVE BOWEL CLEANSING

NOW AVAILABLE IN THE UK

Trials show nothing comes cleaner[1,2] than Phospho-soda



"Phospho-soda was graded as 'excellent' or 'good' in 86% of 21 cases for the quality of mechanical bowel preparation, compared with 63% of 19 cases for sodium picosulphate"[1]

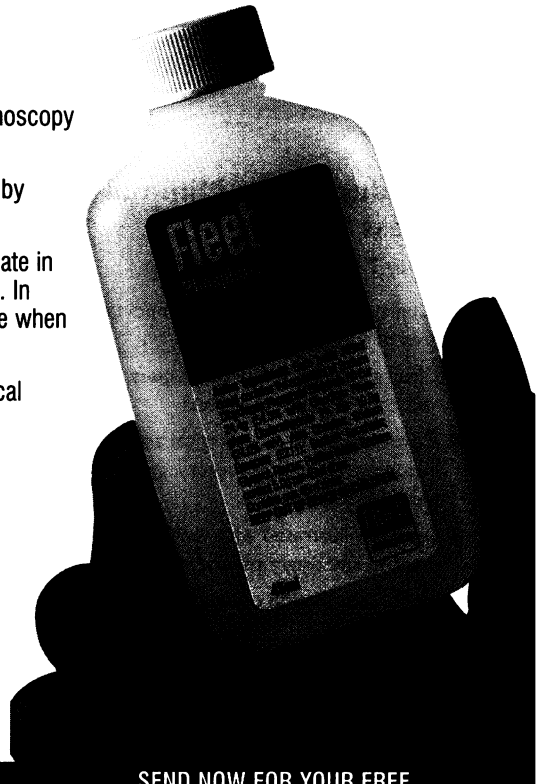
"Overall, endoscopists scored sodium phosphate as 'excellent' or 'good' in 90% vs. 68% after the polyethylene glycol lavage."[2]

Fleet Phospho-soda gives you a thoroughly effective way to clean the colon before colonoscopy examination, radiological procedures or surgery.

Fleet Phospho-soda is an oral saline laxative, increasing fluid accumulation in the lumen by osmosis to give bowel movements in ½ - 6 hours.

Under clinical conditions, not only did Fleet Phospho-soda outperform sodium picosulphate in bowel cleansing, it was also associated with less abdominal pain in the patients taking it. In addition, with a total dosage of only 90ml, patients found it easier to complete the course when compared with other bowel cleansing preparations.

The trials tell the story again and again - when you require a really clean bowel for medical procedures, you want nothing less than Fleet Phospho-soda.



Fleet™

Phospho-soda™

Oral Solution For Bowel Cleansing

Prescribing Information:
Indications: For use as a purgative for bowel cleansing in preparation for surgery or preparing the colon for x-ray or endoscopic examination. **Active Ingredients:** Each 45ml bottle (Dosage 2 x 45ml) contains the equivalent of 24.4g (54.3% w/v) Sodium Dihydrogen Phosphate Dihydrate Ph Eur and 10.8g (24.0% w/v) Disodium Phosphate Dodecahydrate Ph Eur per 45ml. Sodium content is 5.0g per 45ml. Excipients: Glycerol, Sodium Saccharin, Sodium Benzoate (E211), Ginger-Lemon flavouring, Purified water. Fleet™ Phospho-soda™ is sugar-free. **Dosage: Adults only:** Unless directed by a physician, Fleet Phospho-soda should be taken in the morning and in the evening on the day before examination or surgery. **Note: No solid foods may be taken for breakfast, lunch or evening meal on the day of taking this medicine. The liquid "diet" indicated should be strictly adhered to.** ***1st Dose*** *- At 7 a.m. (morning) on the day before examination or surgery:* Dilute total contents of one bottle (45ml) in half a glass (120ml) of cool water. Drink this solution, followed by one full glass (240ml) of cool water. At mid-day, follow with at least three full glasses (720ml) of water or "clear liquid", more if desired. "Clear liquids" include water, clear soup, strained fruit juices without pulp, black tea or black coffee, clear carbonated and non-carbonated soft drinks. ***2nd Dose*** *- At 7 p.m. (evening) on the day before examination or surgery:* Dilute total contents of the second bottle (45ml) in half a glass (120ml) of cool water. Drink this solution followed by one full glass (240ml) of cool water. Additional "clear liquid" may be taken up until midnight if necessary. This product normally produces a bowel movement in 1/2 to 6 hours. **NOT TO BE GIVEN TO CHILDREN. DO NOT USE** when nausea, vomiting or abdominal pain is present, unless directed by a physician. **Contra Indications:** The product is contra indicated in patients with known or suspected gastrointestinal obstruction or ileus. Do not use in patients with congestive heart failure, Hirschsprung's Disease or congenital megacolon. **Warnings:** Use with caution in patients with impaired renal function, heart disease, colostomy or on a low salt diet as hyperphosphataemia, hypocalcaemia, hypernatraemic dehydration and acidosis may occur. Patients should be warned to expect frequent, liquid stools. **Interactions:** Use with caution in patients taking calcium channel blockers, diuretics, lithium treatment or other medication that might affect electrolyte levels as hyperphosphataemia, hypocalcaemia, hypernatraemic dehydration and acidosis may occur. **Use in Pregnancy and Lactation:** Use under medical supervision only. **KEEP OUT OF REACH OF CHILDREN. Full prescribing information is available on request. Pharmaceutical Precautions:** Store below 25°C. Do not refrigerate. **Legal Category:** P. **Package Quantities:** Two single dose bottles, each containing 45ml of solution in a single carton. **Product Licence Number:** 0083/0044. **Product Licence Holder: E.C. De Witt & Co. Ltd., a subsidiary of C.B. Fleet Company Inc. USA.** For further information, please contact the Marketing Department at the address below. Fleet™ Phospho-soda™ (2 x 45ml) N.H.S. Price £4.79.

References

1. Data on file, E.C. De Witt & Co. Ltd. 1995.
2. Cohen S.M. et al., Prospective, Randomised, Endoscopic-blinded Trial comparing Precolonoscopy Bowel Cleansing Methods. Dis. Colon Rectum, July 1994, 37, No.7, 689-696.

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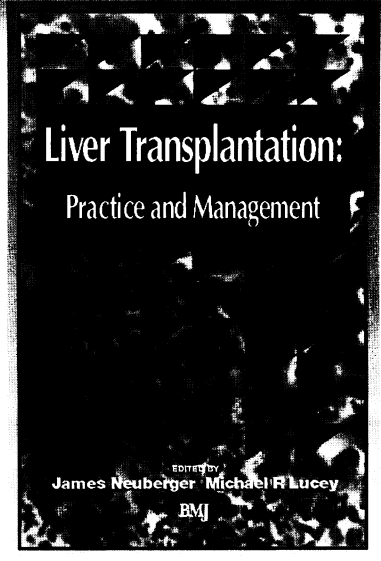

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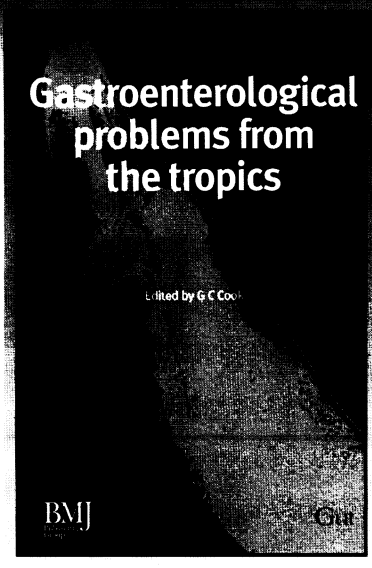

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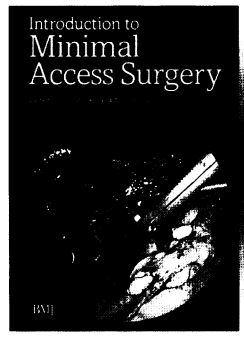

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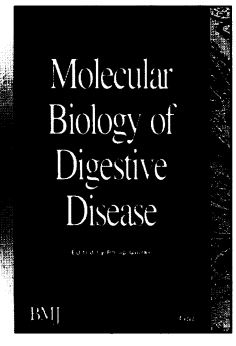

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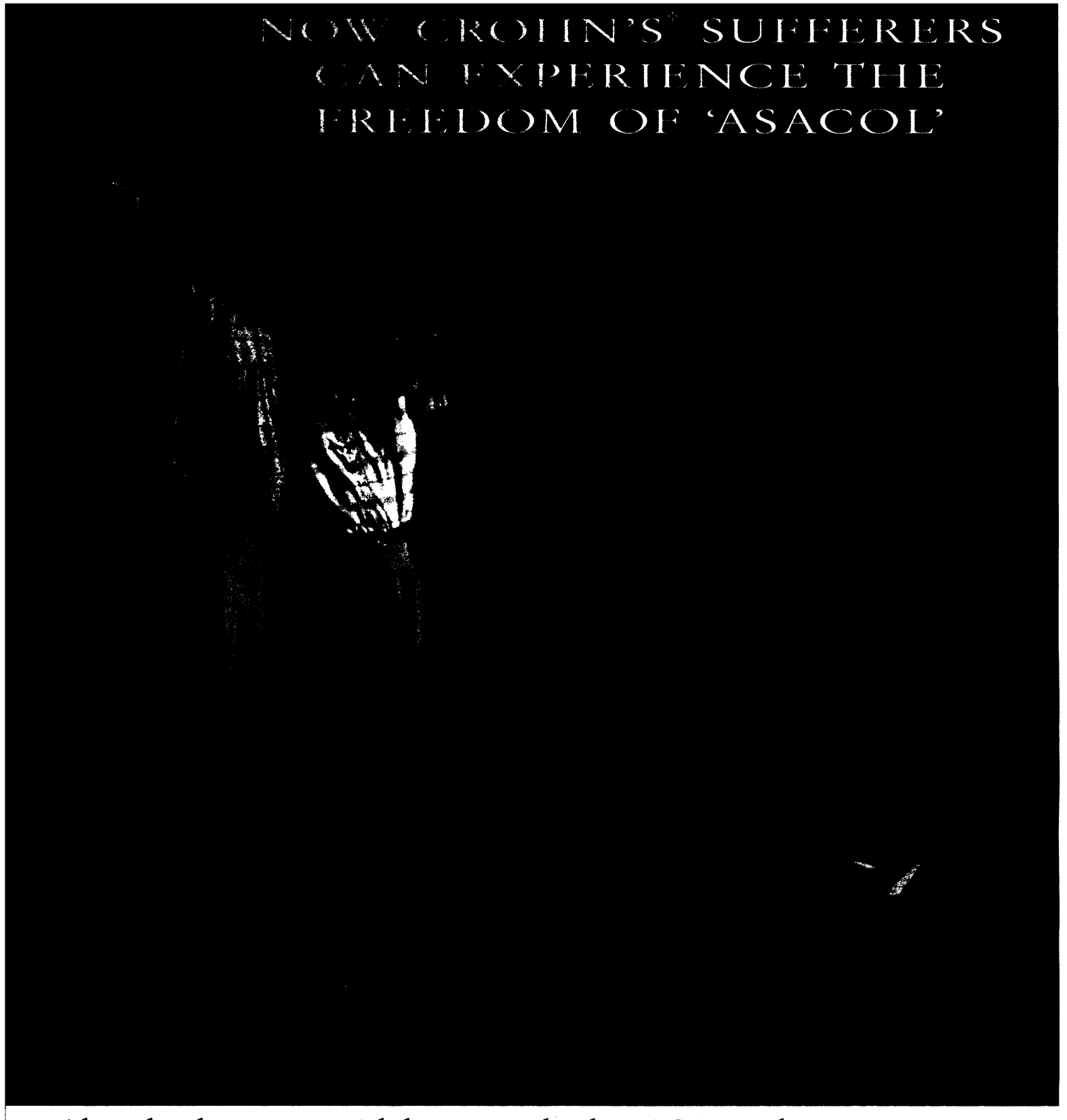

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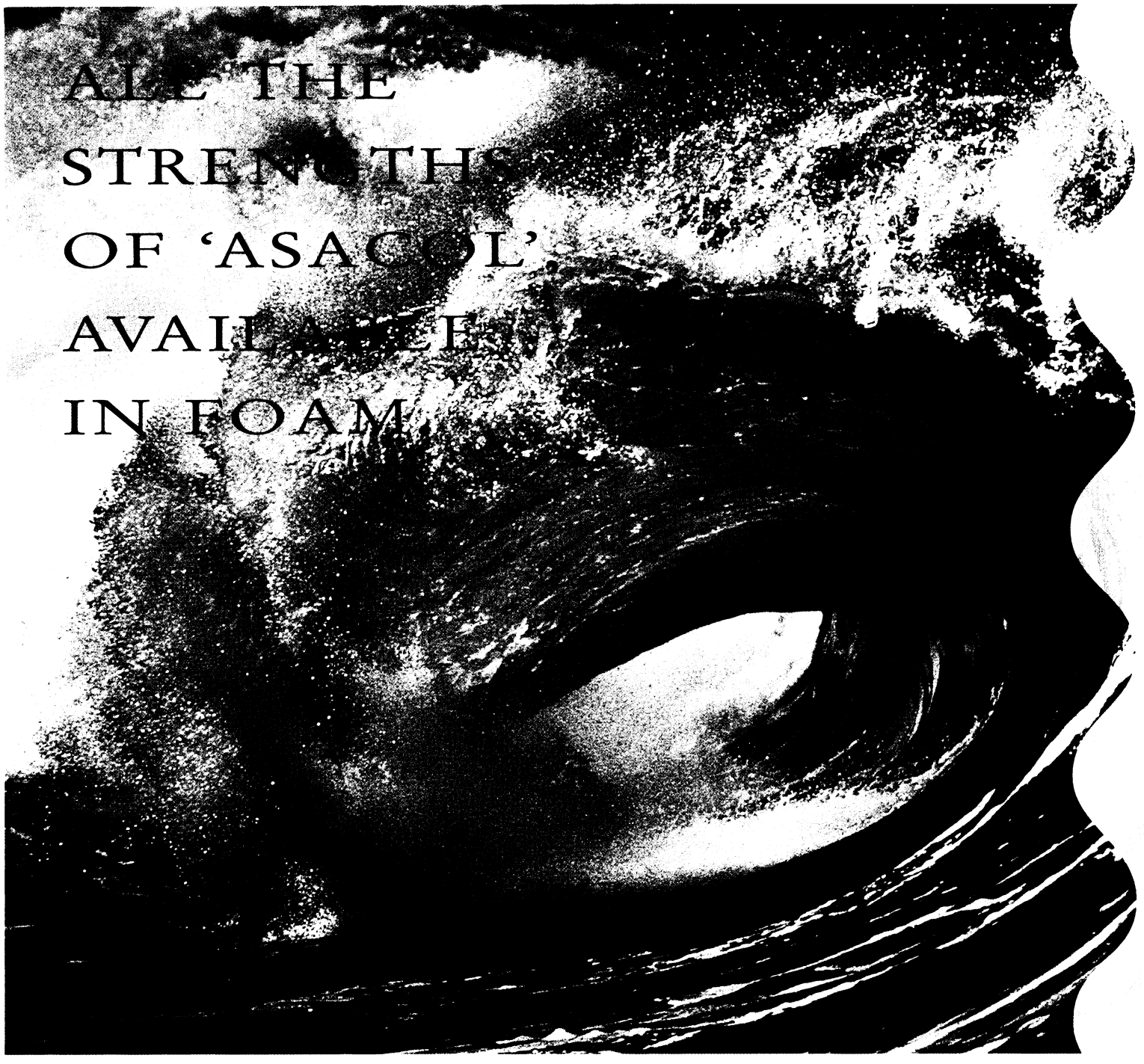

Prescribing Information: Presentation 'Asacol' Tablets, PL 0002/0173, each containing 400 mg mesalazine (5-aminosalicylic acid) coated with a pH-dependent acrylic-based resin (Eudragit S) formulated to release the active ingredient in the terminal ileum and colon. Blister packs of 120 (12 × 10), £43.58. 'Asacol' Suppositories 250 mg, PL 0002/0158, each containing 250 mg mesalazine. 20, £7.15. 'Asacol' Suppositories 500 mg, PL 0002/0195 each containing 500 mg mesalazine. 10, £7.15. 'Asacol' Foam Enema, PL 0002/0222, 1 g mesalazine per metered dose. Carton containing can of 14 metered doses, 14 disposable applicators and 14 disposable plastic bags. £39.60. **Uses** *Ulcerative colitis:* Treatment of mild to moderate acute exacerbations. Suppositories and Foam Enema particularly appropriate for distal disease. Maintenance of remission, Tablets and Suppositories. *Crohn's ileo-colitis:* Maintenance of remission, Tablets. **Dosage and administration: Adults:** ***Tablets:*** *Acute disease:* 6 tablets a day, in divided doses, with concomitant corticosteroid therapy where clinically indicated. *Maintenance therapy:* 3 to 6 tablets a day, in divided doses. ***Suppositories:*** *250 mg:* 3 to 6 a day, in divided doses, with the last dose at bedtime. *500 mg:* A maximum of 3 a day, in divided doses, with the last dose at bedtime. ***Foam Enema:*** 1 or 2 metered doses as single daily dose. **Children:** No dosage recommendation. **Contra-indications:** A history of sensitivity to salicylates or renal sensitivity to sulphasalazine. Severe renal impairment (GFR <20 ml/min). Children under 2 years of age. **Precautions:** Best avoided in patients with established renal impairment but, if necessary, use with caution. Very rare reports with mesalazine of serious blood dyscrasias, perform haematological investigations if patient develops unexplained bleeding, bruising, purpura, anaemia, fever or sore throat. Stop treatment if suspicion or evidence of blood dyscrasia. Do not give tablets with lactulose or similar preparations which lower stool pH. Only use during pregnancy if benefits outweigh the risk. Avoid during lactation. Caution in elderly and only where renal function is normal. **Adverse reactions:** Nausea, diarrhoea, abdominal pain, headache. Exacerbation of symptoms of colitis. Rare reports of leucopenia, neutropenia, agranulocytosis, aplastic anaemia, thrombocytopenia, pancreatitis, hepatitis, allergic lung reactions, lupus erythematosus-like reactions, rash, interstitial nephritis and nephrotic syndrome, with oral mesalazine treatment, usually reversible on withdrawal. Renal failure has been reported. Suspect nephrotoxicity in patients developing renal dysfunction. **Legal category:** POM. 5.6.96.

Smith Kline & French Laboratories, Welwyn Garden City, Hertfordshire AL7 1EY. Authorised user of the trade mark 'Asacol' in the UK. ©1995 Smith Kline & French Laboratories. *Mesalazine is the British approved name of 5-aminosalicylic acid.

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0996AS:AD/6/539 G

Entocort® CR 3mg Capsules (budesonide)
PRESCRIBING INFORMATION (Refer to full Summary of Product Characteristics before prescribing). **Presentation:** Capsules containing 3mg budesonide **Use:** Induction of remission of mild to moderate Crohn's disease affecting the ileum and/or ascending colon. **Dosage and Administration: Adults:** 9mg once daily in the morning before breakfast for up to 8 weeks. When treatment is to be discontinued, the dose should normally be reduced for the last 2 to 4 weeks of therapy. **Children:** Not recommended. **Elderly:** No special dose adjustment, though limited experience in elderly. **Contra-Indications:** Bacterial, fungal or viral infections. Known hypersensitivity. **Precautions:** Treatment with Entocort CR Capsules results in lower systemic steroid levels than conventional oral steroid therapy. However, in common with all oral steroids use with caution in patients with tuberculosis, hypertension, diabetes mellitus, osteoporosis, peptic ulcer, glaucoma or cataracts, chicken pox and measles or patients with a family history of diabetes or glaucoma. Corticosteroids may cause suppression of HPA axis and reduce the stress response. As with any glucocortico steroids, blood levels may increase in patients with compromised liver function. **Interactions:** Cholestyramine may reduce uptake. **Pregnancy and lactation:** Use during pregnancy should be avoided unless essential. It is not known whether budesonide passes into breast milk. **Adverse Events:** Those characteristic of systemic corticosteroid therapy. Others include (most classed as mild to moderate) – dyspepsia, muscle cramps, tremor, palpitations, nervousness, blurred vision, skin reactions and menstrual disorders. In clinical studies adverse event incidence was similar to placebo. **Legal Category:** POM. **Packs and prices:** Polyethylene bottles of 100 capsules. Price: £90.00. **Pharmacological Properties:** Budesonide has a high local anti-inflammatory effect and a significantly lower effect on HPA axis and adrenal function than prednisolone. **Marketing Authorization No:** PL0017/0359.
References: 1. Edsbäcker S, Wollmer P, Nilsson A, *et al.* Abstract. *Gastroenterol* 1993; **104** (4pt 2): A695. 2. Rutgeerts P, Löfberg R, Malchow H, *et al. N Engl J Med* 1994; **331:** 842-845. 3. Jewell DP, Campieri M, Järnerot G, *et al. Gastro Int* 1993; **6:** 1-4. 4. Campieri M, Ferguson A, Doe W, and The International Budesonide Study Group. Abstract. *Gastroenterol* 1995; **108** (4 suppl.): A790.
ASTRA Astra Pharmaceuticals
Further information available from the **Marketing Authorization Holder:** Astra Pharmaceuticals Limited, Kings Langley, Herts, WD4 8DH. Tel: (01923) 266191.

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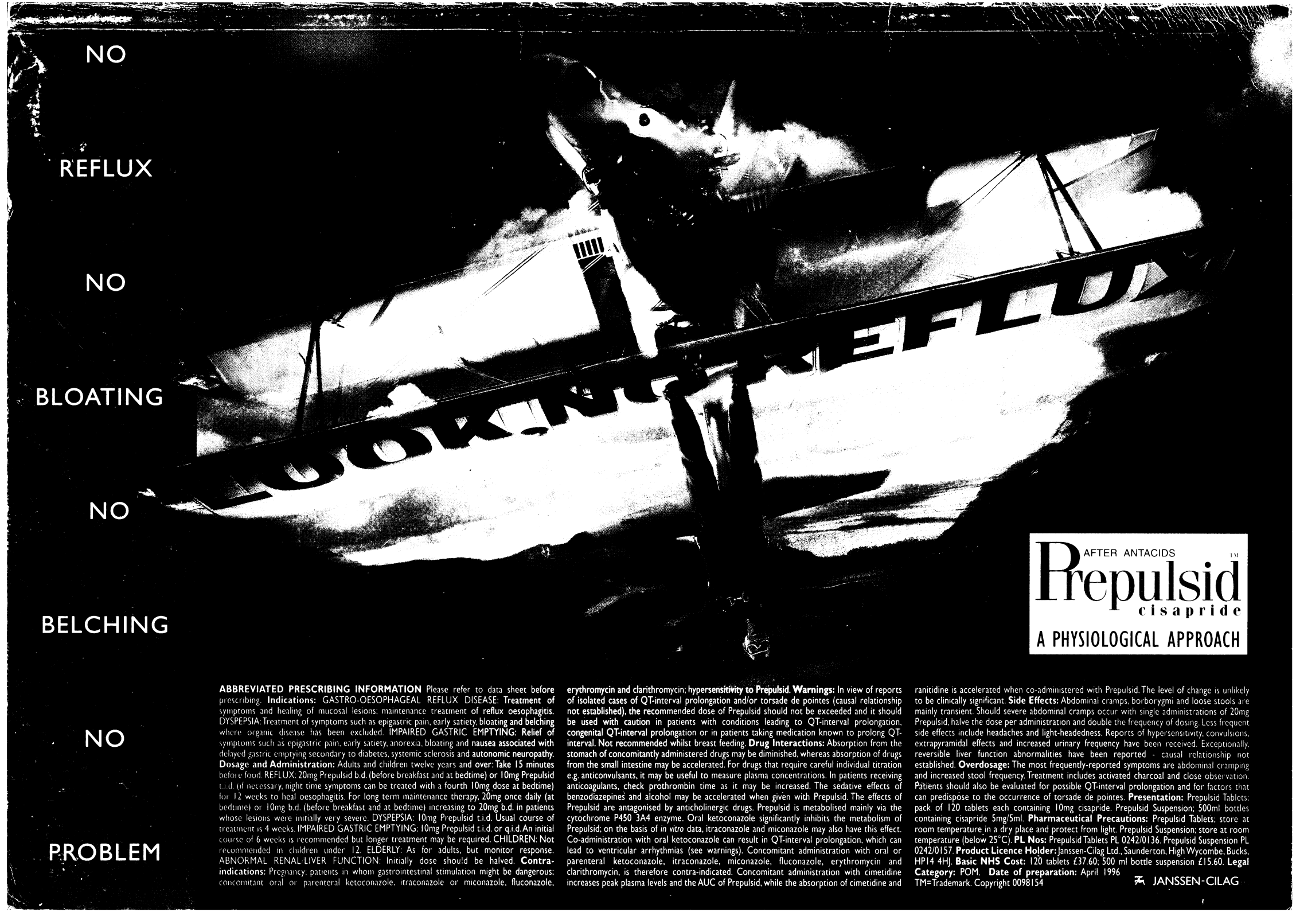

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