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 - special diets are unnecessary
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* Further trials are in progress to study the effects of DUOGASTRONE in long-term therapy

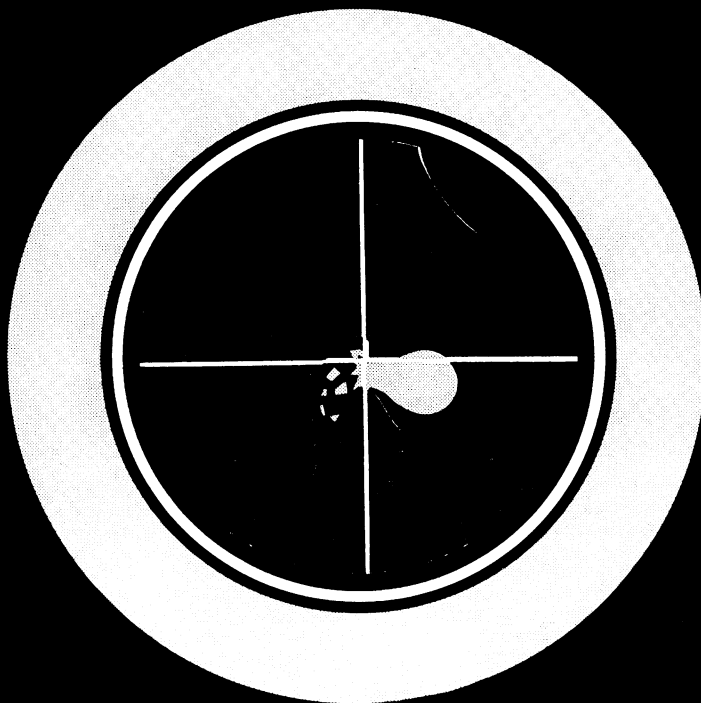


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for inside information

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Easier for the patient Cortenema is now the most convenient enema available for self-administration in ulcerative colitis. It is more acceptable to the patient, much easier to apply and therefore increases the probability of successful therapy.

*Reference: *Brit. med. J.* (1960), 1, 464.
Full information is available on request.
Bengue & Company Limited, Alperton,
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CORTENEMA

the new hydrocortisone retention enema



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Local irritation of the stomach and duodenum, often associated with gastrointestinal disorders or intolerance to certain essential drugs, can induce nausea and vomiting. Maxolon decreases the sensitivity of the afferent nerves to the vomiting centre and thus effectively controls nausea and vomiting of local origin.

Maxolon has proved its success in clinical practice. In the indications for which it is recommended the percentage reductions in symptom scores were 80% and 87% for nausea and vomiting respectively. *Brit. J. clin. Pract.*, (1967), 21, 457.



Maxolon alleviates vomiting of systemic origin by decreasing the sensitivity of the chemoreceptor trigger zone, the region of the brain sensitive to blood borne emetics.

Is Maxolon just another anti-emetic?

Maxolon has a unique and interesting action on the stomach and small intestine. Where gastric emptying is disturbed, spasm is relieved and normal motility restored. Maxolon therefore relieves nausea and vomiting in cases where spasm and stasis of the stomach contents contribute to local irritation.

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Maxolon is indicated in nausea and vomiting due to:

Gastro-intestinal disorders. Intolerance to essential drugs. Post-operative conditions. Congestive heart failure. Malignant disease. Uraemic conditions. Deep X-ray or Cobalt therapy.

Contra-Indications and Precautions

Safety in pregnancy is not yet established. As both Maxolon and the phenothiazines may cause benign transient dystonia, such as restlessness of the limbs, care should be exercised in the event of both drugs being prescribed concurrently.

DOSAGES

Adults

Oral: One tablet (10 mg.) or two 5 ml. spoonfuls of syrup (5 mg./5 ml.) three times daily.

I.M.: One ampoule (10 mg.) one to three times daily, depending on the severity of the condition.

I.V.: One ampoule (10 mg.) when required.

Children 5-14 years

2½-5 mg. three times daily.

Reduce dosage if drowsiness occurs.

 **Maxolon**

Maxolon* (metoclopramide) is a product of Beecham Research Laboratories, Brentford, England.



*regd

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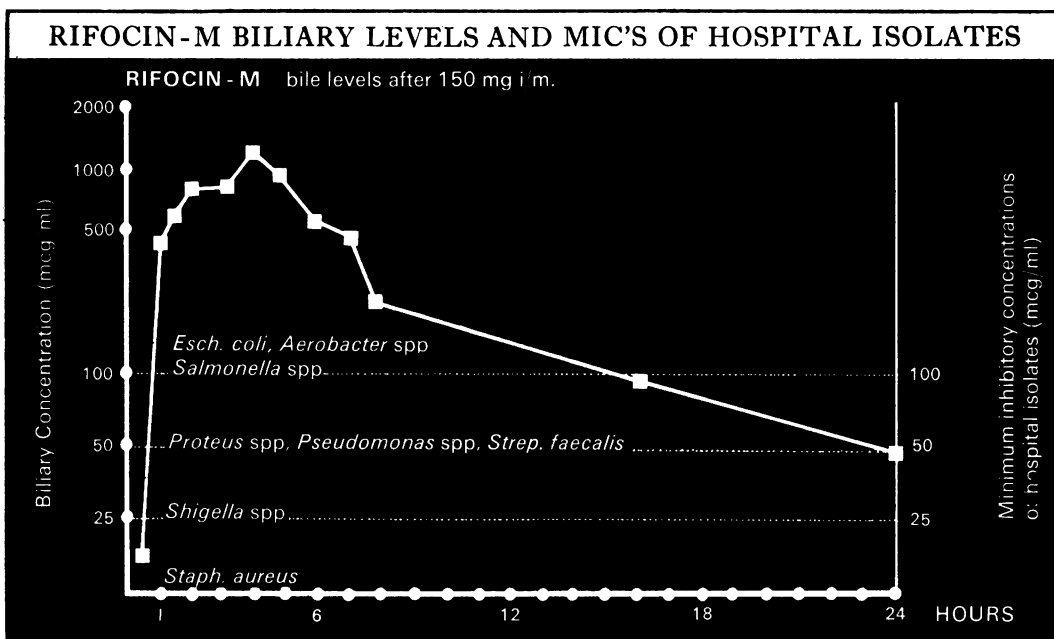
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References: 1. *Med. J. Aust.*, 1966, **1**, 1-7. 2. *Brit. J. Pharmacol.*, 1967, **31**, 506-512.

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Patients remain up and about

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conclusively shown to heal gastric ulcers

without bed rest or dietary restrictions

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¹ (1958) *Ann. Inst. Pasteur* **95**, 194. ² (1959) *J. Bact.* **78**, 477. ³ (1957) *Klin. Wschr.* **35**, 198.

⁴ (1959) *Medizinische* **7**, 296. ⁵ (1957) *Lancet* (i), 899.



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