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..or heal his ulcer?**

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J.3572

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Recent clinical trials on Maxolon (Beecham) have demonstrated its effective application as a fundamental treatment for gastro-duodenal conditions.

Maxolon is pharmacologically unique. Already established as a powerful anti-emetic Maxolon's other action is now attracting even greater interest. Maxolon helps restore normal peristaltic movement in the gastro-duodenal tract. It promotes gastric emptying¹, synchronises antral and duodenal contractions² and increases the competence of the oesophageal³ and pyloric sphincters¹. In this way Maxolon restores normal gastro-intestinal motility and thus eliminates the basic cause of digestive symptoms.

Maxolon is beneficial in virtually all gastro-duodenal conditions. One recent trial, for example, on 42 patients suffering from flatulent dyspepsia, demonstrated a highly significant degree of effectiveness for Maxolon⁴.

A unique, rational approach to the treatment of gastro-duodenal conditions, Maxolon can be prescribed to achieve a better prospect of resolution of pain, and dyspeptic symptoms.



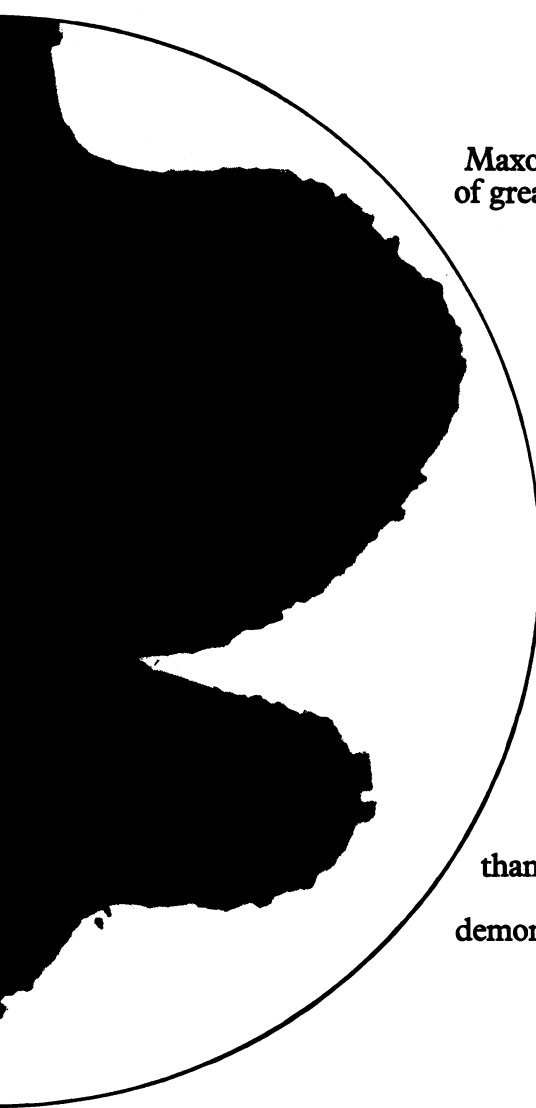
Maxolon *fundamental*



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

*regd.

tal



peptic ulcer symptoms

Maxolon's action in restoring normal gastro-duodenal motility² is of great benefit to all who suffer peptic ulcer symptoms, including those patients with no demonstrable pathology, and post-operative cases.

Maxolon provides a rational method of treatment not afforded by either antacids or anticholinergics. These relieve symptoms by lowering acid levels in the stomach. Maxolon promotes gastric emptying¹, and thus removes both the stimulus to secrete and the excess acid present in the stomach. In this way it also relieves the symptoms of "over-fullness".

Maxolon's effect of synchronising antral and duodenal contractions² is even more significant in treating peptic ulcer symptoms. By eliminating regurgitation through the pyloric and oesophageal sphincters³, it prevents the repeated reflux of acid or bile which aggravates the condition. This action also relieves the symptoms of regurgitation and epigastric pain⁴.

Maxolon introduces a new concept into the treatment of peptic ulcer. But it can be prescribed with more confidence than if it were something entirely new. Maxolon, in establishing a seven-year record of clinical success as an anti-emetic, has demonstrated a reassuring freedom from toxicity, even when used for long periods.

Further information is available on request.

1. Clin. Radiol, (1969), 20, 57; 2. Gut, (1971), 12, 2, 158;
3. Scand. J. Gastroent., (1970), 5, 621; 4. Brit. med. J., (1971), 2, 25.

treatment for gastro-duodenal conditions





No nourishment here...

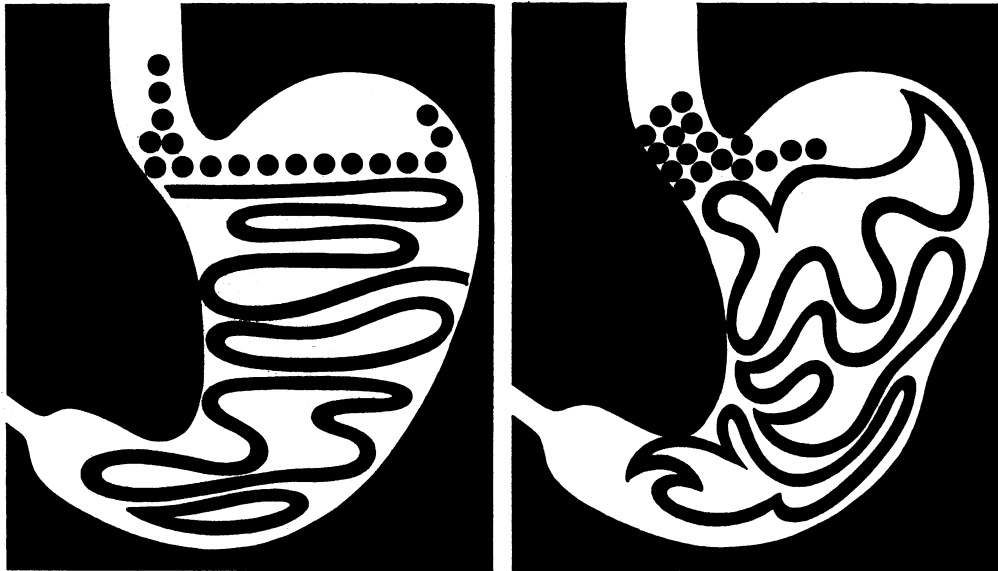
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Pancrex V

*References: * (1968). Gut, 9, 576
Diseases of Children (1964). Blackwell, Oxford.
Diseases of Infancy and Childhood, 8th Edn. (1962). Churchill, London.
(1960). Lancet, 1, 365.
(1958). Brit. med. J., 2, 1039.*

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- Breaks the vicious circle of acid reflux – sphincter irritation and incompetence – acid reflux
- Simplifies the diagnosis of reflux oesophagitis
- Often postpones or avoids the need for surgery
- Suitable for long term prophylaxis

GAVISCON

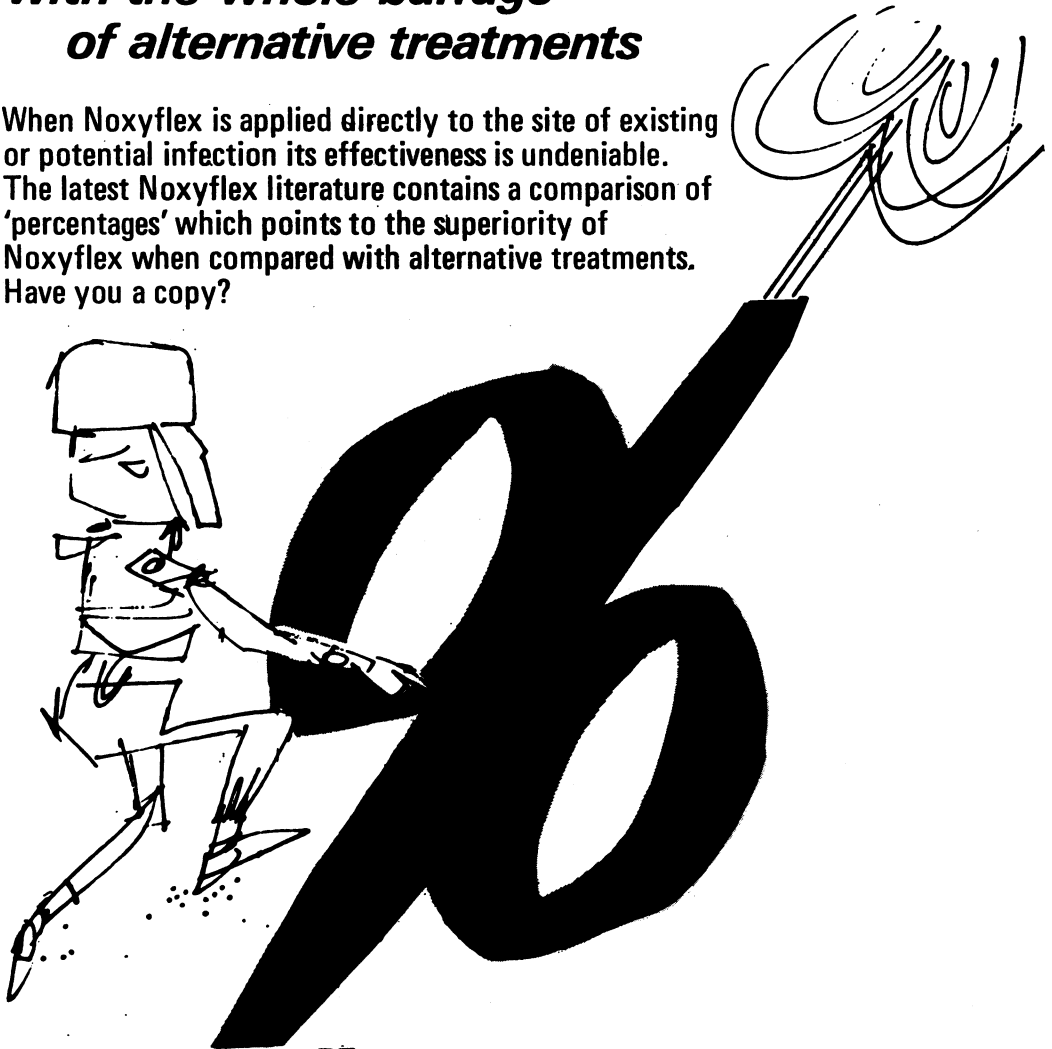
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Refs. Today's Drugs BMJ 1970 1:159-160
Gut 1969 10: 29,202
Gastroenterology 55.3.436 1968

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The Lancet 23rd April, 1966

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Tijdschrift voor Gastro-Enterologie 11,2, 1968.

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The New England Journal of Medicine 281, 408-412, 1969

Lactulose in the treatment of chronic portal systemic encephalopathy. A double blind clinical trial.

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Australasian Annals of Medicine Vol. 18, No. 2, May 1969

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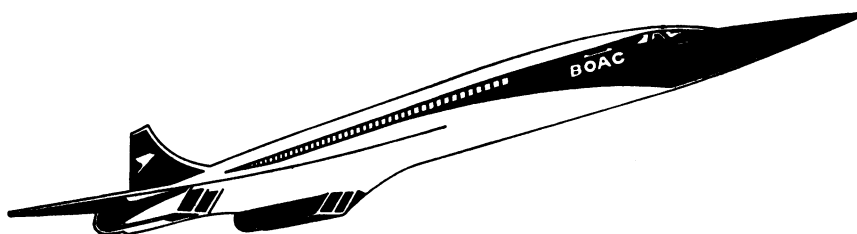
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