

Relieve the pressure in the haemorrhoid patient

If the answer to haemorrhoids was just a matter of ointments and suppositories, patients wouldn't keep on coming back.

Certainly, they need topical treatment to relieve their symptoms. In many cases, however, an important aetiological factor is raised intra-abdominal pressure, due to straining to pass small hard stools which can result from a diet deficient in natural fibre.

In such cases, clearly, a new approach is needed—one which complements topical therapy with treatment of the underlying cause.

Fybogel

complements topical therapy in haemorrhoids

Fybogel is designed to do just this, by providing a controlled high fibre regimen.

In raising the level of natural fibre in the diet, Fybogel produces softer, well formed stools, thus reducing straining and preventing raised intra-abdominal pressures. In this way, Fybogel treats the common cause of the haemorrhoids, while your topical prescriptions relieve immediate discomfort.

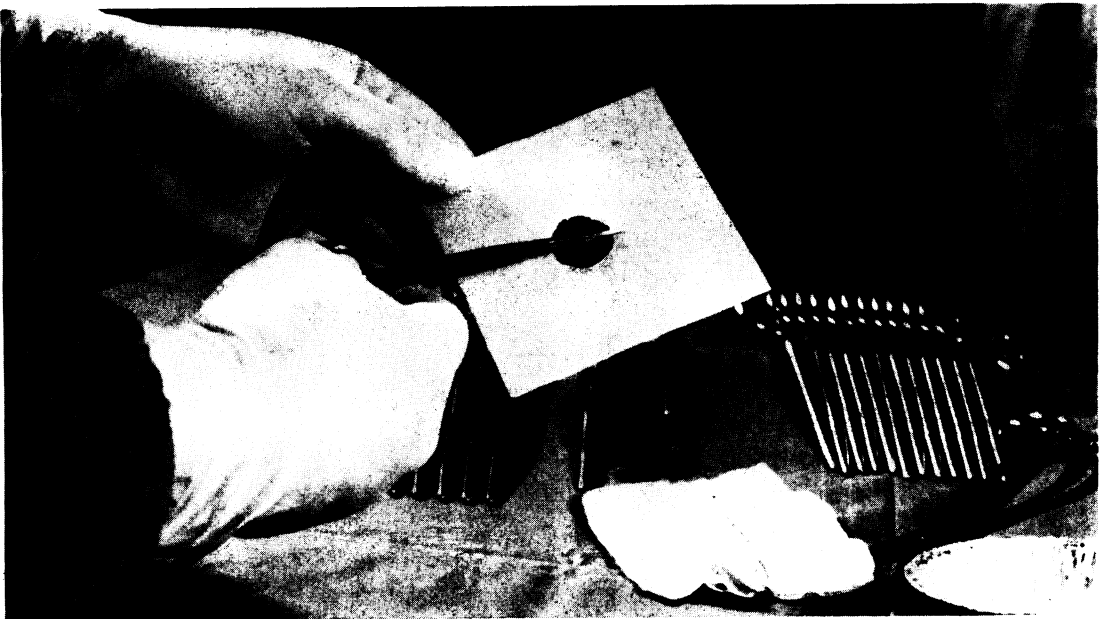
Fybogel provides the necessary fibre in the form of a palatable drink—the granules disperse easily in water. Two sachets daily, taken after meals, is the dosage usually required to restore normal intra-abdominal pressure. And treat haemorrhoids.

Fybogel: single-dose sachets, containing 3.5g Ispaghula Husk B.P.C.



Full information is available on request from:
Reckitt & Colman Pharmaceutical Division,
Hull HU8 7DS.

Fybogel is a registered trade mark. PL No. 0044/0041



The first word in ostomy management

Skin care after ileostomy, colostomy or ileal conduit starts at the time of surgery itself. Stomahesive protects peristomal skin making the patient comfortable and more confident about his future.

Because Stomahesive contains non-sensitising ingredients, it can be used even on broken, excoriated skin. But why wait for trouble?

Use Stomahesive -right from the start.

Stomahesive, available in boxes of 5 10 cm × 10 cm squares.
Stomahesive is a Squibb registered trademark.

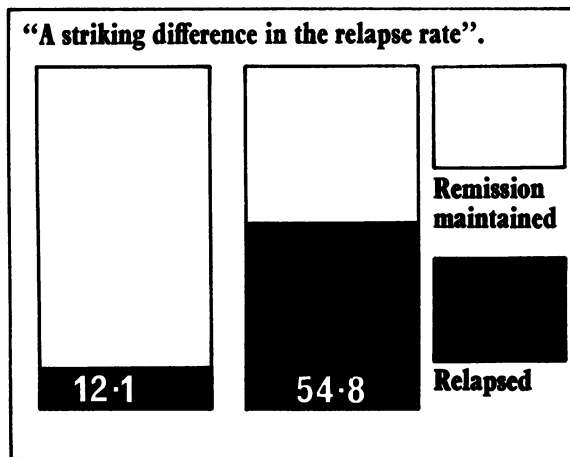
Full information available on request to
E.R. Squibb and Sons Limited, Regal House, Twickenham TW1 3QT.



“It is concluded that maintenance treatment of ulcerative colitis with sulphasalazine (salazopyrin) should be continued indefinitely unless contraindicated by side effects”.¹

The results of the above controlled trial carried out at the Nuffield Department of Clinical Medicine, Radcliffe Infirmary, Oxford, are all the more welcome as earlier trials of cortisone² and prednisone³ at standard dosages have shown them to be totally ineffective in reducing the number of recurrences of ulcerative colitis.

“Fortunately, Sulphasalazine tablets, 0.5 grams, 4 times a day will prevent relapses in the majority of patients with colitis, and only a few patients cannot tolerate this relatively small dose, which can be continued indefinitely, since we do not know when, if ever, it can be safely stopped”.⁴



“The patients who received dummy tablets had more than four times the relapse rate of those receiving sulphasalazine”.¹ (Salazopyrin).

Salazopyrin (sulphasalazine) is available as the plain 0.5 g. tablet, 0.5 g. EN-tab and as an 0.5 g. suppository. Literature and detailed information on Salazopyrin are available on request.

References

1. Gut (1973) 14 923-926
2. Brit. med. J. (1959) 1 387-394
3. Lancet (1965) i 188-189
4. General Practitioner (1972) April 7 p 11.

Salazopyrin — to be continued indefinitely

Further information available from:—

Salazopyrin is a registered trade mark.

Pharmacia (Great Britain) Ltd.,
Paramount House,
75 Uxbridge Road,
London W5 5SS.
Telephone: 01-579 0102/7



THE LIQUORICE STORY

Part 2

The liquorice plant is a leguminous shrub which grows to a height of several feet. It sends down a tap root, and develops a veritable thicket of runners, which may be 25 ft. long, so when the root is dug it is not eradicated, and enough runners remain to carry on propagation and produce another crop several years later.

In its normal habitation the foliage on the stems resemble that of an ash twig, and in colour and texture they more closely resemble small laburnum leaves and are mauve in colour.

However, in Pontefract the plant rarely flowered and only once in the present century were seed pods produced, which showed signs that it was growing beyond its natural limits.

After the root has been lifted, the extract of the liquorice is obtained by shredding or grinding the root in hot water, followed by evaporation of the solution, and both the spent liquorice and the extract are used for several purposes.

The by product of liquorice has been used as the main ingredient in foam fire extinguishers. Another use is in the cultivation of mushrooms, as well as in the making of insulation board.

There are three main uses for the liquorice extract. The first is in the Tobacco Industry, especially in America, where it is used in the production of chewing tobacco as well as in ordinary tobacco.

The second and most commonly known use is in the Confectionery Industry, and the third and most important is in pharmaceuticals.

Liquorice has been widely used as a flavouring agent for other drugs. However, over recent years it has been realised that liquorice has a powerful antispasmodic effect on the muscles of the stomach and intestine. There was however, a serious disadvantage which was the constituent glycyrrhizinic acid. This can cause side effects such as oedema (salt and water retention and potassium depletion) as well as other harmful side effects. Cedona Pharmaceuticals in Holland investigated the problem, and developed an exclusive method of extracting the harmful glycyrrhizinic acid, but retaining its ulcer healing properties together with its natural antispasmodic effect. When glycyrrhizinic acid is removed by other methods the spasmolytic effect and healing



**LIQUORICE ROOT. SAMPLES
AVAILABLE ON REQUEST.**

properties are lost. The main constituent of Caved-(S) is the liquorice, which is processed by the exclusive Cedona method. Therefore, Caved-(S) tablets retain the ulcer healing properties, without the side effects normally associated with liquorice.

In the next instalment we will give details of new scientific work carried out on Caved-(S) liquorice, and also details of an exciting project with regard to liquorice in England.

**From the Information Department,
Tilletts Laboratories, U.K. Distributors for
Caved-(S) tablets.**

**the range is ours
the choice is yours**

ETHICON
TRADEMARK
Eyeless needled sutures



REDUCE TRAUMA

ETHICON* Eyeless Needled Sutures offer three outstanding advantages over traditional eyed needles.

Point 1 Reduced trauma—with ETHICON eyeless needles there is no large eye and only one strand of material to pass through tissue.

Point 2 Consistent high quality—by precisely controlled manufacture of a complete sterile suture in a single package.

Point 3 A new sharp needle every time.

A wide range of sutures for intestinal and urological surgery.

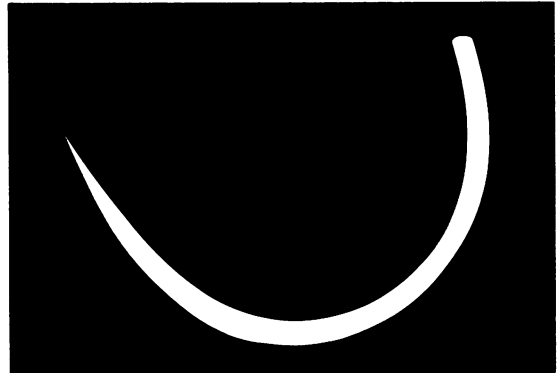
In the gastro-intestinal tract and other delicate structures such as ureters and bile ducts, gentle handling of tissues is aided by the use of ETHICON eyeless needled sutures. By dispensing with the needle eye, and double strands of material, tissue trauma is reduced and wound healing is allowed to progress normally.

Needles The needles illustrated represent only two of our range of 60 needles designed specifically for suturing in gastro-intestinal and urological surgery. The variation in curvature ranges from $\frac{3}{8}$ " circle to $\frac{5}{8}$ " circle, thus catering for suturing in the most difficult planes.

Materials All our suture materials are manufactured to the highest quality standards to provide predictable wound support. With an unequalled range of

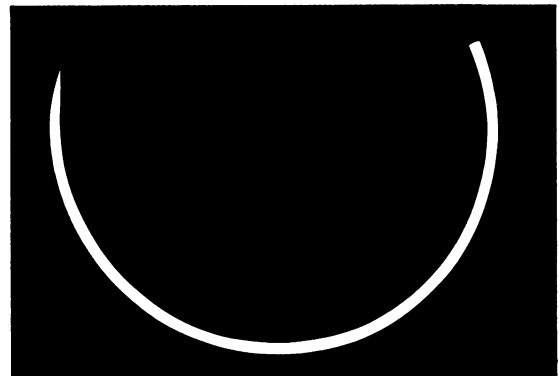
materials to choose from, we cater for the individual requirements of the surgeon.

$\frac{1}{2}$ Circle Round Bodied Needle



The most popular needle design in use in surgery of the gastro-intestinal tract.

$\frac{5}{8}$ " Circle Round Bodied Needle



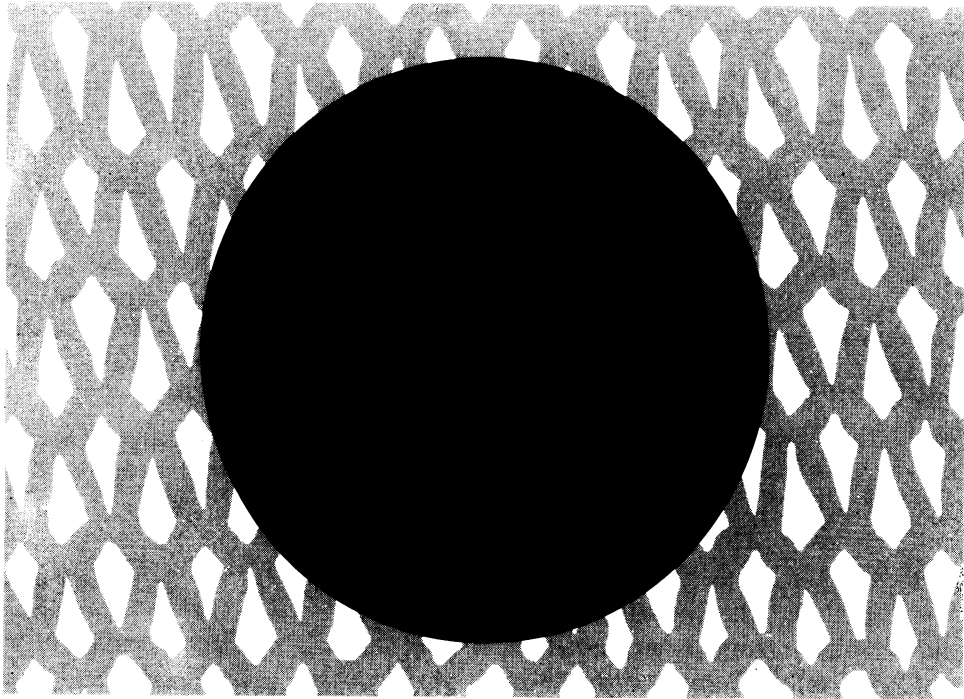
The curvature of this needle facilitates the suturing of tissues in deep confined places.

ETHICON
TRADE MARK
Eyeless needled sutures
Widest range. Finest quality

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SURGICEL*

Absorbable Haemostatic Gauze



**instantly
controls
bleeding**

ETHICON, LTD.

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When infants fail to thrive

Diarrhoea, vomiting, dehydration and weight loss mean intravenous feeding to restore the fluid and electrolyte balance.

Diagnosis and management mean the Mead Johnson Nutritional Feeding System.

PREGESTIMIL*

Glucose, M.C.T. and protein hydrolysate formula

first line dietary formulation.
complete feed in easily assimilated basic form for test feeding.
sucrose free for sucrose intolerance.

NUTRAMIGEN*

Protein hydrolysate formula

complete feed for infants with intact protein intolerance.
for the dietary management of galactosaemia.

PROSOBEE/SOBEE*

Milk free soy formula

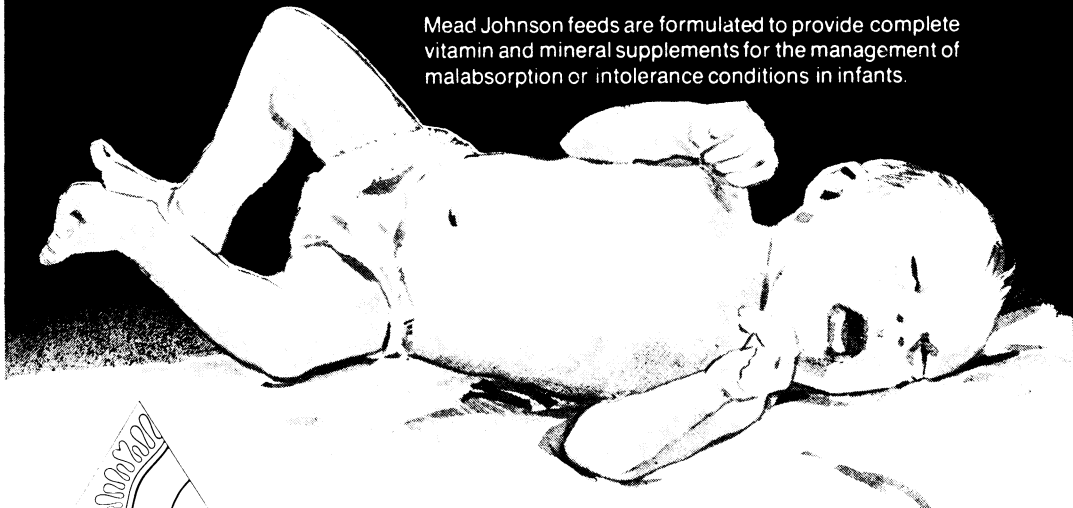
milk substitute for infants sensitive to milk protein.
milk free formula for infants allergic to milk.

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Nutritionally complete dietary

complete formula containing medium chain triglycerides for infants with fat malabsorption.
lactose free for lactose intolerance.

Mead Johnson feeds are formulated to provide complete vitamin and mineral supplements for the management of malabsorption or intolerance conditions in infants.



Mead Johnson NUTRITIONAL FEEDING SYSTEM

A comprehensive feeding programme for infants who fail to thrive

Further information is available from:

BRISTOL

Bristol Laboratories, Division of Bristol-Myers Co Ltd, Stamford House, Langley, SLOUGH SL3 6EB.

*Trade Mark © 1975

ACM endoscopes leave nothing to the imagination

Most surgeons today recognise the superiority of endoscopy as a means of confirming diagnoses of colon diseases. It can be quicker and easier than laparotomy, and is also less traumatic for patients and makes fewer demands on hospital facilities.

The premier instrument for colonic investigations is the ACM F9L coloscope. Advanced features include 12X magnification and a sharp, wide angle circular image three times larger than competitive instrument's.

With it a surgeon can clearly view as far as the caecum, take biopsy specimens and perform polypectomies. After surprisingly little practice, colonoscopy can be most rewarding. And the ACM coloscope is exceptionally easy to use – a single, one-handed joystick controls the poly-directional tip.

There's a shorter version, too, the F9S which will reach to the transverse colon and beyond. For the experienced colonoscopist there's

the dual channel F9A, a major operative, as well as diagnostic instrument. To find out more, please use the coupon. Or write or telephone.

Please tell me more about ACM endoscopes.	<input type="checkbox"/>
I would like literature only _____	<input type="checkbox"/>
Please arrange a visit _____	<input type="checkbox"/>
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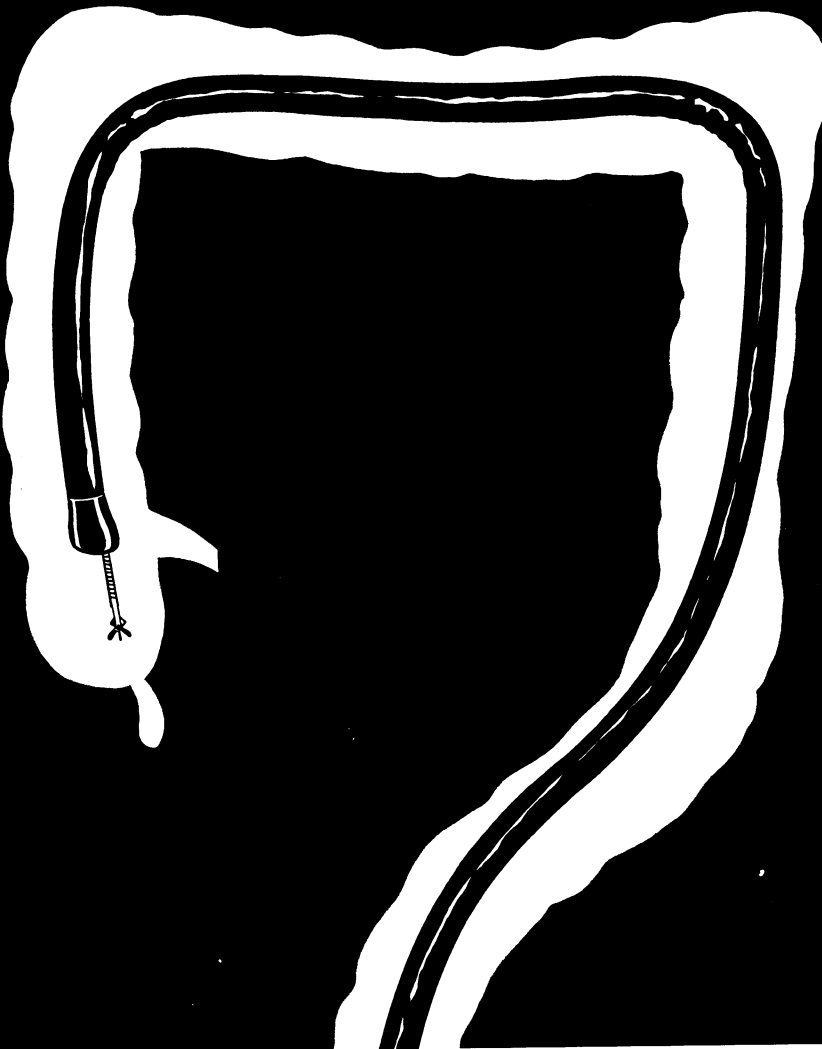
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ACM Endoscopes – clearly the best

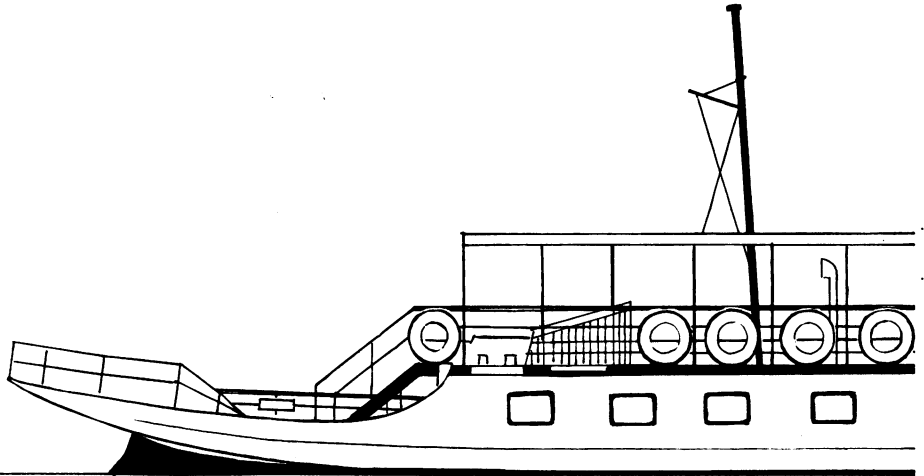
Wappler Endoscopy Limited,
Park House, 22 Park Street, Croydon, Surrey, CRO OYH
Telephone: 01-686 4241



ACM endoscopes for gastro-enterology, bronchoscopy, urology, gynaecology and teaching.



Missed it?



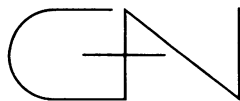
Aminoplex 5

Aminoplex 14

Aminutrin

Calonutrin

Nefranutrin



**Geistlich
Nutrition**

Geistlich Sons Limited Chester



OUCH!

Gastric reflux does nasty things to the oesophagus.

Like causing oesophagitis.

And heartburn.

All the more reason for prescribing Gaviscon rather than simple antacids.

Gaviscon suppresses gastric reflux—simple antacids don't. Recent evidence confirms that Gaviscon reduces the number of reflux episodes as well as the time during which the lower oesophageal pH is acid.¹

And Gaviscon has the backing of more than ten years' clinical experience in the treatment of reflux heartburn.

GAVISCON

Suppresses gastric reflux-relieves the pain of heartburn

is available from:
Medical Division, Hull HU8 7DS.

Gaviscon tablets contain: Alginate Acid BPC, Sodium Alginate BPC, Magnesium Trisilicate BP, Dried Aluminium Hydroxide Gel BP, Sodium Bicarbonate BP, Sucrose BP, and Mannitol BP.

¹ Lancet (1974) i, 109.

Gaviscon is a registered trade mark.
PL Nos. 0044/0021 0044/5008

THE END OF THE RETENTION ENEMA IN ULCERATIVE COLITIS THERAPY

New

hydrocortisone acetate rectal foam

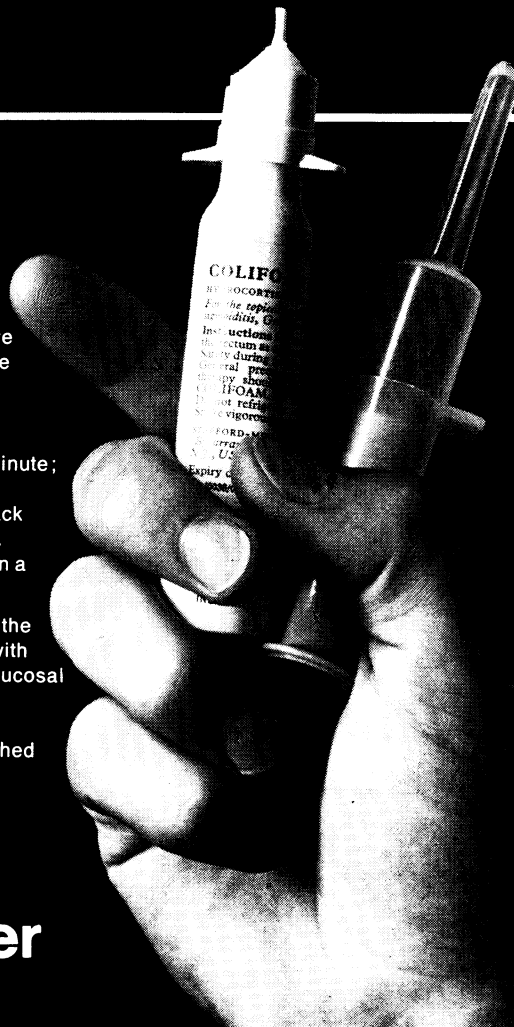
Retention enemas are messy to administer, uncomfortable and difficult for the patient to retain.

Now Colifoam offers a better alternative in the treatment of ulcerative colitis and proctitis. It presents effective topical steroid therapy as an aerosol foam. Colifoam has several practical advantages: the patient can instil a dose (only 5 ml.) in less than half a minute; the foam is easily retained without leakage problems, and the compact pack with applicator is easy to carry around. Yet Colifoam is no more expensive than a retention enema.

And Colifoam works at least as well as the older method. Trials have shown that with Colifoam there is an improvement in mucosal conditions throughout the colon, with prompt relief of tenesmus^{1,2,3} Extensive trial use through hospitals has established a high level of patient acceptance.

Further information and data sheet available on request.
Professional Relations Division
Stafford-Miller Limited, Hatfield, Herts.

Stafford-Miller





Endoscopy confirms that De-Nol heals ulcers

Double-blind clinical trials, involving endoscopic diagnosis, follow-up and assessment, have shown De-Nol to heal up to 90% of gastric and duodenal ulcers, with safety; no serious side-effects being reported.

De-Nol * heals gastric and duodenal ulcers
* early relief of pain
* is free from serious side-effects

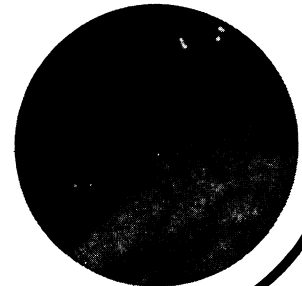
"The combination of lack of side-effects in addition to promotion of ulcer healing suggests that (De-Nol) has a clinical role in the management of the ambulant patient with duodenal ulcer." GUT 1974 15 189-193.

"The degree of healing with (De-Nol) is comparable to, or better than that achieved by the most extensively used ulcer-healing agent, carbenoxolone sodium." BSG, Birmingham, September 1974; GUT 1974 15 833.

De-Nol

tri-potassium di-citrate bismuthate

Unique ulcer therapy



For further information, contact:
Brocades (G.B.) Ltd.,
West Byfleet, Surrey.
Byfleet 45536.

