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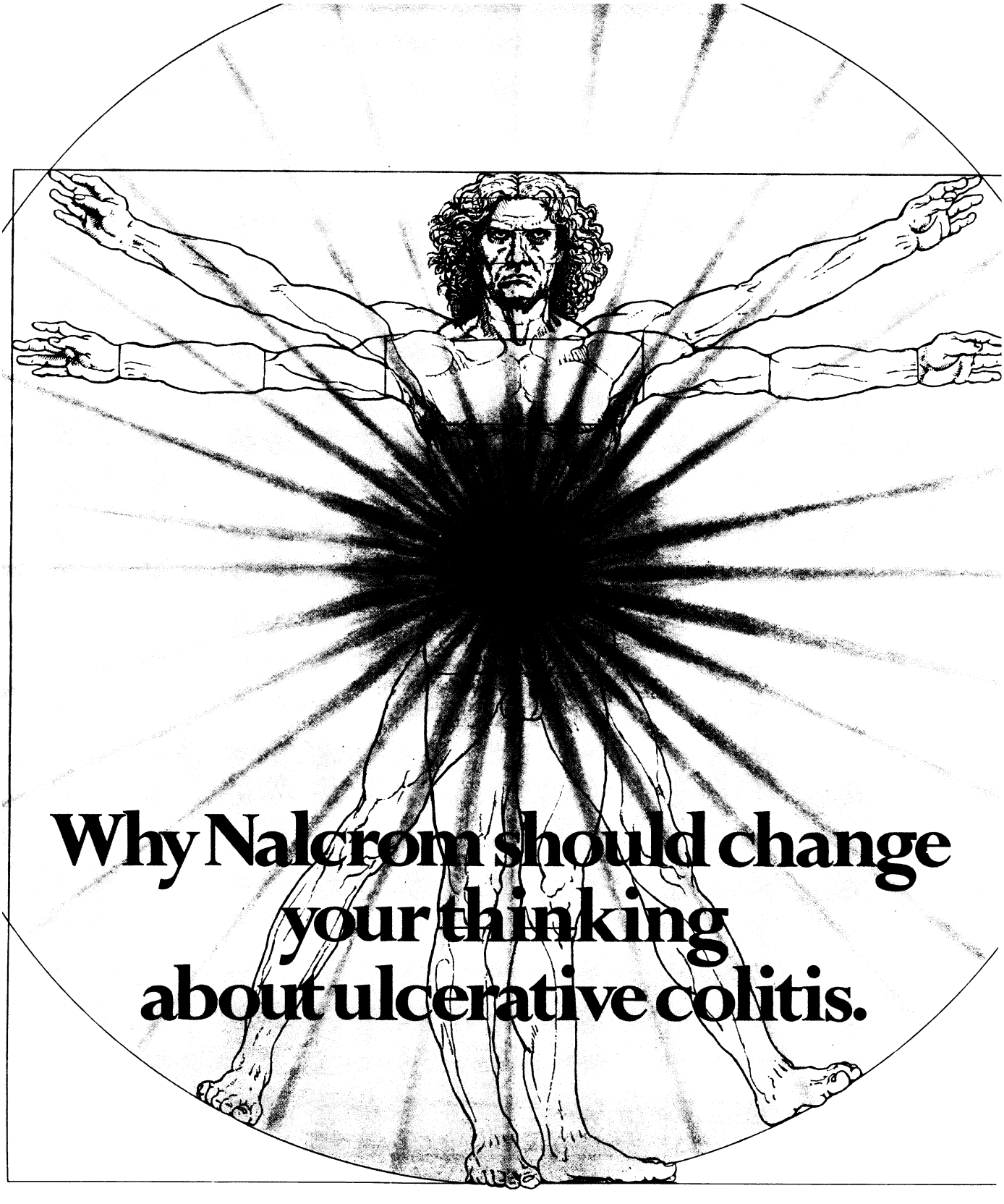


Why Nalcrom should change your thinking about ulcerative colitis.

Prescribing Information
PRESENTATION: Nalcrom is a presentation of sodium cromoglycate for oral use. It is presented in clear/clear hard gelatine capsules printed Fisons 101 in black. Each capsule contains 100mg sodium cromoglycate as a white powder.
USES: As an adjuvant in the treatment of ulcerative colitis, proctitis and proctocolitis. Sodium cromoglycate is considered to exert a stabilising effect upon mast cells capable of releasing mediators, thus preventing the local inflammatory reaction in the gastrointestinal tract.

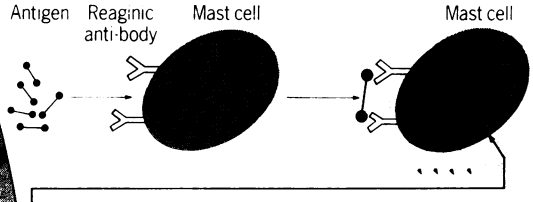
DOSAGE AND ADMINISTRATION: Dosage Adults: Two capsules four times daily.
Children: From 2–14 years: one capsule four times daily.
Nalcrom should not be used for children under two years.
Maintenance dosage To prevent relapses dosage should be maintained indefinitely at two capsules four times daily in adults and one capsule four times daily in children.
Administration The capsules may be swallowed whole or alternatively the powder contents may be dissolved in 20–30ml of water and swallowed.

Nalcrom offers a completely new approach to the management of ulcerative colitis.

And it could mean freedom from side effects often associated with the limited number of treatments now available.

Nalcrom is sodium cromoglycate.

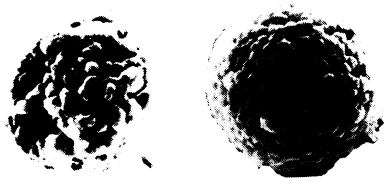
Sodium cromoglycate is the unique drug which is used successfully in the treatment of allergic diseases, such as asthma and rhinitis.



Sodium cromoglycate prevents the degranulation of mast cells caused by the interaction of antigens and reaginic antibodies.

It is a potent inhibitor of mast cell degranulation. It prevents the release of inflammatory agents into sub-mucosal tissue in the lung, nose and other organs. So it stops symptoms before they even start. And over ten years of clinical use has proved it to be a very effective drug with remarkably few serious side-effects.

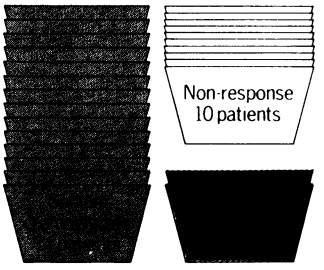
Now it offers hope as a new treatment for ulcerative colitis.



On left mast cell undergoing gross degranulation. On right mast cell stabilised after treatment with sodium cromoglycate. Photomicrographs prepared by: R & D Laboratories, Fisons Ltd., Pharmaceutical Division.

Why an anti-allergy drug?

Ulcerative colitis in its natural history and histological appearance has many features such as macrophages, mast cells and eosinophils that suggest that an allergic or immunological process may be involved. Sodium cromoglycate may have a clinically beneficial effect in these processes. So a double blind cross-over trial was carried out with 26 patients suffering from chronic proctitis[1]. The 14 responders to sodium cromoglycate had a high local eosinophil count which in most cases fell in the course of treatment.



In a double-blind cross-over trial of 26 patients, 14 responded to sodium cromoglycate, 10 didn't respond and 2 responded to placebo.

Another study of 12 patients with ulcerative colitis treated with sodium cromoglycate showed a significant improvement in sigmoidoscopic appearance. And again, rectal biopsies showed a significant reduction in eosinophil counts[2,3].

How to find out more about Nalcrom.

Specialist representatives are available at this stage to discuss Nalcrom with hospital doctors. Simply fill in and post the coupon or write to: Fisons Limited, Pharmaceutical Division, Loughborough, Leicestershire.

Nalcrom®
(Sodium Cromoglycate B.P.)

References 1. Heatley, R.V. et al, 1975, "Gut," **16**, 559 2. Mani, V. et al, 1976, "Lancet," **1**, 439 3. Mani, V. et al, 1977, "Gastro-enterology," **72**, 1093.

Please arrange for a specialist representative to call.

Name Address

Further information is available on request from Fisons Limited, Pharmaceutical Division, Loughborough, Leicestershire.

®FISONS
Leaders in Allergy Research

CONTRA-INDICATIONS, WARNINGS, ETC: Contra-indications There are no specific contra-indications. The safety of Nalcrom during pregnancy has not yet been established.
Side-effects Nausea has been reported in a few cases.
Overdosage As Nalcrom is absorbed only to a very limited extent, no action other than medical observation should be necessary.
PHARMACEUTICAL PRECAUTIONS: Store in a dry place. Reclose the container tightly after use.
LEGAL CATEGORY: P.O.M.
PACKAGE QUANTITIES: Containers of 100 capsules.

FURTHER INFORMATION: 1. Nalcrom may be used in conjunction with steroid therapy and sulphasalazine in the treatment of acute relapses of proctocolitis and in maintaining remissions.
2. If steroid therapy is to be reduced or withdrawn this should be done cautiously.
3. Nalcrom may be used in patients with a history of hypersensitivity to or intolerance of sulphasalazine.
4. Dosages of 2000mg daily have been used in some cases of proctocolitis.
PRODUCT LICENCE NUMBER: PL 0113/0073.

When dyspepsia repeats....

Maxolon

Unlike the traditional antacid therapies, Maxolon protects the gastric mucosa from over-long exposure to gastric acid[1] by promoting normal peristalsis and gastric emptying[2,3] By restoring the stomach's normal control, symptoms described by the patient as fullness, pain, heartburn and discomfort can be effectively treated and their recurrence prevented.[4]

To the patient, Maxolon is the simple and convenient therapy to replace his repetitive antacid prescriptions.

1. Gut, (1969), 10, 678-680. 2. Postgrad. med. J., (1973), 49, (Suppl), 29.
3. Gut, (1974), 15, 462-467. 4. Brit. med. J., (1971), 2, 25.

Full prescribing information is available on request.
Maxolon* (metoclopramide) is a product of
Beecham Research Laboratories, Brentford, England.
*regd.

PL 0038/0095, 0098, 5040, 5041

BRL 401

Reduces gastric acid secretion.

New data now available.

1 Healing

Further experience in clinical trials confirms that 4-8 weeks 'Tagamet' treatment achieves remarkable results in duodenal ulcer,[1,2,3] gastric ulcer,[2,4,6] and reflux oesophagitis.[2,5]

Overall Experience	TAGAMET % healed	PLACEBO % healed
Duodenal Ulcer	77% of 803 patients	41% of 252 patients
Gastric Ulcer	79% of 130 patients	45% of 64 patients
Reflux Oesophagitis*	62% of 39 patients	9% of 23 patients

*includes oesophageal ulcers and erosions: complete healing or marked improvement.

In addition to complete healing (proven endoscopically), early and dramatic symptomatic relief is achieved in most patients. With its convenient dosage and low incidence of side effects, 'Tagamet' is well suited to everyday treatment.

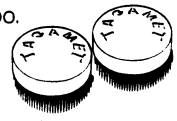
2 Recurrence

A group of duodenal ulcer patients was followed for periods of up to 6 months after completing 4-6 weeks 'Tagamet' treatment. Preliminary results show that the incidence of relapse was no greater than in a similar group who had healed their ulcers on placebo.[2,7]

Artist's impression of H_2 receptor antagonist acting at receptor site in gastric mucosa.

3 Maintenance

377 chronic duodenal ulcer patients, who had healed their ulcers after 4-6 weeks treatment were entered into controlled, double-blind maintenance trials. They were maintained on 'Tagamet' or placebo therapy, at a reduced dosage, for periods of up to 6 months. Results from these ongoing studies have shown that only 5.7% of the 'Tagamet' group relapsed [7] compared with 42.1% of the group who were maintained on placebo.



References
1. Oral cimetidine in severe duodenal ulceration, (1977) Lancet, **i**, 4.
2. Data on file (March 1977), Smith Kline & French.
3. The effect of cimetidine on duodenal ulceration. (1977). The Second International Symposium on Histamine H_2 Receptor Antagonists. Excerpta Medica, p.260.
4. Treatment of gastric ulcer by cimetidine. (1977) ibid. p.287.
5. Cimetidine in the treatment of oesophagitis. (1977) ibid. p.297.
6. Healing of gastric ulcer during treatment with cimetidine. (1976) Lancet, **i**, 337.
7. Long-term treatment with cimetidine in duodenal ulceration (1977) Lancet, **i**, 900.

'Tagamet' (cimetidine) is available as 200mg film-coated tablets, 200mg/5ml syrup and 200mg/2ml ampoules.

Full prescribing information is available from Smith Kline & French Laboratories Limited, a SmithKline company, Welwyn Garden City, Hertfordshire, AL7 1EY
'Tagamet' is a trade mark.

SK&F

Tagamet

(cimetidine, SK&F)

H2

The H_2 receptor antagonist
Reduces gastric acid secretion

TG.AD.67

The Perfect Imitation

Vamin

The amino acid solution closely resembling W.H.O. egg protein standard.

The complete amino acid solution containing all 18 essential and non-essential L-form amino acids.

Intralipid

The isotonic fat emulsion derived from soya beans.

The most concentrated, safe, source of energy available for nutrition.

Simultaneous infusion of Intralipid and Vamin is the complete way to fulfil metabolic needs, maintain positive nitrogen balance and establish a good nutritional state.

KabiVitrum

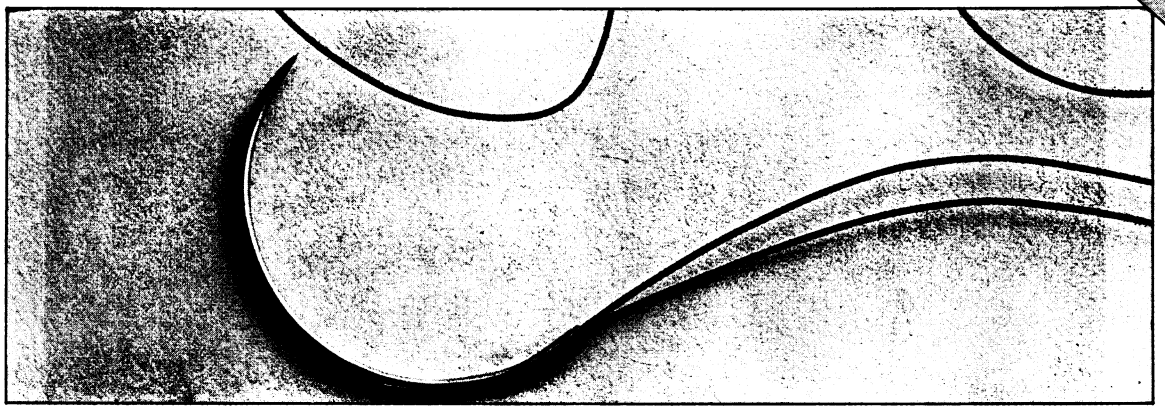
KabiVitrum Ltd., Bilton House,
Uxbridge Road, Ealing, London W5 2TH. Telephone 01-567 4717.
Full prescribing information available on request.

INTRALIPID
VAMIN

KV8-5/77

THE CHALLENGE OF SUTURES

CONTINUOUS CLOSURE IN ABDOMINAL WOUNDS



Continuous monofilament closure in abdominal wounds is increasingly favoured by surgeons today. The introduction of a suture consisting of a strand of material formed into a loop eliminates the need for the first knot in a continuous suture line. ETHICON* have now produced a MERSUTURES* Eyeless Needled Suture in which both ends of the loop are securely attached into one end of a needle. Another idea developed by ETHICON in answer to a surgical challenge.

MEETING THE CHALLENGE

Suture requirements and wound closure techniques are constantly subject to re-evaluation and change. At ETHICON we are very much a part of this process and welcome the challenge it offers. We put our considerable research, development and manufacturing resources to work to produce still better needle designs and suture materials.

ETHICON TRADEMARK

SERVICE TO SURGERY

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