Number 1
in a series

Reflux oesophagitis

the role of gastric acid

Healing
By its fundamental action in reducing both acidity and volume of gastric juice,[1] 'Tagamet' has been shown to achieve complete healing or marked improvement in the majority of patients with reflux oesophagitis.[2,3] Overall experience in clinical trials,[2] has shown that, at the recommended dosage, 62% of 39 patients had complete healing or marked improvement compared with only 9% of 23 patients on placebo. Complete resolution of stricture, ulcers and erosions was also demonstrated in individual patients.

Symptomatic Relief
In one study[3] most patients obtained rapid symptomatic improvement during 'Tagamet' treatment and within 4 weeks many were free from symptoms. A considerable reduction in the incidence of heartburn, reflux, dysphagia and odynophagia was also observed during therapy.

(Artist's impression of H_2 receptor antagonist acting on receptor site in the parietal cell in gastric mucosa.)

Tagamet

H_2 reduces gastric acid secretion

References
1. Pharmacological evaluation of cimetidine, a new Histamine H_2-Receptor Antagonist. (1975) Brit. J. clin. Pharmac., **2**, 481.
2. Data on file (March 1977) Smith Kline & French.
3. Cimetidine in the treatment of oesophagitis. (1977) Proceedings of the Second International Symposium on Histamine H_2-Receptor Antagonists. Excerpta Medica, p. 297.

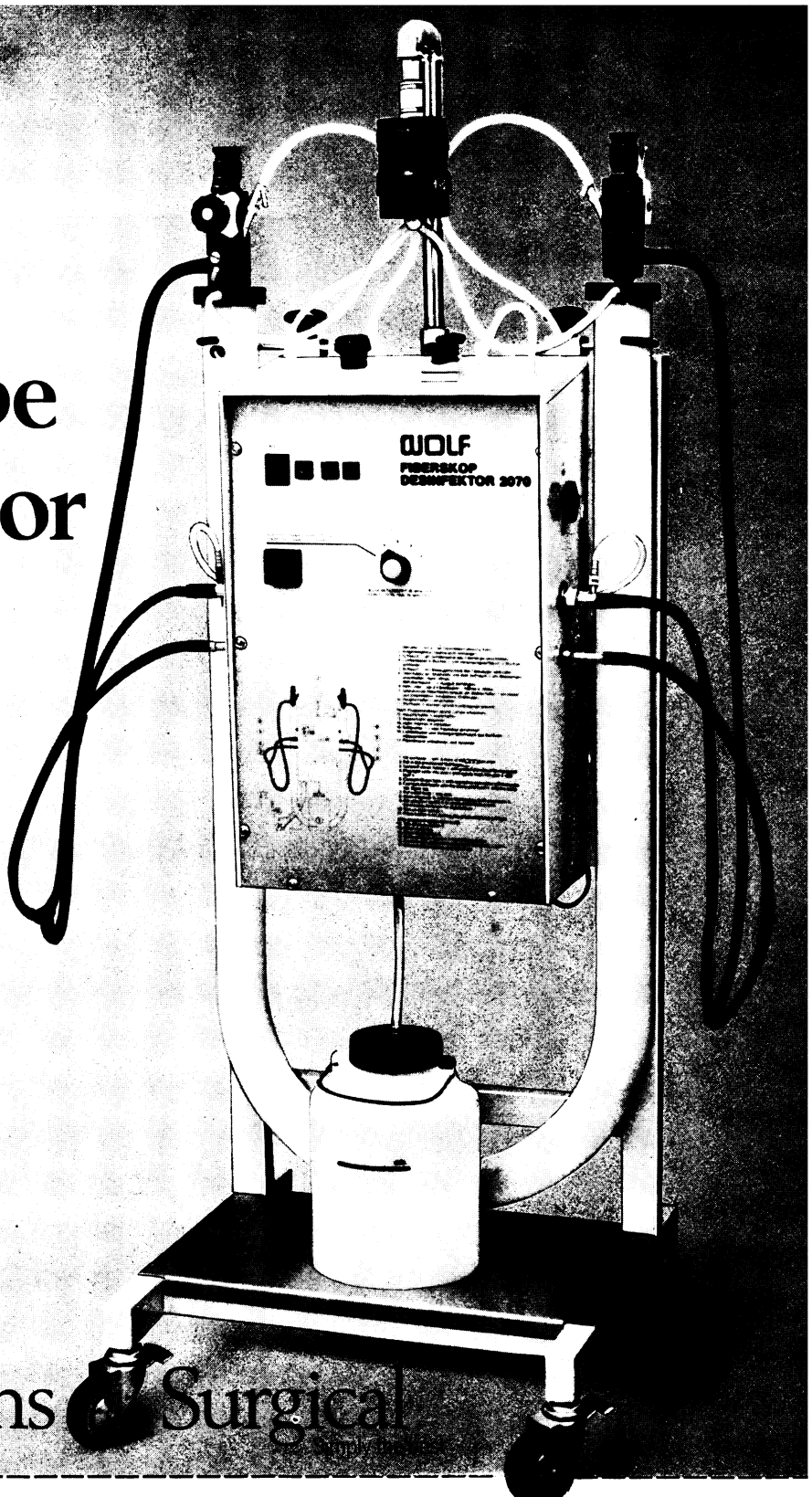
'Tagamet' (cimetidine) is available as 200mg film-coated tablets, 200mg/5ml syrup and 200mg/2ml ampoules.
'Tagamet' is a trade mark.
Full prescribing information is available from –

SK&F
a SmithKline company
Smith Kline & French Laboratories Limited
Welwyn Garden City
Hertfordshire AL7 1EY
Telephone: Welwyn Garden 25111

TG/AD18

Wolf Fibrescope Disinfector

This is an efficient and fully automatic disinfection unit, specially designed to reduce the very real hazard of cross-infection between patients. Because it is automatic, manual handling of the fibrescopes is cut to a minimum. The special multi-programmer allows for long or short disinfection cycles while efficient design enables two fibrescopes to be treated simultaneously.
The programme involves disinfection and rinsing with sterile water, any blockage of the channels immediately showing up on the special fault indicator.
For complete safety, operating pressures are within the fibrescope manufacturers' specifications.
The unit is suitable for Wolf, ACMI and Olympus Fibrescopes and is available either as a mobile or wall mounted unit. For full details just send us the coupon.



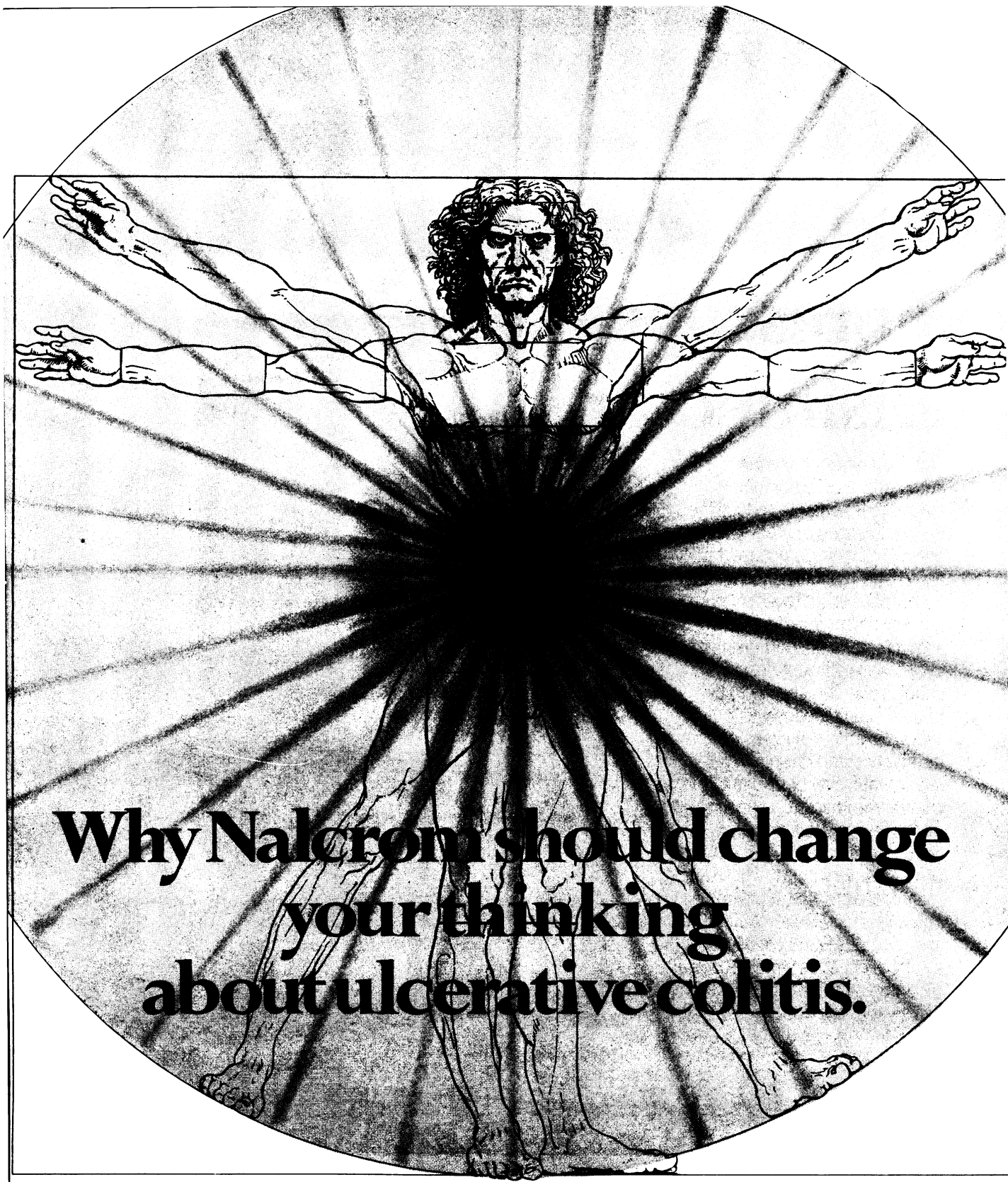
Downs Surgical

To: Downs Surgical Ltd., Church Path, Mitcham, Surrey CR4 3UE.
Please send me full details of the Wolf Fibrescope Disinfector.

Name _____

Address _____

G2



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.

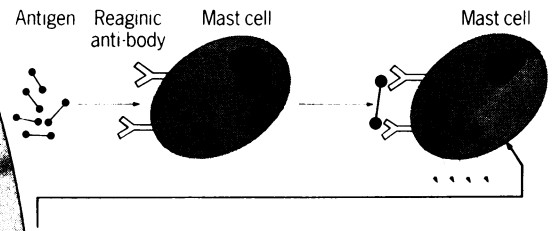
DOSAGE AND ADMINISTRATION: Dosage Adults: Two capsules four times daily.
Children: From 2–14 years; one capsule four times daily.
Nalcrom should not be used for children under two years.
Maintenance dosage To prevent relapses dosage should be maintained indefinitely at two capsules four times daily in 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.

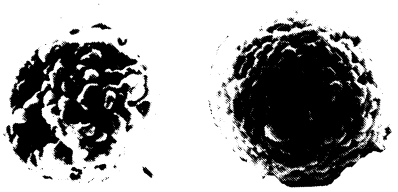


Sodium cromoglycate prevents the degranulation of mast cells caused by the interaction of antigens and reaginic antibodies.

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 have proved it to be a very effective drug with remarkably few serious side-effects.

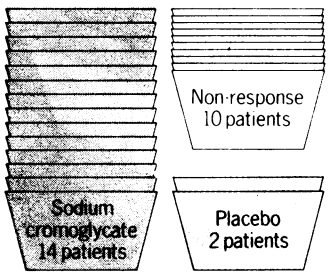
Now it offers hope as a new treatment for ulcerative colitis.



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

G/N/F

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.

INTRALIPID* 10%
INTRALIPID* 20%

Presentation
A milky-white oil in water emulsion. Intralipid contains fractionated soya bean oil 10% or 20% emulsified with fractionated egg lecithin at pH 7. It also contains glycerol.

Indications: Intralipid fat emulsions are indicated in conditions of severe depletion requiring also a high energy intake to compensate for excessive loss of calories following trauma, infection, fever, burns, etc.

Dosage and Administration
500-1,500ml. daily in conjunction with intravenous amino-acids are administered by slow intravenous infusion.

Infant dosage: Intralipid 10% or 20%: 15-20ml. per kg. body weight in 24 hours.

Contra-indications
Intralipid is contra-indicated in pathalogical hyperlipaemia and severe liver damage.

Pharmaceutical Precautions
No drugs should be added to Intralipid prior to or during infusion.

Package Quantities
Intralipid 10%: 100ml. and 500ml.
Intralipid 20%: 100ml. and 500ml.

NHS Price:
£2.75, £6.50
£3.95, £9.55

Intralipid 10% Product Licence 0022/0027
Intralipid 20% Product Licence 0022/0028

VAMIN* GLUCOSE

Presentation
Clear, straw-coloured solutions for intravenous use containing all essential amino-acids, and a balanced mixture of non-essential amino-acids in each 1,000ml. (pH 5.2). Carbohydrate, as glucose (100g/l), has been added as an energy source. Electrolytes are present, but these may need supplementing according to patient needs.
Nitrogen per litre: 9.4g. corresponding to about 60g. of first-class protein. Caloric content per litre: 650 Kcal., of which 410 Kcal. are provided by glucose.

Uses
Vamin Glucose is indicated in conditions of protein depletion where oral or intragastric feeding is impossible or impracticable.

Dosage and Administration
Depending on the individual protein requirement, 0.5-2.0 litres intravenously per day.

Infant dosage: 30-40ml. per kg. body weight in 24 hours.

Contra-indications, Warnings, etc.
Irreversible liver damage and severe uraemia when dialysis facilities are not available. Care should be taken when administering this solution to diabetic patients.

Side effects: As with all hypertonic infusion solutions, thrombophlebitis may occur when peripheral veins are used.

Package Quantities
Bottles of 100ml., 500ml. and 1,000ml.

NHS price:
£2.50, £6.75, £12.50

Product Licence 0022/0030

***Additives contain electrolytes, trace elements, fat soluble vitamins and water soluble vitamins for adults and children.**

When you start to think about IV feeding...

.....make sure its complete and balanced, like a normal healthy diet. Intralipid and Vamin provide **all** the calories, **all** the essential fatty acids and **all** the nitrogen required for anabolism and recovery.

In addition there is now a range of additives specially tailored to meet the other nutritional requirements–vitamins, electrolytes and trace elements.

INTRALIPID VAMIN

*NOW AVAILABLE–ADDITIVES**

KabiVitrum

Full prescribing information is available from KabiVitrum Ltd., Bilton House, Uxbridge Road, Ealing, London W5 2TH.

the only nutritionally-complete recovery builders.