



Ease the spasm. Ease the mind.

LIBRAXIN

clidinium bromide and chlordiazepoxide

Clidinium bromide to calm the gut. Chlordiazepoxide to calm the mind.

Indications For the control of hypersecretion, hypermotility and emotional factors associated with gastro-intestinal disorders, such as nervous dyspepsia, peptic ulcer, cardiospasm, pylorospasm, nervous or irritable colon.

Dosage 1 or 2 tablets three or four times daily. In elderly patients, it is recommended that the initial dose be 1 tablet twice daily.

Contra-indications Because of its anticholinergic effects, Libraxin should not be given to patients suffering from glaucoma or prostatic enlargement.

Precautions Patients should avoid alcohol while under treatment with Libraxin, since the individual



response cannot be foreseen. Patients' reactions (driving ability, operation of machinery, etc.) may be modified to a varying extent, depending on dosage and individual susceptibility. The established medical principle of prescribing medicaments in early pregnancy only when absolutely indicated should be observed.

Side-effects Side-effects are infrequent and are controlled by reduction of dosage. They include

drowsiness, muscle weakness, dryness of the mouth, blurring of vision, constipation and hesitancy of micturition.

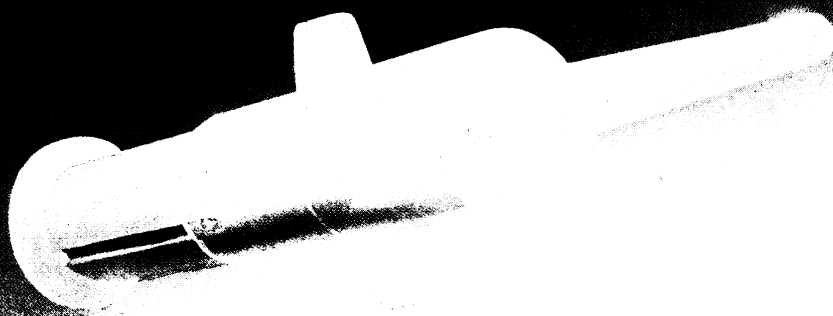
Presentation Libraxin tablets containing 5mg chlordiazepoxide and 2.5mg clidinium bromide in packings of 100 and 500.

Basic NHS Cost 1 tablet 3 times daily 7.4p/day ex 500 pack.

Licence Number 0031/5024

Licence Holder Roche Products Limited, PO Box 8 Welwyn Garden City, Hertfordshire AL7 3AY
Libraxin is a trade mark

Unique for Ulcerative



Colifoam is a unique therapy for ulcerative colitis, being a topical anti-inflammatory with exceptional benefits over the rectal enema in terms of simplicity and convenience.

Gamma photography studies^{1,2} have shown that a single dose of Colifoam remains in contact with the rectal mucosa for several hours. In one of these studies¹ the foam was seen to reach the sigmoid colon in most patients. The second study, using a different protocol which included healthy subjects, did not confirm this finding but the authors concluded:

"Unquestionably, however, the foam is more comfortable and easier to retain

n Colitis



than a retention enema, and since the patient need not be immobilised, the foam obviously has a place in outpatient practice for patients with proctitis and distal ulcerative colitis."

Colifoam: hydrocortisone acetate foam supplied in a metered dose dispenser, delivering approximately 5 ml. of Colifoam rectal foam containing 10% hydrocortisone acetate.

Colifoam

hydrocortisone acetate foam

comfort and convenience
in ulcerative colitis



References

1. *British Medical Journal* (1979) 2:822.
2. *ibid.* (1979) 1:1751.

Presentation

White, odourless aerosol foam containing hydrocortisone acetate 10%, with inert propellants.

Uses

Anti-inflammatory corticosteroid therapy for the topical treatment of ulcerative colitis, proctosigmoiditis and granular proctitis.

Dosage and Administration

One applicatorful inserted into the rectum once or twice daily for two or three weeks and every second day thereafter. Shake can vigorously before use (illustrated instructions are enclosed in each pack). One applicatorful of Colifoam provides a dose of approximately 90-110mg of hydrocortisone, similar to that used in a retention enema for the treatment of ulcerative colitis, sigmoiditis and proctitis. Satisfactory response usually occurs within five to seven days.

Contra-indications and Warnings etc.

Local contra-indications to the use of intrarectal steroids include obstruction, abscess, perforation, peritonitis, fresh intestinal anastomoses and extensive fistulas. General precautions common to all corticosteroid therapy should be observed during treatment with Colifoam. Treatment should be administered with caution in patients with severe ulcerative diseases because of their predisposition to perforation of the bowel wall. Safety during pregnancy has not been fully established.

Pharmaceutical Precautions

Do not refrigerate, incinerate or puncture the aerosol can. Shake vigorously before use. Keep out of reach of children.

Package Quantities

Aerosol canister containing 20g (14 applications) plus a plastic applicator and illustrated leaflet.

Basic NHS Cost

£6.90.

Product Licence No.

0036/0021

Further information is available on request from:

Stafford-Miller Limited,
Professional Relations Division, Hatfield,
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In dyspepsia, antacids
only cloud the issue.

Maxolon
metoclopramide
clears it.



Maxolon protects the gastric mucosa from over-long exposure to gastric acid by promoting normal peristalsis and gastric emptying. This action contrasts with that of antacids.

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.

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

Prescribing Information

Indications
Dyspepsia, heartburn and flatulence associated with the following conditions e.g., Reflux oesophagitis, Gastritis, Hiatus hernia, Peptic ulcer.

Adult Dosage (oral)
Adults 10mg
1 tablet or 10ml syrup 3 times a day.
Young adults (15-20 years) 5-10mg
½-1 tablet or 5-10ml syrup 3 times a day commencing at the lower dosage.

Note: Total daily dosage of Maxolon, especially for children and young adults should not normally exceed 0.5mg/kg body-weight.

Side-effects and Precautions

There are no absolute contra-indications to the use of Maxolon.

Various extra-pyramidal reactions to Maxolon, usually of the dystonic type, have been reported. The incidence of these reactions in children and young adults may be increased if daily dosages higher than 0.5mg/kg body-weight are administered. The majority of reactions occur within 36 hours of starting treatment and the effects usually disappear within 24 hours of withdrawal of the drug. Should treatment of a reaction be required, an anticholinergic anti-Parkinsonian drug e.g. benapryzine, or a benzodiazepine may be used. Since extra-pyramidal symptoms may occur with both

Maxolon and phenothiazines, care should be exercised in the event of both drugs being prescribed concurrently.

Raised serum prolactin levels have been observed during metoclopramide therapy; this effect is similar to that noted with many other compounds.

Maxolon's action on the gastro-intestinal tract is antagonised by anticholinergics. Although animal tests in several mammalian species have shown no teratogenic effects, treatment with Maxolon is not advised during the first trimester of pregnancy.

Following operations such as pyloroplasty or gut anastomosis Maxolon therapy should be withheld for three or four days as

vigorous muscular contractions may not help healing.

Availability and NHS Prices
Tablets 10mg (£5.84 per 100).
Syrup 5mg/5ml (£2.42 for 200ml).

A paediatric liquid presentation and ampoules for injection are also available.

Average daily cost of Maxolon tablets (ex. 500 pack) 17p. Prices correct at January 1979. Further information is available on request to the company.

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

Maxolon, BRL and the Company logo are registered trade marks.

New for Urostomy!

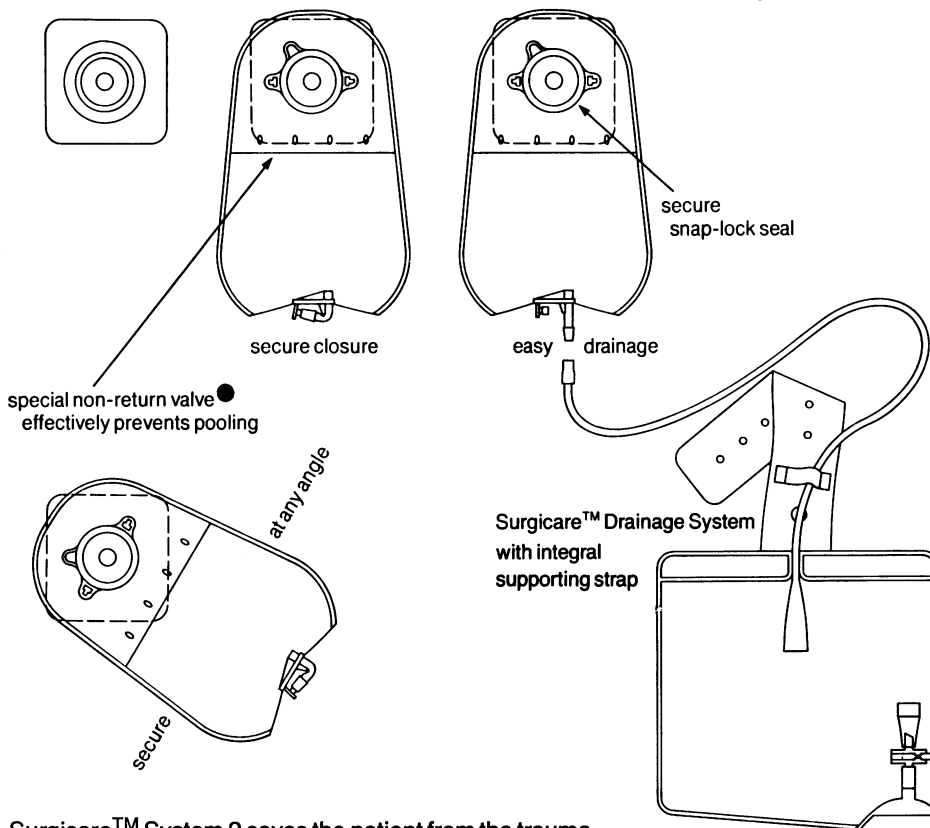
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Surgicare™ System 2 saves the patient from the trauma of peeling off adhesive bags. The Stomahesive™ Flange can be left on the skin undisturbed for several days whilst the pouches are replaced as often as necessary. It makes possible a leak-free attachment of appliances to the skin thereby providing a unique degree of comfort free of irritation and soreness often associated with ordinary adhesives. Surgicare™ System 2 takes full advantage of these benefits which are particularly evident in the management of urostomies.

● The non-return valve permits easy access of urine to the lower part of the pouch and efficiently prevents the return of urine to pool in the area of the stoma thus the Stomahesive™ wafer is protected from the breakdown effects of urine and remains secure and leak-free for several days.

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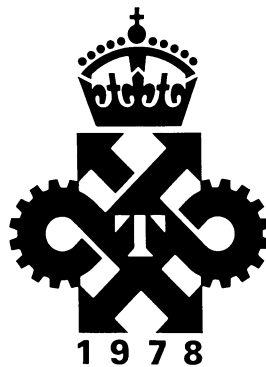
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A Mark of Recognition



Two years ago, Smith Kline and French Research Institute received the Queen's Award for Technological Achievement resulting from H₂ receptor antagonist research and the development of cimetidine.

Since it became generally available over three years ago, 'Tagamet', by its unique action in reducing gastric acid, has revolutionised the treatment of disorders such as

gastric ulcer and reflux oesophagitis, where acid plays a part.

For many patients it has brought a new standard of pain relief and healing. In the United Kingdom alone 'Tagamet' has been prescribed for an estimated one million patients.

PRESCRIBING INFORMATION

Presentations

'Tagamet' Tablets: P10002, 100's each, containing 200mg cimetidine. P10022, 300's each, containing 200mg cimetidine. P10002, 100's containing 200mg cimetidine per 5 ml syrup. P10022, 300's containing 200mg cimetidine per 5 ml syrup.

Indications

Duodenal ulcer, benign gastric ulcer, reflux oesophagitis.

Dosage

Duodenal ulcer: Adults, 200mg tds with meals and 400mg at bedtime. 10g/day for 4 to 6 weeks; for full instructions see Data Sheet. To prevent relapse: 400mg at bedtime or 400mg morning and evening for at least 6 months.
Benign gastric ulcer: Adults, 200mg tds with meals and 400mg at bedtime. 10g/day for at least 6 weeks; for full instructions see Data Sheet.
Reflux oesophagitis: Adults, 400mg tds with meals and 400mg at bedtime. 10g/day for 4 to 6 weeks.

Cautions

Impaired renal function: reduce dosage (see Data Sheet). Potentiation of oral anti-coagulants: see Data Sheet. Prolonged treatment: observe patients periodically. Malignant gastric ulcer may respond symptomatically. Avoid during pregnancy and lactation.

Adverse reactions

Dizziness, dizziness, rash, tiredness. Rarely, mild gastrocnemius, reversible liver damage, confusional states, usually in the elderly or very ill, interstitial nephritis.

Full prescribing information is available from

SK&F
a SmithKline company

SmithKline & French Laboratories Limited,
Welwyn Garden City, Hertfordshire AL7 3JY.
Telephone: Welwyn Garden City 25111.
'Tagamet' is a trade-mark.

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STATISTICS AT SQUARE ONE

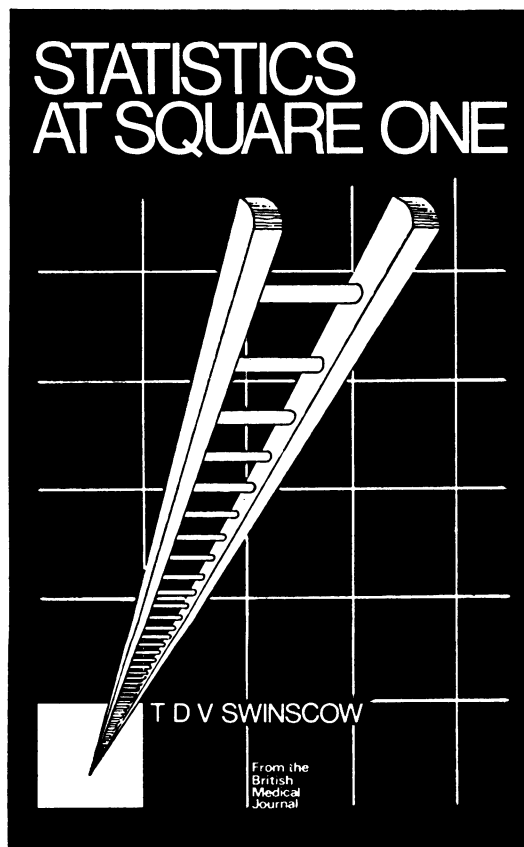
by T. D. V. SWINSCOW

from the British Medical Journal

The statistical testing of data is indispensable in many types of medical investigation and a help on countless occasions in clinical practice. This book provides step-by-step instruction. Subjects covered include standard deviation, χ^2 tests, t tests, non-parametric tests, and correlation. The book includes sections on Fisher's exact probability test and rank correlation not published in the *B.M.J.* series. Methods specially adapted to pocket calculators.

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O'Donnell, Barry, *British Medical Journal*, 1977, 1, 451.

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de Jong, Rudolph, H., *J.A.M.A.*, 1977, 237, 1874.



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“Marvellous”

History:

vague chest pains and belching of a great deal of wind 'off and on for some time'.

X-ray:

barium meal showed a large irreducible hiatus hernia and gastric reflux. Stomach and duodenum appeared normal.

Treatment:

Pyrogastrone tabs 1 p.c./t.d.s. + 2 tabs nocte.

Results:

symptom-free within 3 weeks. To quote the patient's own words—“Marvellous”.

PYROGASTRONE

carbenoxolone/magnesium trisilicate/
dried aluminium hydroxide gel

positive healing power in
oesophagitis

Case history on file with Winthrop.

Pyrogastrone (PL 0071/0138). For the treatment of oesophageal inflammation, erosions and ulcers due to hiatus hernia or other conditions causing gastric reflux and for the relief of heartburn, flatulence and other symptoms associated with reflux oesophagitis. Each tablet contains: carbenoxolone sodium B.P. 20mg, magnesium trisilicate B.P. 60mg, dried aluminium hydroxide gel B.P. 240mg, in a base containing sodium bicarbonate B.P. 210 mg and alginic acid B.P.C. 600 mg. Cartons of 100. **Adult Dosage.** One to be chewed immediately after meals, three times a day and two to be chewed at bedtime. **Basic N.H.S. Cost:** One day's treatment 56p (5 tablets). **Contraindications:** Severe cardiac, renal or hepatic failure. Patients on digitalis therapy unless serum electrolyte levels are monitored weekly to detect promptly the development of hypokalaemia. **Precautions:** Special care should be exercised with patients predisposed to sodium and water retention, potassium loss and hypertension (e.g. the elderly and those with cardiac, renal or hepatic disease) since the carbenoxolone content of Pyrogastrone can induce similar changes. Regular monitoring of weight and blood pressure which should indicate the development of such effects is advisable for all patients. A thiazide diuretic should be administered if oedema or hypertension occurs. (Spironolactone should not be used because it hinders the therapeutic action of carbenoxolone). Potassium loss should be corrected by the administration of oral supplements. No teratogenic effects have been reported with carbenoxolone sodium, but careful consideration should be given before prescribing Pyrogastrone for women who may become pregnant. Pyrogastrone is a registered trade mark. Made under licence from Biorex Laboratories Brit. Pat. No. 1390683. Further information available from:—

Winthrop Laboratories, Surbiton-upon-Thames, Surrey KT6 4PH.

WINTHROP

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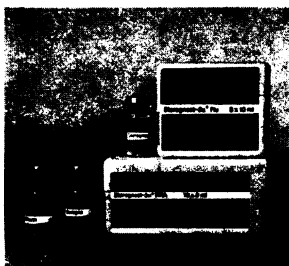
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