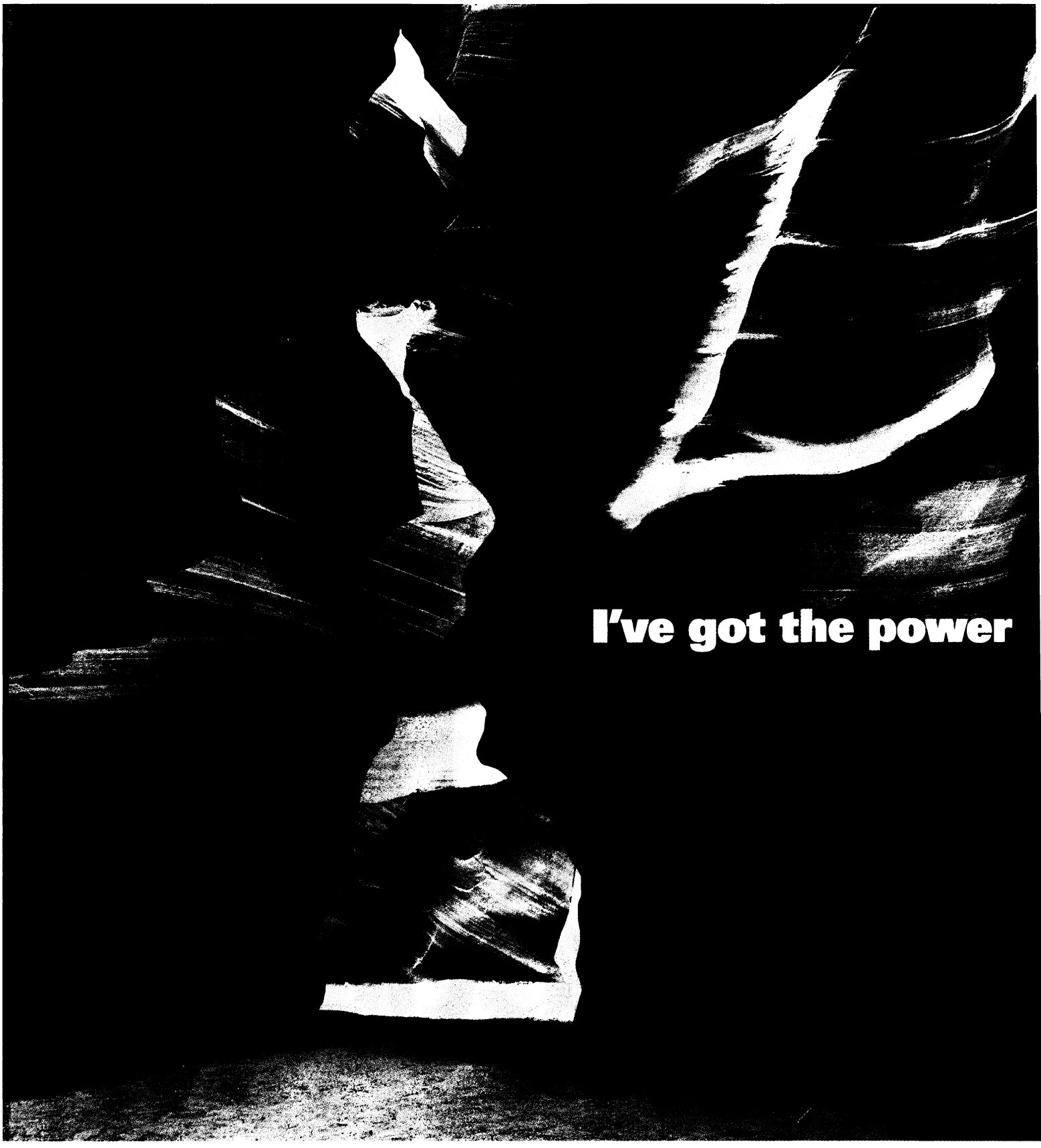

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Zantac
RANITIDINE

THE BENEFI

MOLECULE OF

Prescribing Information Presentation 'Asacol' Tablets, PL 0002/0173, each containing 400 mg mesalazine (5-aminosalicylic acid) coated with a pH-dependent acrylic based resin (Eudragit S) formulated to release the active ingredient in the terminal ileum and colon. Blister packs of 120 (12 x 10), £34.30 'Asacol' Suppositories 250 mg, PL 0002/0158, each containing 250 mg mesalazine. 20, £6.50. 'Asacol' Suppositories 500 mg, PL 0002/0195, each containing 500 mg mesalazine. 10, £6.50. **Uses** Treatment of mild to moderate acute exacerbations of ulcerative colitis. Maintenance of remission of ulcerative colitis. Suppositories particularly appropriate for distal disease. **Dosage and administration Tablets:** *Adults: Acute disease:* 6 tablets a day, in divided doses, with concomitant corticosteroid therapy where clinically indicated. *Maintenance therapy:* 3 to 6 tablets a day, in divided doses. *Children:* No dosage recommendation. **Suppositories:** *Adults: 250 mg strength:* 3 to 6 a day, in divided doses, with the last dose at bedtime. *500 mg strength:* A maximum of 3 a day, in divided doses, with the last dose at bedtime. *Children:* No dosage recommendation. **Contra-indications** A history of sensitivity to salicylates. Severe renal impairment (GFR<20 ml/min). Children under 2 years of age. **Precautions** Best avoided in patients with established renal impairment but, if necessary, use with caution. Avoid during pregnancy and lactation. Caution in elderly and only where renal function is normal. Do not give tablets with lactulose or similar preparations which lower stool pH. **Adverse reactions** Nausea, diarrhoea,

⌜S OF

5-ASA

5-ASA is an effective anti-inflammatory agent used in the treatment of ulcerative colitis. Conventional treatments use combinations of this molecule to avoid its breakdown in the stomach.

This one, however, with its single molecule of 5-ASA, provides release of the active component from the tablet at the site of inflammation.[1]

The result? A treatment for ulcerative colitis that's not only effective in both acute[2] and maintenance therapy,[3] but also well tolerated[3] without the sulphapyridine[4,5] or dimer effects[6] of 5-ASA combinations.

So, when treating ulcerative colitis, it's clear that 'one' is what you need. 'Asacol'.

ASACOL

mesalazine* (5 aminosalicylic acid)

LEADING THE WAY IN ULCERATIVE COLITIS

abdominal pain, headache. Exacerbation of symptoms of colitis. Reports of leucopenia, neutropenia, thrombocytopenia, pancreatitis, hepatitis, interstitial nephritis, nephrotic syndrome, renal failure with oral treatment, usually reversible. Suspect nephrotoxicity in patients developing renal failure. **Legal category** POM 24.4.91

References

1. Dew MJ *et al.* Colonic release of 5-aminosalicylic acid from an oral preparation in active ulcerative colitis. Br J Clin Pharmacol 1983;16:185-7. 2. Riley SA *et al.* Comparison of delayed release 5-aminosalicylic acid (mesalazine) and sulphasalazine in the treatment of mild to moderate ulcerative colitis relapse. Gut 1988; 29(5):669-74. 3. Riley SA *et al.* Comparison of delayed-release 5-aminosalicylic acid (mesalazine) and sulfasalazine as maintenance treatment for patients with ulcerative colitis. Gastroenterology 1988;94:1383-9. 4. Birnie GG *et al.* Incidence of sulphasalazine-induced male infertility. Gut 1981;22:452-5. 5. Riley SA *et al.* Sulphasalazine induced seminal abnormalities in ulcerative colitis: results of mesalazine substitution. Gut 1987;28:1008-12. 6. Robinson M *et al.* Olsalazine in the treatment of mild to moderate ulcerative colitis. Abstract May 1988.

SK&F Smith Kline & French Laboratories, Welwyn Garden City, Hertfordshire AL7 1EY

*Mesalazine is the British approved name of 5-aminosalicylic acid AS:AD/1/037

THE QUALITIES OF LEADERSHIP

Experience
Unique among foam treatments, Colifoam has over 12 years of proven efficacy and safety in clinical practice.

Trust
Equally as effective as steroid enemas,[1,2] Colifoam is well documented and is the most prescribed topical treatment[3] for ulcerative colitis.

Confidence
Colifoam's simplicity and effectiveness has transformed the lives of thousands of patients, enabling them to pursue active social and working lives.[1]

COLIFOAM
10% Hydrocortisone acetate foam.

The leading topical treatment for ulcerative colitis.

PRESCRIBING INFORMATION: Presentation: White odourless aerosol containing hydrocortisone acetate PhEur 10%. Uses: 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 with pack). Contra-indications, warnings etc.: Local contra-indications to the use of intrarectal steroids include obstruction, abscess, perforation, peritonitis, fresh intestinal anastomoses and extensive fistulae. 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 disease because of their predisposition to perforation of the bowel wall. Safety during pregnancy has not been fully established. Pharmaceutical precautions: Pressurized container. Protect from sunlight and do not expose to temperatures above 50°C. Do not pierce or burn even after use. Do not refrigerate. Keep out of reach of children. For external use only. Legal category: POM. Package Quantity & Basic NHS cost: 25g canister plus applicator, £7.25. Further Information: One applicatorful of Colifoam provides a dose of approximately 125mg of hydrocortisone acetate, similar to that used in a retention enema, for the treatment of ulcerative colitis, sigmoiditis and proctitis. Product Licence No.: 0036/0021. References 1. Somerville KW et al. British Medical Journal 1985; 291:866. 2. Ruddell WSJ et al. Gut 1980; 21:885-889. 3. Independent Research Audit. Data on File. Further information is available on request. Stafford-Miller Ltd., Professional Relations Division, Broadwater Road, Welwyn Garden City, Herts. AL7 3SP.

PREDFOAM

Unique metered dose aerosol – providing dosage uniformity[1]

Foam formulation – easier to retain than liquid preparations and preferred by patients[2,3]

Proven clinical efficacy[4,5]

Easy to use disposable applicators – clean and convenient for patients at home or at work

A complete local management system for maximum patient compliance

Prescribing Information
Predfoam Prednisolone metasulphobenzoate sodium equivalent to 20mg prednisolone per metered dose. **Uses:** Treatment of proctitis and ulcerative colitis. **Dosage and administration:** Adults and elderly patients: One metered dose inserted rectally once or twice daily for two weeks, extending treatment for a further two weeks when a good response is obtained. Use should be discontinued at the discretion of the physician once the disease is stable and under control. Children: Not recommended. **Contra-indications, warnings etc.:** Contra-indications: Local conditions where infection might be masked or healing impaired, e.g. peritonitis, fistulae, intestinal obstruction, perforation of the bowel. **Precautions:** The product should be used with extreme caution in the presence of severe ulcerative colitis. The possible occurrence of masking of local or systemic infection should be borne in mind when using this product. For rectal use only. **Side-effects:** The consequences of systemic absorption should be considered with extensive use over prolonged periods. As with all rectal corticosteroids, prolonged continuous use is undesirable. **Use in pregnancy and lactation:** There is inadequate evidence of safety in human pregnancy. Topical administration of corticosteroids to pregnant animals can cause abnormalities of foetal development including cleft palate and intra-uterine growth retardation. There may, therefore, be a very small risk of such effects in the human foetus. **Overdosage:** Overdosage by this route is unlikely. **Pharmaceutical Precautions:** Pressurised container. Protect from sunlight and do not expose to temperatures above 50°C. Do not pierce or burn even after use. Shake before use. **Product Licence Number** 0108/0101. **Product Authorisation Number** 100/40/1.

References
1. Data on file, Pharmax. 2. K.W. Somerville, et al (1985) BMJ, 291-866. 3. W.S.J. Ruddell, et al (1980) Gut, 885-889. 4. C. Rodrigues, et al (1987), The Lancet, i, 1497. 5. Data on file, Pharmax.

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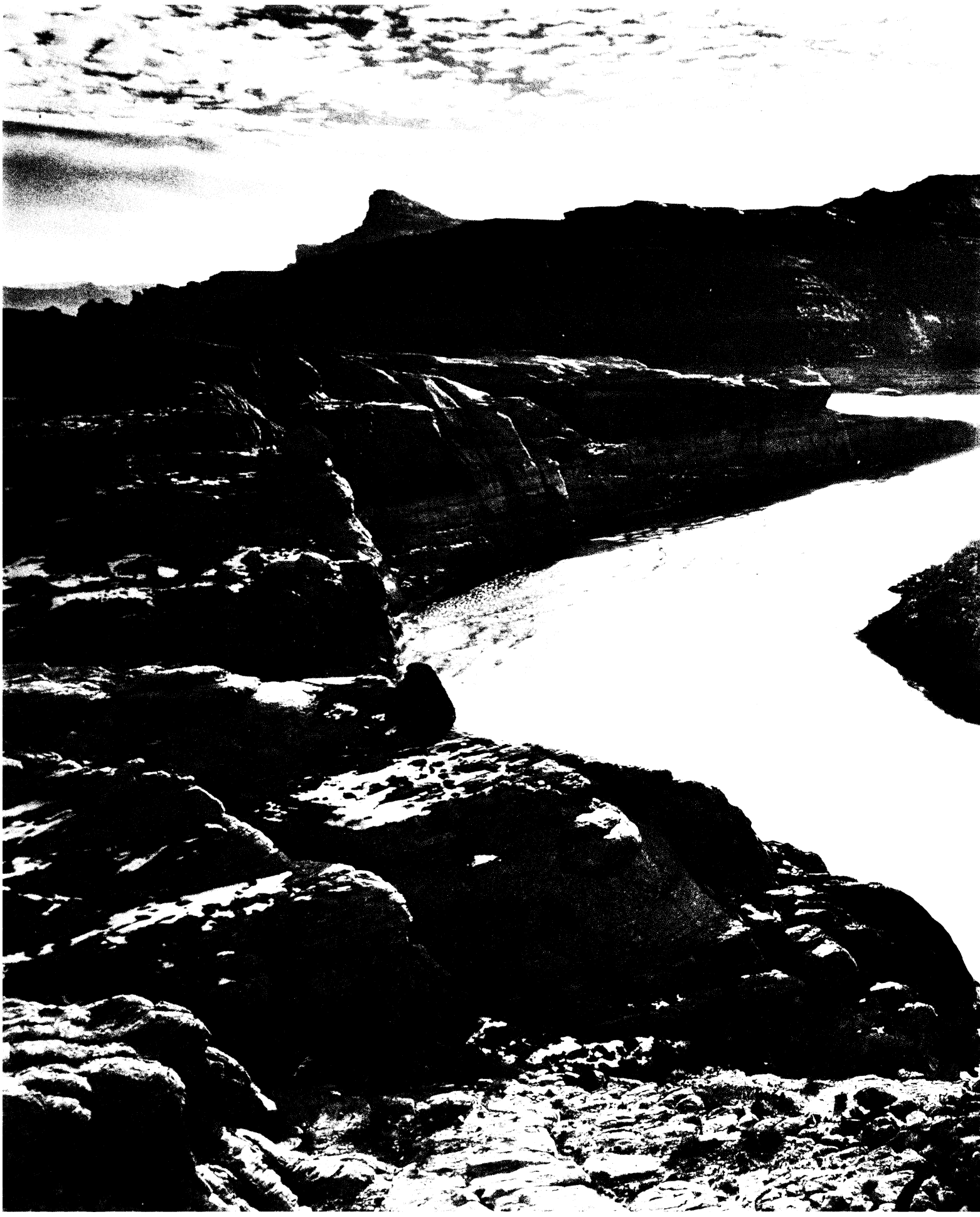

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Glaxo

Rarely, reversible mental confusion states, usually in very ill or elderly patients. Rare cases of leucopenia and thrombocytopenia, usually reversible, agranulocytosis and pancytopenia. Hypersensitivity reactions, anaphylactic shock. Rare cases of breast symptoms in men. As with other H_2-receptor antagonists rare cases of bradycardia, A-V block and asystole (see data sheet). **PRESENTATIONS**: Zantac 150 Tablets each containing 150mg ranitidine (Product licence number 0004/0279, 60 tablets £29·76); Zantac 300 Tablets each containing 300mg ranitidine (Product licence number 0004/0302, 30 tablets £27·43); Zantac Dispersible Tablets each containing 150mg ranitidine (Product licence number 0004/0298, 60 tablets £31·25); Zantac Effervescent Tablets each containing 150mg ranitidine and 14·3mEq sodium (Product licence number 0004/0392, 60 tablets £31·25); Zantac Effervescent Tablets each containing 300mg ranitidine and 20·8mEq sodium (Product licence number 0004/0393, 30 tablets £31·25); Zantac Effervescent Granules each containing 150mg ranitidine and 10·2mEq sodium (Product licence number 0004/0394, 30 sachets £15·63); Zantac Effervescent Granules each containing 300mg ranitidine and 20·4mEq sodium (Product licence number 0004/0395, 30 sachets £31·25); Zantac Syrup each 10ml dose containing 150mg ranitidine (Product licence number 0004/0310, 300ml bottle £22·32). **PRODUCT LICENCE HOLDER**: Glaxo Operations U.K. Limited, Greenford, Middlesex UB6 0HE. Zantac is a Glaxo trade mark. Further information is available on request from: *Glaxo Laboratories Limited*, Stockley Park West, Uxbridge, Middlesex UB11 1BT. Tel: 081 990 9000.

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Colofac eliminates spasm without the anti-cholinergic side effects that can prove troublesome to the patient.

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mebeverine

loosens the grip of IBS

Prescribing Information
Presentation: White, sugar-coated tablets each containing 135mg mebeverine hydrochloride. Available in packs of 100. Basic NHS price £8.35. Yellow, banana-flavoured sugar-free suspension containing mebeverine pamoate equivalent to 50mg mebeverine hydrochloride per 5ml. Available in bottles of 300ml: Basic NHS price £3.50. **Indications:** 1. Irritable bowel syndrome. 2. Gastrointestinal spasm secondary to organic diseases. **Dosage and Administration:** Tablets: Adults and children ten years and over: One tablet three times a day, preferably 20 minutes before meals. Suspension: Adults and children ten years and over: 15ml (150mg) three times a day, preferably 20 minutes before meals. **Contra-indications, warnings, etc:** Animal experiments have failed to show any teratogenic effects. However, the usual precautions concerning the administration of any drug during pregnancy should be observed. **Product Licence Number:** *Tablets:* 0512/0044: *Suspension:* 0512/0061. Further information is available on request to the Company.

duphar Duphar Laboratories Limited, Gaters Hill, West End, Southampton, SO3 3JD. Telephone: 0703 472281

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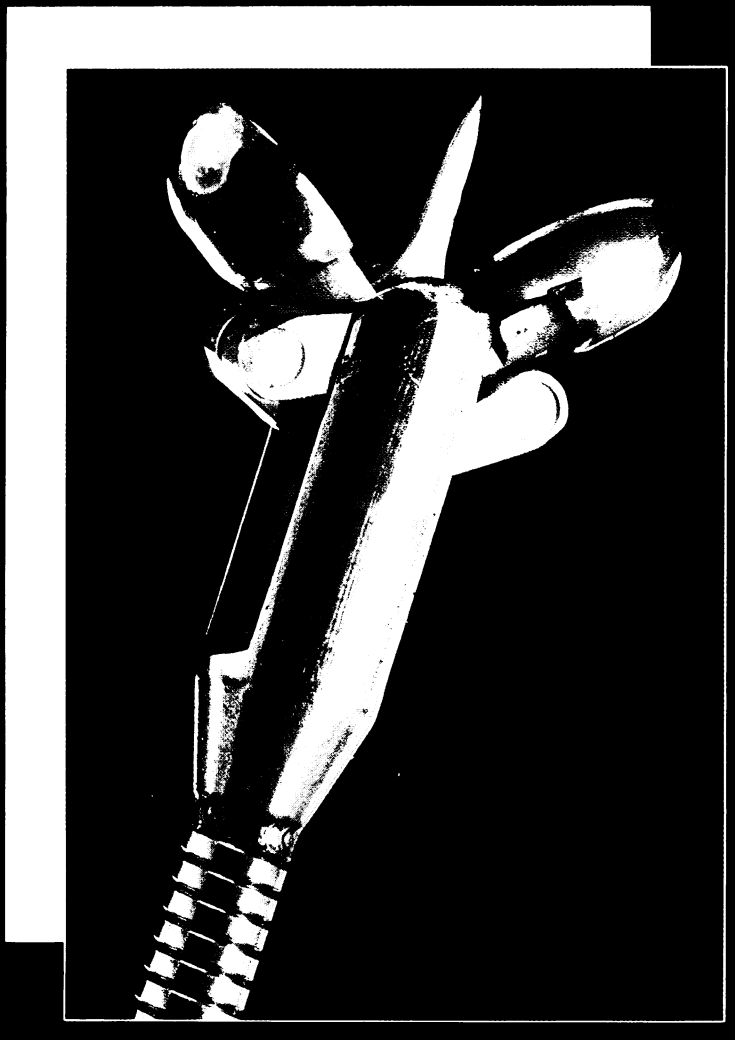

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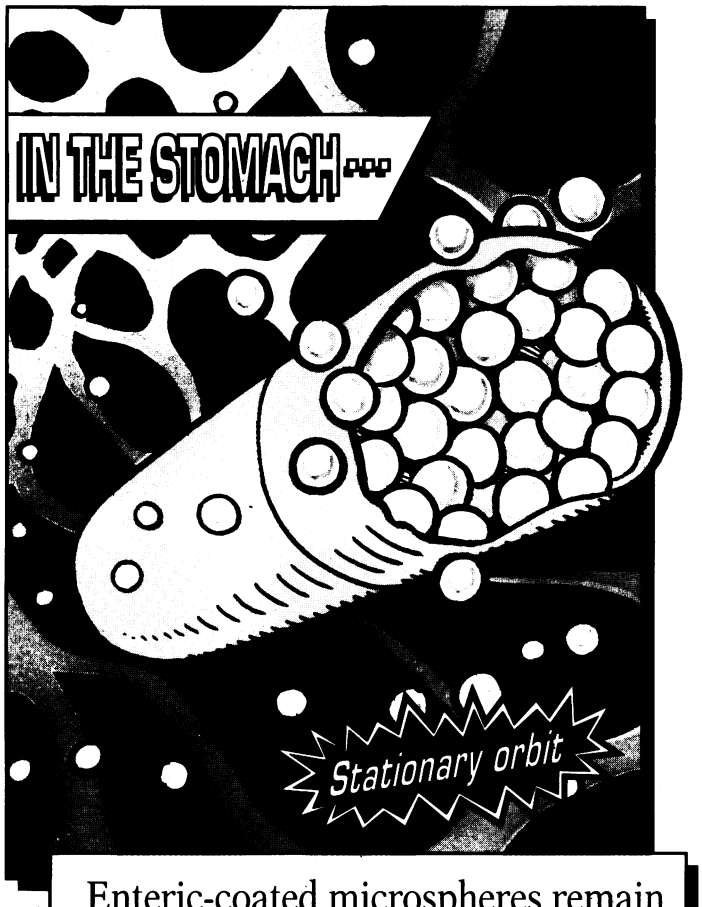

Enteric-coated microspheres remain protected against gastric acid whilst mixing thoroughly with food ...

Rising pH rapidly releases active pancreatin for thorough digestion and control of steatorrhoea

creon® Microspheres pancreatin

Superior control of steatorrhoea†

†Compared with standard enteric-coated tablets in pancreatic insufficiency[1,2]

Prescribing Information

Presentation: Brown-yellow capsules containing enteric coated granules of pancreatin equivalent to: 9,000 BP units of amylase; 8,000 BP units of lipase; 210 BP units of protease. Available in packs of 100. Basic NHS price £13.33.

Indication: Pancreatic exocrine insufficiency.

Dosage and administration: Adults and children: Initially one or two capsules with meals, then adjust according to response. The capsules can be swallowed whole, or for ease of administration they may be opened and the granules taken with fluid or soft food, but without chewing. If the granules are mixed with food, it is important that they are taken immediately, or otherwise dissolution of the enteric coating may result.

Contra-indications, Warnings, etc.: Contra-indications: Substitution with pancreatic enzymes is contra-indicated in the early stages of acute pancreatitis.

Warnings: Use in pregnancy; there is inadequate evidence of safety in use during pregnancy.

The product is of porcine origin.

Rarely cases of hyper-uricosuria and hyper-uricaemia have been reported with high doses of pancreatin. Overdosage could precipitate meconium ileus equivalent.

Perianal irritation could occur, and, rarely, inflammation when large doses are used.

Product Licence Number: 5727/0001.

Name and address of Licence Holder: Kali Chemie Pharma GmbH, Postfach 220, D-3000, Hannover 1, West Germany.

References

1. Stead RJ et al. *Thorax* 1987;**42**:533-537. 2. Beverley DW et al. *Arch Dis Child* 1987;**62**:564-568.

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