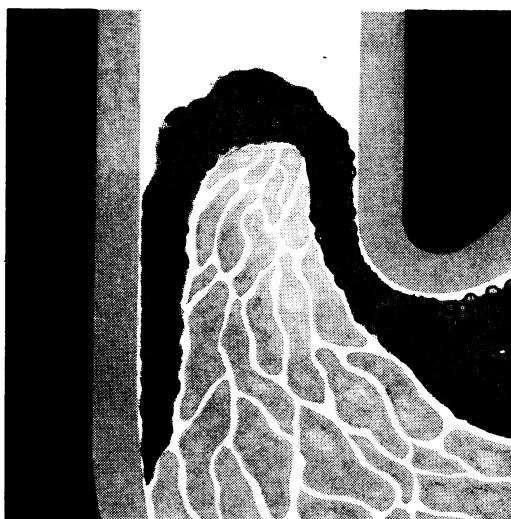
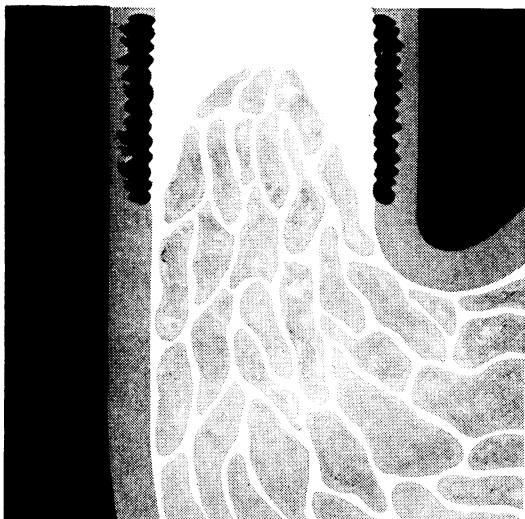


GASTRIC REFLUX

GAVISCON REFLUX



causes heartburn

Reflux of gastric acid, which inflames and eventually erodes the delicate oesophageal mucosa, frequently gives rise to burning chest pain—described by the patient as 'heartburn'—a symptom which heralds more serious trouble unless it is dealt with promptly and thoroughly.

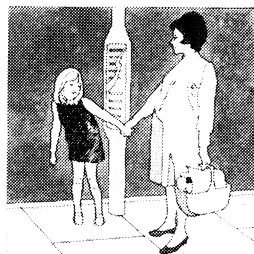
prevents heartburn

1 By forming a viscous demulcent gel which floats as a 'raft' over the stomach contents Gaviscon physically suppresses gastric reflux.

2 When reflux becomes particularly vigorous the Gaviscon 'raft' itself is the first fraction to enter the oesophagus where it presents a unique physical barrier to acid attack—even when the patient stoops or lies down.

3 By thus soothing and protecting the delicate mucosa Gaviscon prevents pain, permits regression of inflammation and allows the irritated cardiac 'sphincter' to resume its normal competence.

4 A double-blind trial in patients with sliding hiatus hernia showed that Gaviscon produced almost total relief of regurgitation and heartburn in 79% and 67% of the patients respectively.*



Heartburn in:

- Gastric reflux
- Reflux oesophagitis
- Hiatus hernia
- Pregnancy



GAVISCON

GASTRIC REFLUX SUPPRESSANT

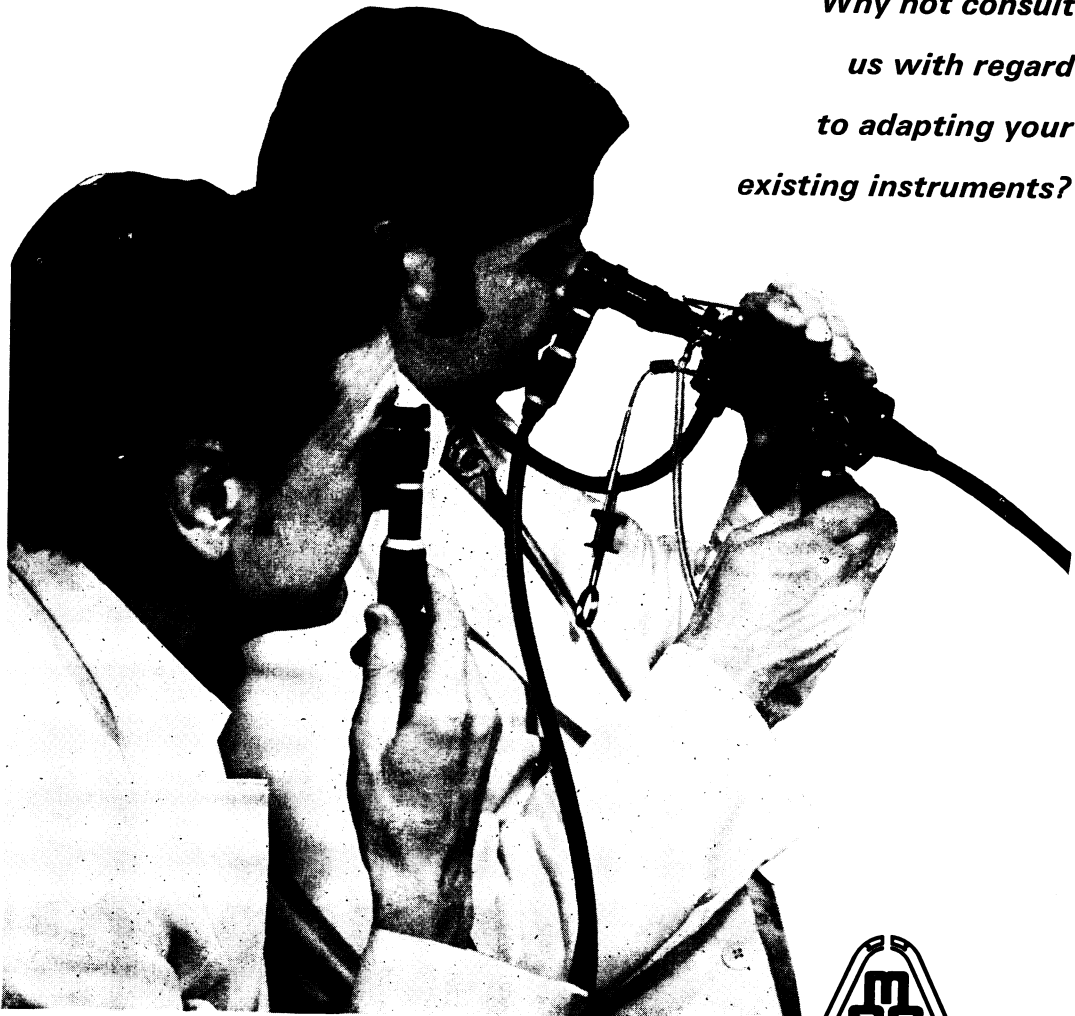
Gaviscon contains: Alginic Acid BPC, Sodium Alginate BPC, Magnesium Trisilicate BP, Dried Aluminium Hydroxide Gel BP, Sodium Bicarbonate BP, Sucrose BP and Mannitol BP. Gaviscon is available as mint flavoured tablets and chocolate flavoured granules.

* *Current Medical Research and Opinion*, (1972) 1, 63.

† Further information available on request from: Reckitt & Colman Pharmaceutical Division, Hull HU8 7DS Telephone 0482 26151

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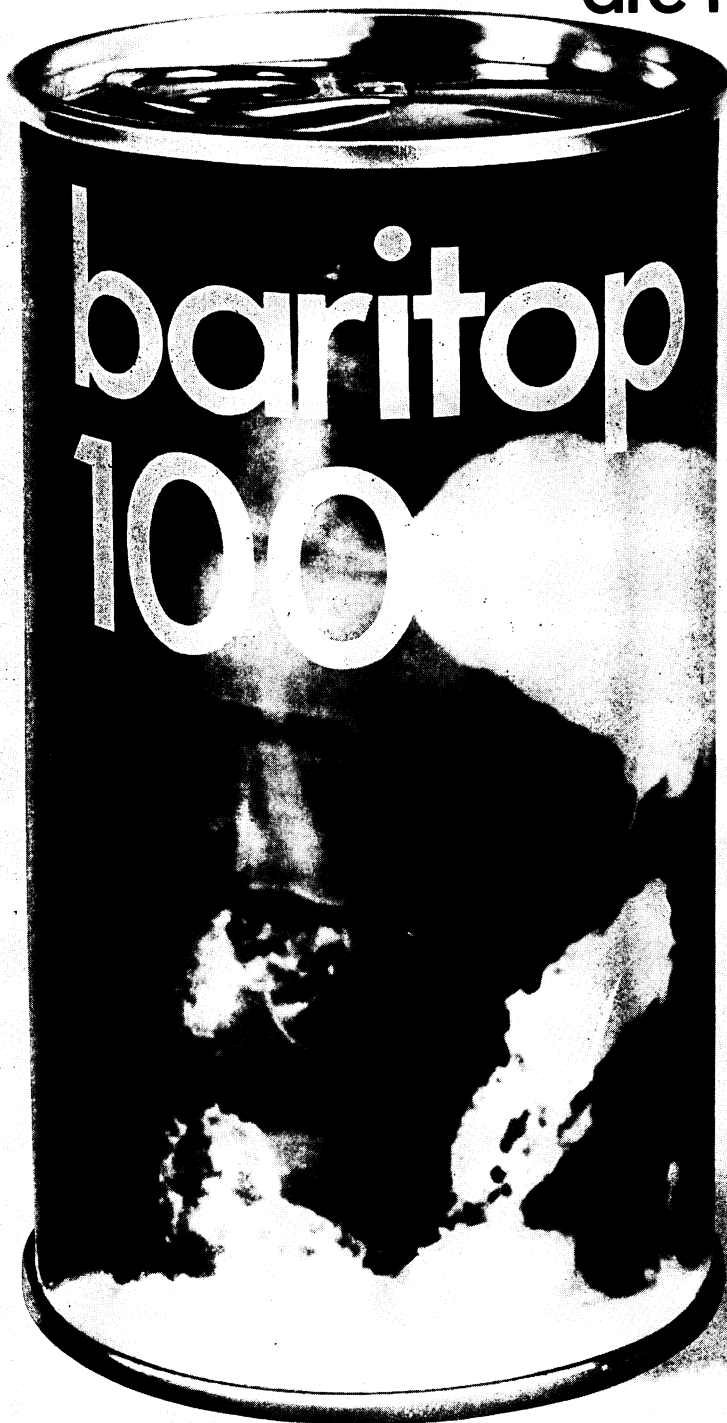


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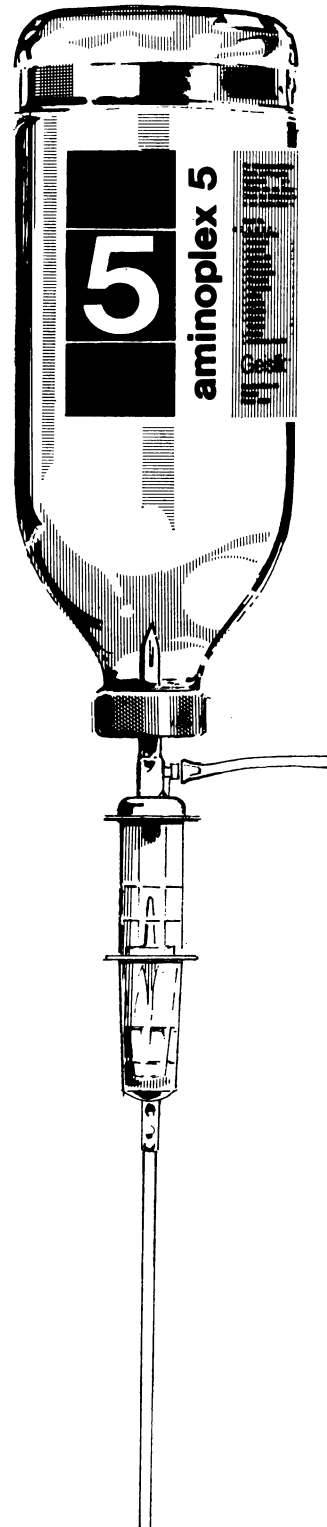
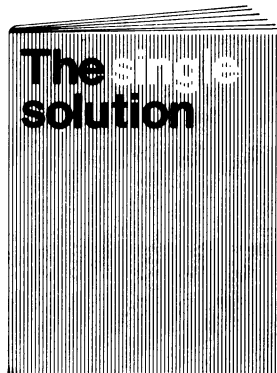
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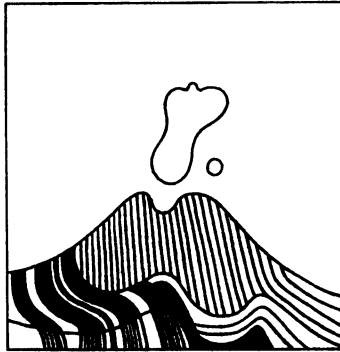
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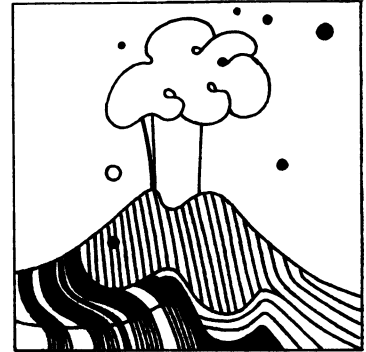
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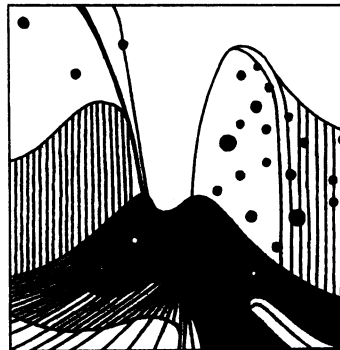
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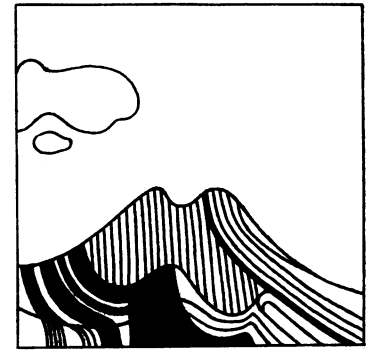
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Lancet (1973), I, 698

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. . . lactulose is free from significant side effects, and therefore falls into place as a valuable alternative to antibiotics when prolonged therapy is required". *Gut, 1970, 11: 1043-1048

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Treatment of chronic portal-systemic encephalopathy with lactulose *Lancet*, 1966, 1: 890-892

Portal-systemic encephalopathy treated with lactulose (letter) *Lancet*, 1966, 2: 281

Treatment of hepatic system encephalopathy with lactulose *Medical Journal of Australia*, 1968, 2: 160-163

Treatment of portacaval encephalopathy by lactulose *Presse medicale*, 1968, 76: 1675-1676

Cirrhosis, hyperammonaemia and lactulose *Tijdschrift voor Gastro-Enterologie*, 1968, 11: 123-139

Lactulose in the treatment of chronic portal-systemic encephalopathy: a double-blind clinical trial *New England Journal of Medicine*, 1969, 281: 408-412

Long-term treatment of portal-systemic encephalopathy with lactulose *Australasian Annals of Medicine*, 1969, 18: 117-123

Die Behandlungen des chronischen Coma hepaticum mit Laktulose *Therapeutische Umschau und medizinische Bibliographie*, 1969, 26: 275-277

Lactulose treatment of chronic hepatoportal encephalopathy: a clinical and electroencephalographic study *Acta medica Scandinavica*, 1970, 187: 337-346

The value of EEG frequency analysis in hepatic encephalopathy *J. Ryl. Coll. Surg. Edinb.*, 1970, 15: 151-157

Some observations on the effects of treatment with lactulose on patients with chronic hepatic encephalopathy *Quarterly Journal of Medicine*, 1970, 39: 245-263

A controlled clinical trial of lactulose in hepatic encephalopathy *Gastroenterology*, 1970, 59: 827-832

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