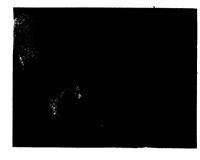


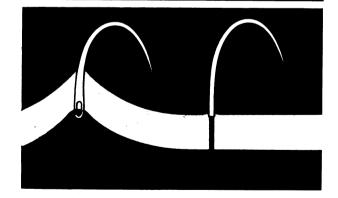
#### Who can justify the cost?



Eyeless needled sutures have helped minimise Linda's Appendicectomy incision scar and the effect, in later life will be appreciated. However, justification on a straight pound for pound, penny for penny basis is almost as hard to cost as skill.

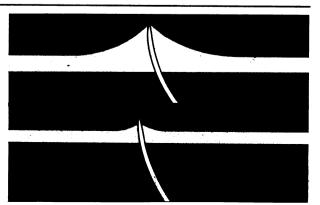
#### MINIMAL TRAUMA

ETHICON swaged needle draws a single strand suture through tissue easily. No dull or broken needles, no frayed or torn sutures and no large eye or double strand to pull through friable tissue.



#### SUPER SMOOTH PASSAGE

ETHICON super-smooth needles pass easily, with minimal resistance through the toughest tissue. You get a sharp new needle every time.



#### There are certain undisputed facts.

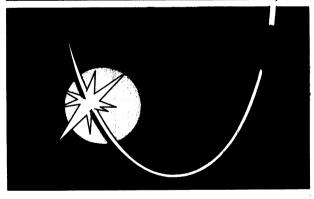
With ETHICON\* eyeless needled sutures, you can count on getting a new sharp needle every time.

You won't be wasting the valuable time required by skilled personnel for the preparation of an eyed needle from one operation to another. You'll have less risk of needle breakage or fraying and torn sutures.

These are advantages which are hard to put in straight

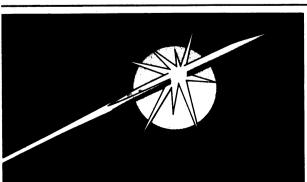
financial terms.

### ETHICON eyeless needled sutures in cuticular work save time...reduce inventory...minimise trauma.



#### ETHICON SLIM BLADE

A needle with an elongated cutting blade providing the smooth controlled penetration plastic surgeons so much desire when working on skin. Extended flats incorporated into the body ensure stability in a needle holder.



### ETHICON STRAIGHT CUTTING NEEDLES (Sim's)

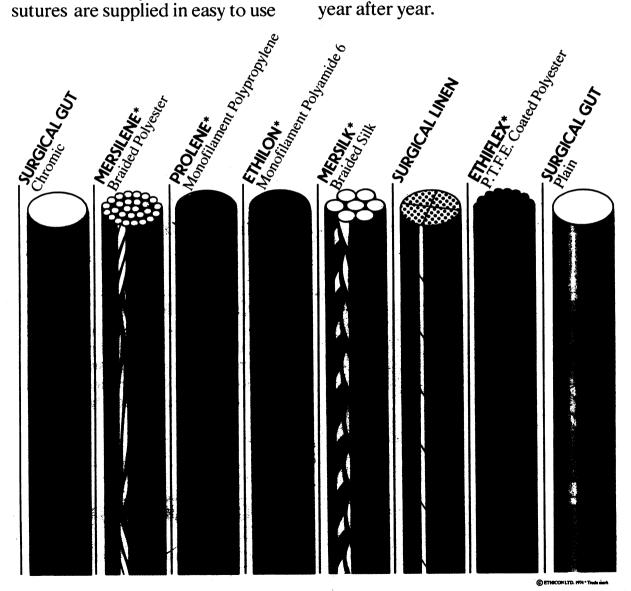
A range of stainless steel straight cutting needles. The points are precision-honed to penetrate more easily and needles are tempered for optimum strength and flexibility.

## The perfect needle matched to the perfect suture.

Choose from 8 tried and tested suture materials, each designed for specific surgical tasks, each securely swaged to a needle of your choice.

ETHICON eyeless needled sutures are supplied in easy to use

sterile packs. Absorbable and nonabsorbable, materials made to the most exacting standards, assuring you of dependability you can count on, case after case, day after day, year after year.



ETHICO N Leadership in wound repair

## Duogastrone is receiving full recognition



In recent years, increasing use of the fibroscope has confirmed what clinical papers\* have been saying for some time—Biogastrone and Duogastrone are highly effective, specific ulcer-healing agents. What is more both gastric and duodenal ulcers have been seen to heal more rapidly than with other treatments. And because they eliminate the need for long-term treatment with antacids or anticholinergics, these preparations make economic, as well as therapeutic sense.

\*more than 40 English language papers have been published on the clinical use of carbenoxolone.

#### BIOGASTRONE

Carbenoxolone sodium capsules heal duodenal ulcers



Further information is available from Berk Pharmaceuticals Limited Shalford, Surrey, England.



he Queen's Award to Industry 1972 to Biorex Laboratories imited for Technological Innovation in the Development and roduction of the drug carbenoxolone sodium for the treatment fulcers. Made under licence from Biorex Laboratories London

British Patent numbers 843133, 1093286 'Registered trade mark.

## The single solution

for parenteral nutrition

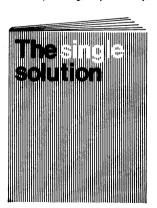
## **Aminoplex 5**

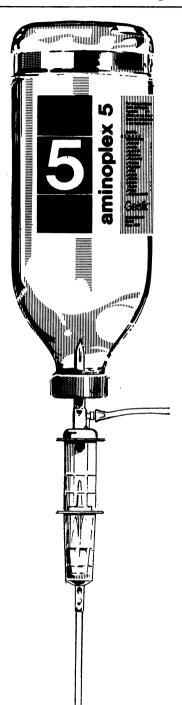
1 litre three times per day provides 15g. of utilisable nitrogen and 3000K calories; the nutrient content being derived from synthetic L-Form amino acids, sorbitol and alcohol.

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## ENDOSCOPY SHOWS THAT DE-NOL HEALS ULCERS



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The Duodenal ulcer of a middle aged woman at initial examination.



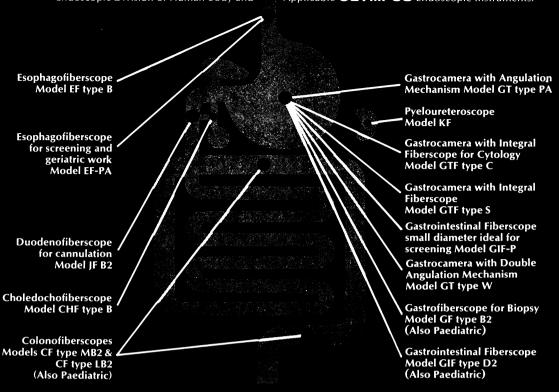
The same patient 8 days after onset of De-Nol therapy following the formation of the protective layer and commencement of healing.

◆ High cure rates –\*up to 96% ◆ Rapid pain relief
◆ No electrolyte imbalance

\*Indust. Med. & Surg., Jan, 1966 U.S.A.

Full information on De-Nol (tri-potassium di-citrato bismuthate) is available on request : Brocades (Great Britain) Limited, West Byfleet, Surrey. Tel : Byfleet 45536





#### if gastroenterology interests you take a closer look

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Gut April 1974

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#### **Effective and economic on high dosage**

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VI Gut April 1974



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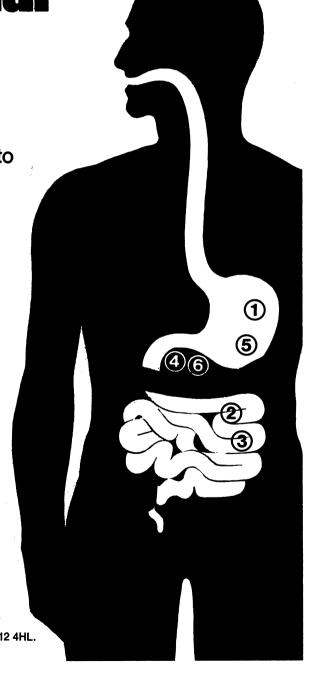
### Assays for the gastroenterologist include

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- ② VITAMIN B<sub>12</sub>
- ③ FOLIC ACID
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- (5) ENZYMES
- **6** GLUCOSE TOLERANCE

For full details of the assay services offered please write to



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VIII Gut April 1974

#### The preferred steroid

Cortenema is the first suspension of hydrocortisone to be presented for use as a retention enema. For local treatment of ulcerative colitis, hydrocortisone is preferable to prednisolone.

\*It produces the desired therapeutic effect with less risk of systemic side effects due to absorption.

#### Ready-to-use unit dose

Cortenema is presented as a one-piece disposable unit made up of a soft plastic bottle with a lubricated nozzle. Each bottle contains a unit dose – 60 ml of solution (equivalent to 100 mg hydrocortisone as alcohol).

#### One-squeeze instillation

No holding up, no rolling up. One slow, steady squeeze of the Cortenema bottle is sufficient to discharge the entire dose into the rectum.

#### No regurgitation

The nozzle of the Cortenema bottle incorporates a non-return valve to prevent regurgitation of the enema.

#### Easier for the patient

Cortenema is now the most convenient enema available for self-administration in ulcerative colitis.

It is more acceptable to the patient, much easier to apply and therefore increases the probability of successful therapy.

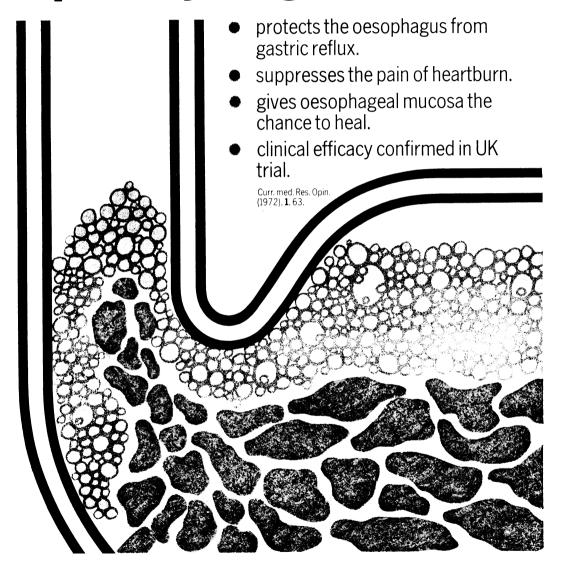
\*Reference: Brit. med. J. (1960), 1, 464.

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the new hydrocortisone retention enema



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