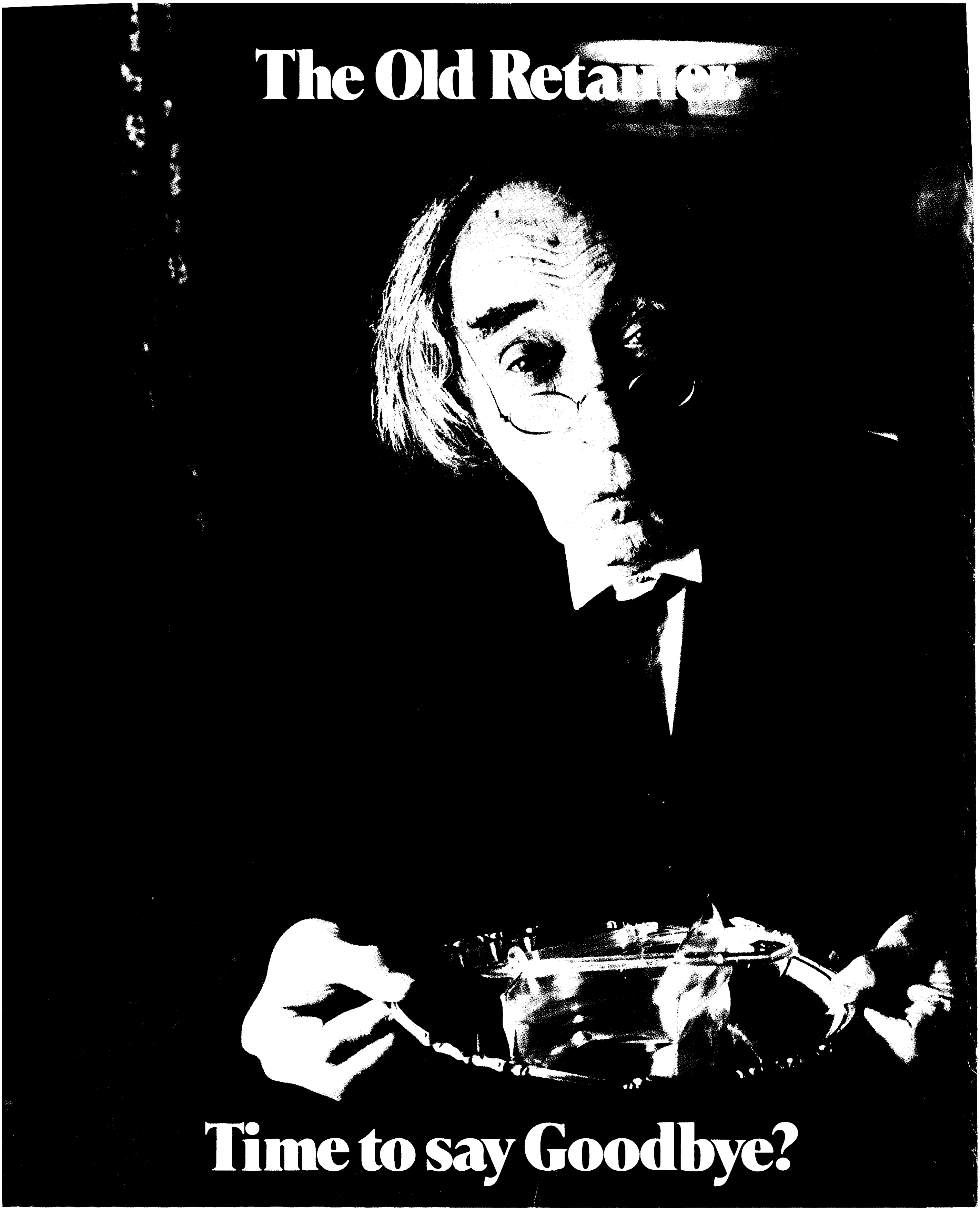


Presentation [illegible] **Uses** [illegible] **Dosage and administration** [illegible] five to seven days. **Contra-indications and Warnings, etc.** [illegible]

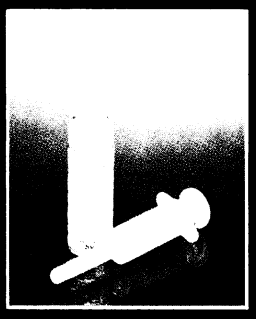
For many years the retention enema has been the best way to get topical steroid therapy into the rectum and distal colon to relieve inflammatory bowel disease. Thousands of colitis sufferers are familiar with its benefits – and also its drawbacks, mainly the sheer inconvenience and discomfort of administering it.

Now there is an alternative to the retention enema – another form of topical therapy, comparable in efficacy but far easier for the patient to use. Colifoam: a unique foam presentation of hydrocortisone which is easily administered using a simple plastic applicator.

More acceptable than steroid enema

Clark* reported on a clinical trial of Colifoam in 20 patients with inflammatory bowel disease. Proctitic symptoms were controlled in 17, and 11 out of 12 patients who had previously been treated with prednisolone enemas, found Colifoam "... easier and more convenient to use". Three of these patients found Colifoam the more effective treatment and the others thought there was no difference in efficacy between Colifoam and steroid enemas.

N.B. A dose of Colifoam costs far less than a dose of a proprietary prednisolone retention enema.



Colifoam

hydrocortisone acetate foam

a welcome alternative to the retention enema for distal inflammatory bowel disease

Pharmaceutical precautions

Package quantities

Product Licence No. 0036/0021. Basic NHS Cost

Further information is available on request.

Stafford-Miller Ltd., Professional Relations Division, Hatfield, Herts. AL10 9AU.

THE NEW WAVE IN GALLSTONE DISSOLUTION.

Destolit – ursodeoxycholic acid – a naturally occurring bile acid.

Indicated for use with cholesterol gallstones, the different chemical structure of Destolit enables you to use an effective therapy that causes no cathartic side effect.

- ✱ For the dissolution of cholesterol stones in a functioning gall bladder.
- ✱ Reported effective in up to 80% of appropriate patients.
- ✱ Diarrhoea is very uncommon.
- ✱ No adverse reports on liver function.
- ✱ Simple dosage aids patient compliance.

Destolit*

URSODEOXYCHOLIC ACID

DISSOLVES GALLSTONE PROBLEMS

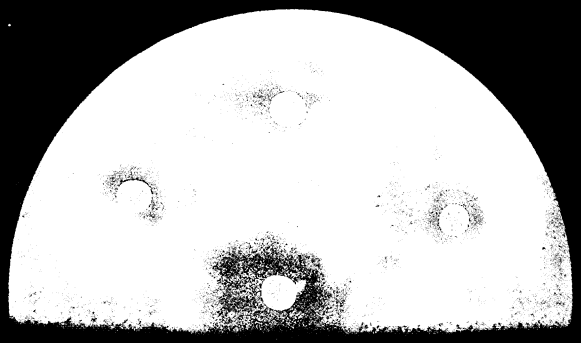
Please clip and send to Lepetit Pharmaceuticals Limited for Destolit information package.

Name

Address

Lepetit Pharmaceuticals Limited, Meadowbank, Bath Road, Hounslow, Middlesex TW5 9QY
Telephone: 01-897 6868
A subsidiary of The Dow Chemical Company

Combines the spectrum of penicillin and aminoglycosides without their restrictions in use



cefotaxime

Claforan

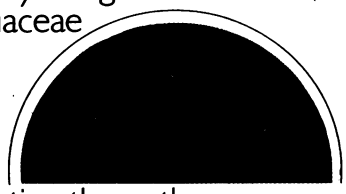
the cephalosporin with a world of difference

Prescribing information overleaf.

The new first line antibiotic

High activity

Claforan is a new highly active injectable antibiotic with exceptional beta-lactamase stability. It is the first beta-lactam antibiotic to have greater activity than gentamicin or tobramycin against coliforms, other Enterobacteriaceae and Proteus spp.



Against most gram negative species, Claforan is 100 times more active than other cephalosporins and ampicillin. And against cephalosporin-resistant species, Claforan is up to 1000 times more active than cefuroxime and cefoxitin.

Safety in renal failure

Seriously ill patients often have deteriorating renal function which poses problems in the dosing of antibiotics. With Claforan, there is no need to reduce dosage, except in very severe renal failure (creatinine clearance GFR < 5) because of increased hepatic elimination when the normal renal route becomes impaired.

Wide spectrum

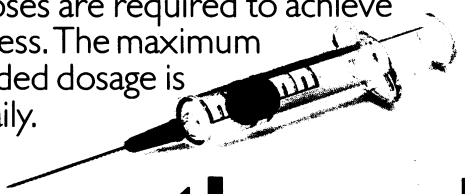
The gram negative spectrum of Claforan is unparalleled. Because of its outstanding activity against Klebsiella spp., E. coli, Haemophilus influenzae, Proteus spp. and Neisseria, the in vitro spectrum has been described as 'unique.'[1] In addition, Claforan is the first cephalosporin to be active against Pseudomonas.

The gram positive spectrum covers Staph. aureus (including penicillin and ampicillin resistant strains) and many streptococci including Strep. pneumoniae.

The combined gram negative and gram positive spectrum of Claforan covers a wide range of clinically important organisms.

Simple dosage

A simple twice daily dosage (1 gram b.d.) is recommended in moderate infections because Claforan's high activity maintains therapeutic concentrations in body tissues and fluids. For serious infections, particularly where Pseudomonas is present or suspected, higher and more frequent doses are required to achieve clinical success. The maximum recommended dosage is 12 grams daily.



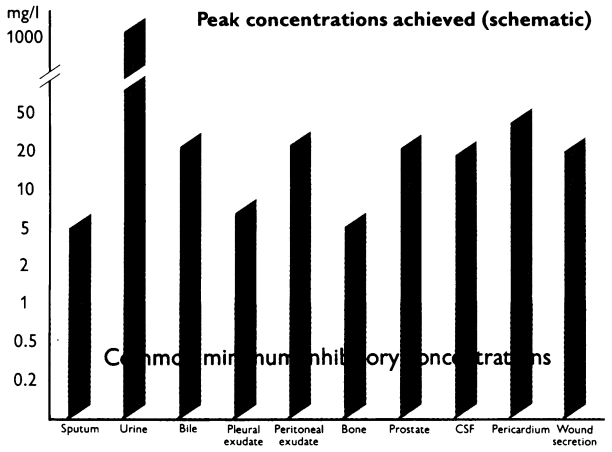
the ceph

Reference 1. Hamilton-Miller, J. M. T. et al., J. Antimicrob. Chemother., 1978, **4**, 437.
Presentation Vials containing 500 mg, 1 g or 2 g of cefotaxime as cefotaxime sodium. **Indications** Infections before identification of the organism. Infections caused by bacteria of established sensitivity, including chest infections, septicaemia, urinary tract infections, soft tissue infections, obstetric and gynaecological infections, bone and joint infections, meningitis, gonorrhoea. **Dosage** Claforan is administered i.m. or i.v. *Adults* Moderate infections: 1 g 12-hourly. Severe infections: up to 12 g daily in 3 or 4 divided doses. For infections caused by sensitive Pseudomonas spp. doses of more than 6 g daily are usually required. *Children* 100-150 mg/kg/day in 2 to 4 divided doses. Up to 200 mg/kg/day may be given in very severe infections. **Dosage in renal impairment** Reduced dosage is only required in severe renal failure (GFR < 5 ml/min) when, after an initial loading dose of 1 g, the daily dose is halved without change in frequency of dosing. **Contra-indications** Known allergy to cephalosporins. **Precautions** Cephalosporin antibiotics may usually be given safely to patients who are hypersensitive to penicillins. Special care is indicated in patients who have had an anaphylactic

from Roussel

Extensive penetration

Following administration of Claforan, bactericidal levels are maintained for up to 12 hours in body tissues and fluids including serum, urine, sputum, bile, pleural exudate, peritoneal exudate, bone, prostatic tissue, pericardium and cerebrospinal fluid.



Clinical success

Claforan is probably the most widely researched antibiotic prior to introduction, with over 300 published papers, many from the United Kingdom.

Before sensitivity results...

Claforan is ideal for first line treatment because of its wide spectrum combined with high activity and excellent penetration. Life-threatening infections such as septicaemia and meningitis have shown remarkably high response rates to Claforan, even as monotherapy.

In serious gram negative sepsis...

Claforan's remarkable gram negative spectrum rapidly eradicates the causative organisms present in urinary tract, respiratory tract and other sites. Its high antibacterial activity coupled with excellent penetration provide bactericidal fluid and tissue levels over prolonged periods, making Claforan particularly suitable for treatment of gram negative infections.

Claforan

cefotaxime

alosporin with a world of difference

response to penicillin. Patients with severe renal dysfunction - see previous. Cephalosporin antibiotics at high dosage should be given with caution to patients receiving aminoglycoside antibiotics or potent diuretics such as frusemide. At recommended doses, enhancement of *nephrotoxicity* is unlikely with Claforan. A false-positive reaction to glucose may occur with reducing substances. Claforan should not be mixed in the syringe with aminoglycoside antibiotics. The safety of Claforan in human pregnancy has not been established. **Side effects** Adverse reactions are rare and generally mild and transient, but include diarrhoea, candidiasis, rashes, fever, eosinophilia, leukopenia, transient rises in liver transaminase and alkaline phosphatase, transient pain at the site of injection and phlebitis. **Product licence number** 0109/0074 ▼. **Package quantities and basic N.H.S. price** Vials of 500mg, 1g and 2g in packs of 10. One day's treatment (1g b.d.) £9.00. **Date of preparation** March 1981.

Further information available from: Roussel Laboratories Ltd., Roussel House, Wembley Park, Middlesex HA9 0NF.

"I feel I'm so full I could burst! With this overblown stomach I'm cursed." The Doctor smiled sweetly, Then murmured discreetly, "Well, we'd better try Maxolon first."

For relief from heartburn and flatulence

Maxolon

metoclopramide

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 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 (£7.70 for 100).
Syrup 5mg/5ml (£2.78 for 200ml).
A paediatric liquid presentation and ampoules for injection are also available.
Average daily cost of Maxolon tablets 23p.
Prices correct at January 1981.

Further information is available on request to the company.

Beecham Research Laboratories
Brentford, England. A branch of Beecham Group Limited.
Maxolon and the BRL logo are trade marks.

PL 0038/0095 0098 5040 5041.

BRL 4026

HIATUS HEARTBURN & OESOPHAGITIS

PYROGASTRONE

carbenoxolone/magnesium trisilicate/dried aluminium hydroxide gel

positive healing power

Prompt symptom relief

- Pyrogastrone quickly soothes the sensitive mucosa
- supresses gastro-oesophageal reflux reflux and protects against further acid/bile attack
- relieves heartburn, dyspepsia, dysphagia, regurgitation and retrosternal pain.

Complete oesophageal healing

- Pyrogastrone exerts a unique direct healing action on the oesophagus
- resolves mucosal inflammation, erosion and ulceration
- gives exceptionally high rates of endoscopic healing.

Pyrogastrone is a registered trade mark. Made under licence from Biorex Laboratories, Brit. Pat. No. 1390683. Full information available from:– Winthrop Laboratories, Surbiton-upon-Thames, Surrey. WINTHROP

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

ROCHE

J486035 380

Carbenoxolone can heal gastric and duodenal ulcer

"Carbenoxolone...acts, in healing these ulcers, by restoring the gastric physiology to normal – rather than by creating a non-physiological artifice, such as that produced by antacids and H_2-receptor antagonists..."[1]

2 IMPORTANT ACTIONS

1. EXTENDS LIFE-SPAN OF EPITHELIAL CELLS[2]
2. INCREASES MUCUS PRODUCTION[3]

2 IMPORTANT PRODUCTS

BIOGASTRONE
carbenoxolone
tablets for gastric ulcer

DUOGASTRONE
carbenoxolone
positioned-release capsules for duodenal ulcer

1. In "Peptic Ulcer Healing. Recent Studies on Carbenoxolone." 1978. Lancaster, MTP Press Ltd., p.1. 2. ibid., pp. 9-20.
3. In 4th Symposium on Carbenoxolone. 1975. London, Butterworths, p. 161.

Biogastrone and Duogastrone are registered trade marks.

Made under licence from Biorex Laboratories. Brit. Pat. Nos. 843133 and 1093286.
Further information available from Winthrop Laboratories, Surbiton-upon-Thames, Surrey.

WINTHROP