

# Reflux controlled!



Heartburn and regurgitation: strengthening the lower oesophageal sphincter is the primary goal of medical treatment.

- Maxolon is clinically effective in increasing sphincter tone.
- Maxolon reduces frequency and duration of reflux.
- Maxolon relieves the symptoms associated with reflux.

## Maxolon—controlling heartburn by tightening the sphincter.

### Prescribing Information

#### Indications

Heartburn, dyspepsia and flatulence associated with the following conditions e.g. Reflux oesophagitis, Gastritis, Hiatus hernia, Peptic ulcer. Nausea and vomiting associated with e.g. Gastro-intestinal disorders.

#### Adult dosage (Oral, IM or IV)

Total daily dosage of Maxolon, especially for children and young adults should not normally exceed 0.5 mg/kg body weight. Adults: 10 mg three times daily. Young Adults (15-20 years): 5-10 mg three times daily, commencing at the lower dosage. For dosage in children, please consult Data Sheet.

#### Side effects and precautions

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

If vomiting persists the patient should be re-assessed to exclude the possibility of an underlying disorder, e.g. cerebral irritation.

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 0.5 mg/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 since vigorous muscular contractions may not help healing.

#### Availability and NHS prices

Tablets 10 mg (£9.78 for 100).  
Syrup 5 mg/5 ml (£3.36 for 200 ml).  
Ampoules for injection 10 mg (£2.69 for 10).  
Paediatric Liquid 1 mg/1 ml (£1.52 for 15 ml).  
Prices correct at August 1982.



Further information is available on request to the company

**Beecham Research Laboratories**

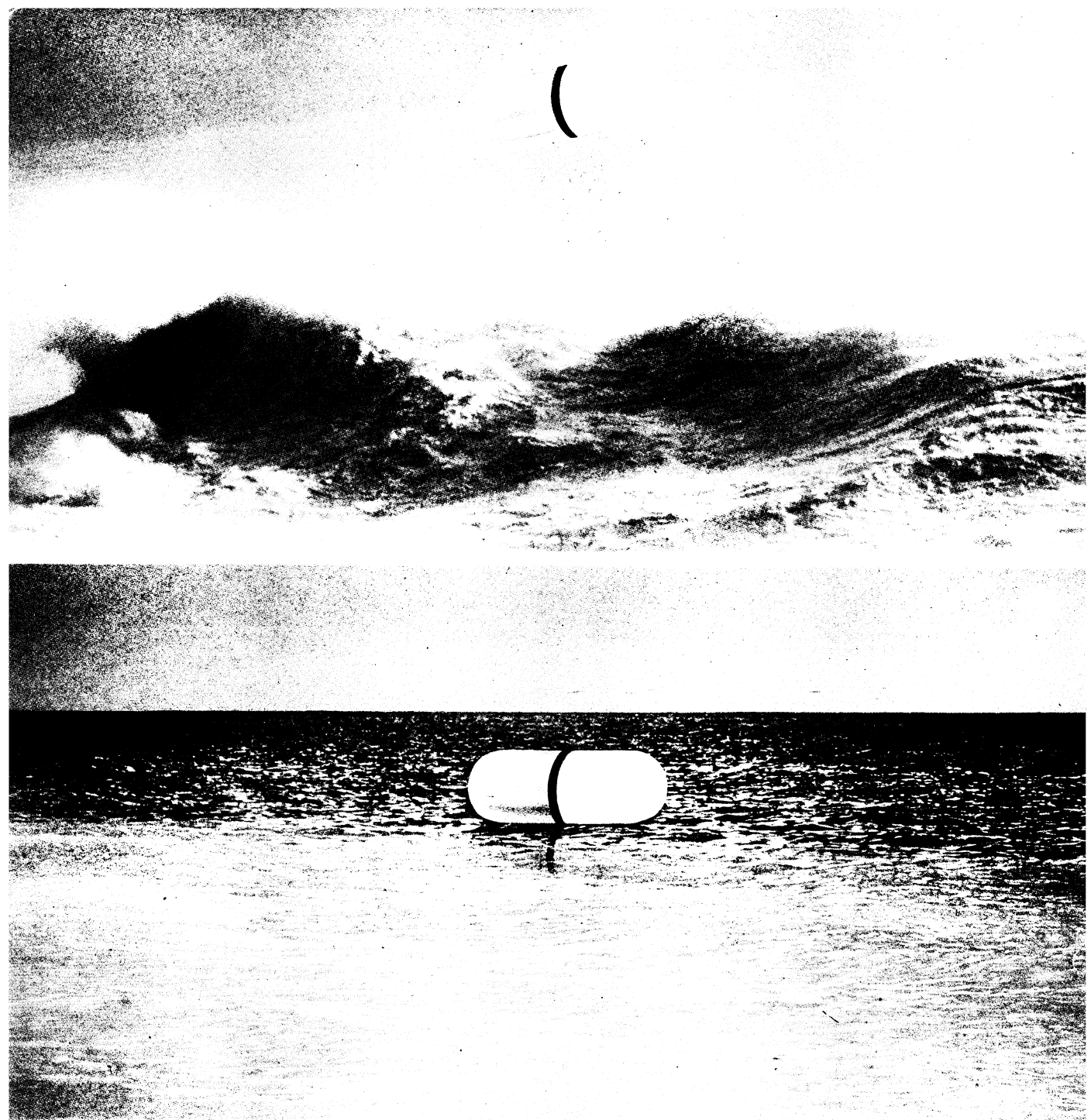
Brentford, England

PL 0038/0095 0098 5040 5041.

Maxolon and the BRL logo are trade marks

**References:** 1. Br Med J (1979) 1: 3-4, 2. Gut (1973) 14: 275-279, 3. Gut (1973) 14: 380-382, 4. Gastroenterology (1975) 68 (5): 1114-1118, 5. Gastroenterology (1976) 70 (4): 484-487, 6. Anaesth Intens Care (1978) 6 (1): 26-29, 7. Gastroenterology (1980) 78 (5) pt 2: 1292, 8. Tijdschr Gastro-Enterol (1977) 20 (3): 155-162, 9. Dt Z Verdau-u-Stoffwechsellkr (1981) 41: 13-17, 10. Postgrad Med J (July Suppl. 1973) 104-106, 11. Z Gesund Inn Med. (1981): 122-124.

BRL 4033



# COLPERMIN CALMS THE IRRITABLE BOWEL

enteric-coated peppermint oil

Now for the first time, the well-proven therapeutic agent peppermint oil, can be delivered direct to the colon.

Colpermin, a newly developed enteric-coated capsule, delivers the oil precisely

where it is needed. This provides an improved, rapid, and highly effective method of relieving spasmodic pain, distension and disturbed bowel habit - the dominant symptoms of the irritable bowel syndrome.

**Presentation:** Enteric coated gelatine capsule. Each contains 0.2 ml standardised peppermint oil B.P. Ph. Eur. **Uses:** For the treatment of symptoms of discomfort and of abdominal colic and distension experienced by patients with irritable bowel syndrome. **Dosage and Administration:** One capsule three times a day, preferably before meals and taken with a small quantity of water. The capsules should not be taken immediately after food. The dose may be increased to two capsules, three times a day when discomfort is more severe.

The capsules should be taken until symptoms resolve, usually within one or two weeks. At times when symptoms are more persistent, the capsules can be continued for longer periods of between 2 to 3 months. There is no experience in the use of these capsules in children under the age of 15 years. **Contraindications, Warnings, etc. Precautions:** The capsule should not be broken or chewed. Patients who already suffer from heartburn, sometimes experience an exacerbation of these symptoms when taking the capsule.

Treatment should be discontinued in these patients. **Adverse effects:** Heartburn, sensitivity reactions to menthol which are rare, and include erythematous skin rash, headache, bradycardia, muscle tremor and ataxia. **Product Licence:** PL 0424 0009. **Basic NHS Cost:** £10.00 per 100. **UK and Foreign Patents pending.** Colpermin is a trade mark of Tillotts Laboratories. Further information is available from Tillotts Laboratories, Henlow Trading Estate, Henlow, Beds. European Patent No. 0015334. UK Patent No. 2 006 011

**Tillotts**  
LABORATORIES

# Boehringer Ingelheim Research Awards

Boehringer Ingelheim International GmbH, Ingelheim am Rhein, is offering 3 awards for the advancement of research. These awards will be granted for previously unpublished results of research on the **subclassification of muscarinic acetylcholine receptors and their functional mechanism in the autonomic nervous system.**

The awards will be as follows:

1st prize: DM 30,000.–

2nd prize: DM 20,000.–

3rd prize: DM 10,000.–

Only previously unpublished, original studies may be submitted. The final date for submission is 15.02.84.

The competition is open to scientists working in this field who are not employed by Boehringer Ingelheim or any of its affiliated or associated companies.

The decision whether an award shall be granted shall be made by an international jury of scientists:

Sir Arnold Burgen, Cambridge  
Robert F. Furchgott, New York  
Basil Hirschowitz, Birmingham/Alabama  
Nikolaus Kaubisch, Ingelheim

Further information may be obtained from  
Boehringer Ingelheim International GmbH,  
Fachleitung Biochemie  
Binger Straße 173  
D-6507 Ingelheim am Rhein  
Federal Republic of Germany

**Presentation** White odourless aerosol foam containing hydrocortisone acetate PhEur 10%. **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. Satisfactory response usually occurs within five to seven days. **Contra-indications, 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 disease 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. One applicatorful of 'Colifoam' provides a dose of approximately 90-110mg. of hydrocortisone acetate, similar to that used in a retention enema for the treatment of ulcerative colitis, sigmoiditis and proctitis. **Basic NHS cost** 20g (14 applications) plus applicator, £7.58. **Product licence no.** 0036/0021. **References** 1. Ruddell WSJ et al. Gut 1980; 21: 885-889. 2. O'Donoghue D. Modern Medicine. December 1981; 45. 3. Source: MIMS Nov. 1982. Further information is available on request. Stafford-Miller Ltd., Professional Relations Division, Hatfield, Hertfordshire AL10 0NZ.

Pres... ace... to... a... s... the... full... aeros... Aeros... leaflet. C... cortisone... colitis, sign... **Product lice...** 2. O'Donoghue... Further inform... Stafford-Miller L... aerosol foam... one... the... and... three... Local... peration... common... treatment... because of... has not been... puncture the... quantities... and illustrated... of hydrocortisone... of ulcerative... applicator, £7.58... MIMS Nov. 1982. AL10 0NZ.



## IT WORKS

COLIFOAM is as effective as traditional steroid enemas.<sup>1,2</sup>

It has also been shown to have inherently superior retentive properties.<sup>1</sup>



## PATIENTS PREFER IT

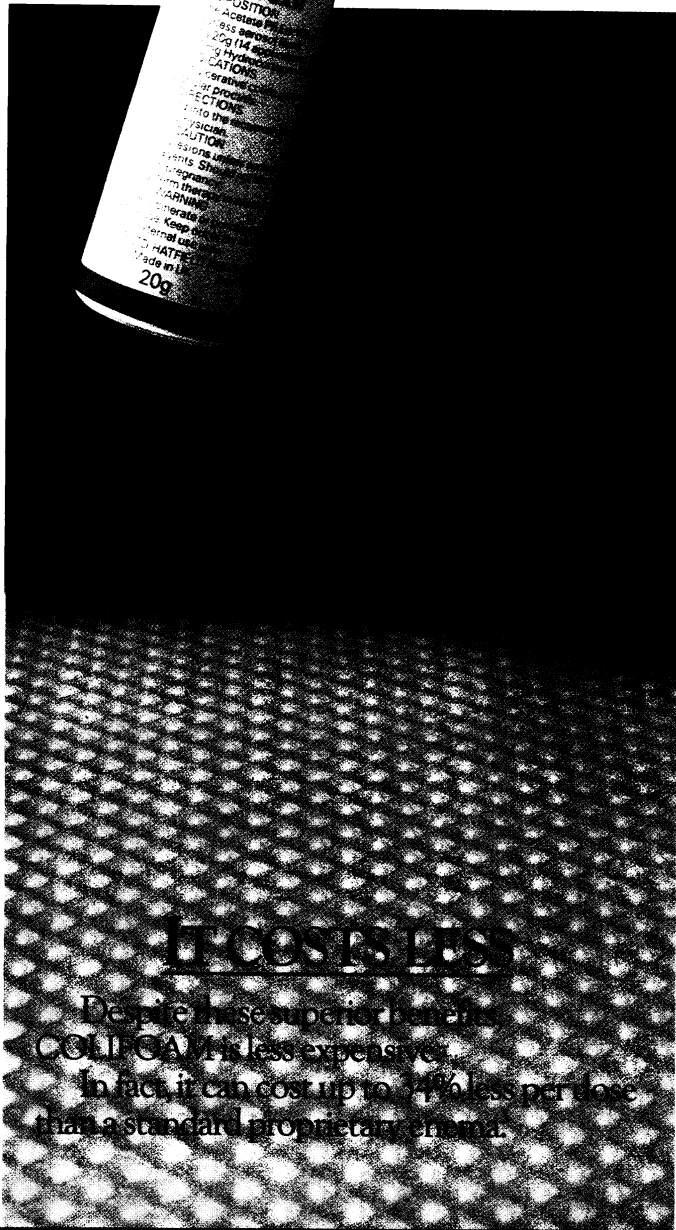
COLIFOAM is known to be far more comfortable, convenient and acceptable to the patient.

It causes less distress to administer and less interference in patients' lives.<sup>1</sup>

IN DISTAL INFLAMMATORY BOWEL DISEASE

**COLIFOAM**  
hydrocortisone acetate foam

Presentat... aerosol foam... containing... cortisone...  
 acetate P... -inflamma... 'costeroid...  
 topical treat... itis, pro... iditis a...  
**administrat**... inserted i... **dosage and**  
 weeks and C... after. an... two or three  
 response usual... to sex... C... Satisfactory re...  
 contra-indicatio... are... C... s... etc. Local  
 peritonitis, fresh... are... C... s... process, perforation,  
 to all corticosteroid... ut... C... s... precautions common  
 should be administered... ut... C... Colifoam: Treatment  
 their predisposition to per... ing pregnancy has not been  
 fully established. **Pharmacu...**... ate, incinerate or puncture the  
 aerosol can. Shake vigorously... of children. **Package quantities**  
 Aerosol canister containin... (s) plastic applicator and illustrated  
 leaflet. One applicatorful c... a dose of approximately 90-110mg. of hydro-  
 cortisone acetate, similar... tion enema for the treatment of ulcerative  
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**Product licence no. 00...**... Ruddlel WSJ et al. Gut 1980; 21: 885-889.  
 2. O'Donoghue D. M... mber 1981; 45. 3. Source: MIMS Nov. 1982.  
 Further information i...  
 Stafford-Miller Ltd.,... Division, Hatfield, Hertfordshire AL10 0NZ.



## IT COSTS LESS

Despite these superior benefits, COLIFOAM is less expensive. In fact, it can cost up to 40% less per dose than a standard proprietary enema.

**A BETTER CHOICE EVERYTIME**

# STATISTICS IN PRACTICE

No doctor can afford to ignore statistics: most modern medical research uses statistics. This important and authoritative book, which is a collection of articles that have appeared in the BMJ, provides clear information on designing studies, applying statistical techniques, and interpreting studies that use statistics. It can be easily understood by those with no statistical training and should be read by all those who want to keep abreast of new developments.

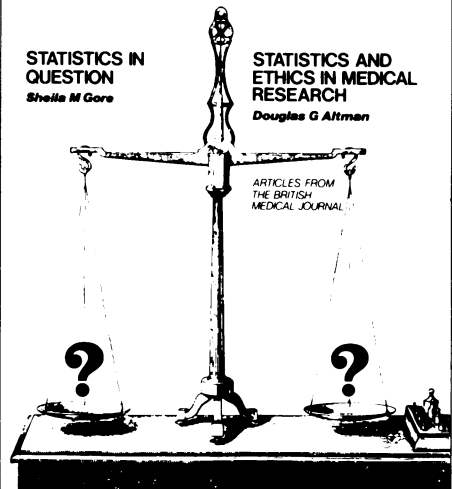
Price: Inland £7.00; Overseas US\$27.50\*  
 \*including air mail postage overseas

**Order your copy now**  
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 BMA House, Tavistock Square,  
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## STATISTICS IN PRACTICE

STATISTICS IN QUESTION  
 Sheila M Gore

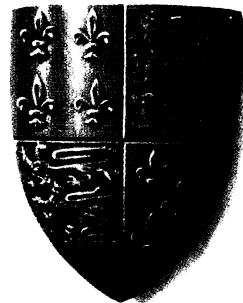
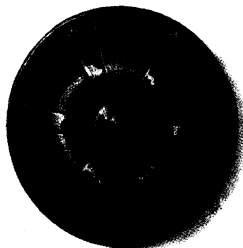
STATISTICS AND ETHICS IN MEDICAL RESEARCH  
 Douglas G Altman





Renaissance

Mediaeval Crusades



Era of Richard III

# Bodily defence still relies on shields

## NOW! A natural mucosal shield helps heal peptic ulcers!

CAVED-S\* does what no other ulcer therapy can do: it increases the number of mucus-secreting cells<sup>1</sup> with virtually no side effects.<sup>2</sup> This protects the gastric mucosal barrier against damaging agents<sup>3,4,5</sup> and reduces ulcer recurrence.<sup>6</sup>

An 88% healing rate in 12 weeks<sup>7</sup> has been reported. Studies also confirm that CAVED-S offers comparable efficacy to cimetidine in healing gastric ulcers<sup>7</sup> and comparable efficacy to ranitidine in healing duodenal ulcers.<sup>6</sup>

#### REFERENCES:

1. Van Marle J, Aarsen PN, Lind A, et al: Deglycyrrhizinised liquorice (DGL) and the renewal of rat stomach epithelium. *Eur J Pharmacol* 72:219-225, 1981.
2. Cooke WM, Baron JH: Metabolic studies of deglycyrrhizinised liquorice in two patients with gastric ulcer. *Digestion* 4:264-268, 1971.
3. Rees WDW, Rhodes J, Wright JE, et al: Effect of deglycyrrhizinised liquorice on gastric mucosal damage by aspirin. *Scand J Gastroenterol* 14:605-607, 1979.
4. Morgan RJ, Nelson LM, Russell RI, et al: The effect of deglycyrrhizinised liquorice on the occurrence of aspirin and aspirin plus bile acid-induced gastric lesions, and aspirin absorption in rats, abstracted.



## CAVED-S®

(deglycyrrhizinised liquorice, alum hydrox gel, mag carb, sod bic)

"The Mucosal Shield" for peptic ulcers



Henlow Trading Estate, Henlow, Bedfordshire. SG16 6DS.  
Telephone 0462 813933 Telex: 82313 Tillab G.

#### PRESCRIBING INFORMATION

**Presentation:**  
Brown tablets embossed 'CAVED-S', each containing:  
Deglycyrrhizinised Liquorice 380 mg  
Dried Aluminum hydroxide gel 100 mg  
Magnesium carbonate 200 mg  
Sodium bicarbonate 100 mg

**Indications:**  
For the treatment of peptic ulcer and other allied conditions.

**Dosage and Administration:**  
*Adult dose for gastric ulcer:*  
2 tablets 3 times a day between meals.

*Adult dose for duodenal ulcer:*  
Increase to 2 tablets 6 times a day between meals when necessary.

*Prophylactic dose:*  
*Gastric ulcer:*  
1 tablet 3 times a day, between meals.

*Duodenal ulcer:*  
2 tablets 3 times a day, between meals.

*Children's dosage 10-14 years:*  
half adult dose.

The tablets should be lightly chewed and swallowed with a drink of water, but in exceptional cases of objection to taste, the tablets should be broken into a few pieces and then swallowed with a drink of water. No additional antacids are necessary.

**Contra-Indications, warnings, etc:**  
Rare cases of mild diarrhoea can occur. No other side-effects have been reported.

CAVED-S should be used with caution in pregnancy.

**Basic NHS Price:**

60's — £2.83

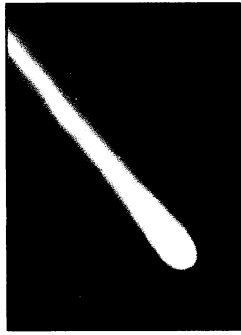
240's — £10.12

600's — £22.76

PL0424/5000.



5. Morris TJ, Calcraft BJ, Rhodes J, et al: Effect of a deglycyrrhizinised liquorice compound in the gastric mucosal barrier of the dog. *Digestion* 11:355-363, 1974.
6. McAdam WAP, Morgan AG, Paccsoo C, et al: A comparison between ranitidine and Caved-S in duodenal ulcer treatment, abstracted. Proceedings, World Congress of Gastroenterology, Stockholm, June 1982.
7. Morgan AG, McAdam WAF, Paccsoo C: Comparison between cimetidine and Caved-S in the treatment of gastric ulceration, and subsequent maintenance therapy. *Gut* 23:545-551, 1982.

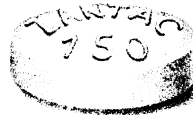


**Zantac makes  
peptic ulcer treatment  
this simple**



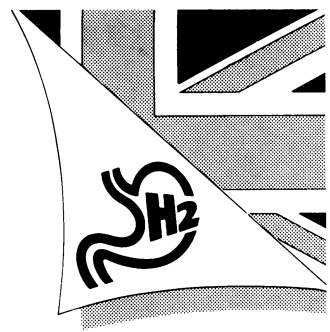
150mg b.d.

**and maintenance  
this simple**



150mg at night

**and retains its selective  
action throughout**



**Simple!**

**Simply right  
in peptic ulcer treatment  
Simply right  
in maintenance**

**Zantac**  
RANITIDINE



# Prescribing information

# Zantac

RANITIDINE

**Uses Indications:** Zantac Tablets are indicated for the treatment of duodenal ulcer, benign gastric ulcer, post-operative ulcer, reflux oesophagitis and the Zollinger-Ellison syndrome. **Mode of action:** Zantac is a highly effective, rapidly acting histamine H<sub>2</sub>-antagonist. It inhibits basal and stimulated secretion of gastric acid, reducing both the volume and the acid and pepsin content of the secretion. Zantac has a relatively long duration of action and so a single dose effectively suppresses gastric acid secretion for twelve hours.

**Dosage and administration Adults:** The usual dosage is one 150mg tablet twice daily, taken in the morning and before retiring. It is not necessary to time the dose in relation to meals. In most cases of duodenal ulcer, benign gastric ulcer and post-operative ulcer, healing occurs in four weeks. In the small number of patients whose ulcers have not fully healed, healing usually occurs after a further course of treatment. Maintenance treatment at a reduced dosage of one 150mg tablet at bedtime is recommended for patients who have responded to short-term therapy, particularly those with a history of recurrent ulcer.

In the management of reflux oesophagitis, the recommended course of treatment is one 150mg tablet twice daily for up to 8 weeks. In patients with Zollinger-Ellison syndrome, the starting dose is 150mg three times daily and this may be increased, as necessary, to 900mg per day. **Children:** Experience with Zantac Tablets in children is limited and such use has not been fully evaluated in clinical studies. It has, however, been used successfully in children aged 8-18 years in doses up to 150mg twice daily without adverse effect.

**Contra-indications** There are no known contra-indications to the use of Zantac Tablets.

**Precautions** Treatment with a histamine H<sub>2</sub>-antagonist may mask symptoms associated with carcinoma of the stomach and may therefore delay diagnosis of the condition. Accordingly, where gastric ulcer is suspected the possibility of malignancy should be excluded before therapy with Zantac Tablets is instituted. Ranitidine is excreted via the kidney and so plasma levels of the drug are increased and prolonged in patients with severe renal failure. Accordingly, it is recommended that the therapeutic regimen for Zantac in such patients be 150mg at night for 4 to 8 weeks. The same dose should be used for maintenance treatment should this be deemed necessary. If an ulcer has not healed after treatment for 4 to 8 weeks and the condition of the patient requires it, the standard dosage regimen of 150mg twice daily should be instituted, followed, if need be, by maintenance treatment at 150mg at night.

Although the incidence of adverse reactions in clinical trials of one year's duration and longer has been very low and no serious side effects have been reported with Zantac treatment, care should be taken to carry out periodic examinations of patients on prolonged maintenance treatment with the drug as a safeguard against the occurrence of unforeseeable consequences of drug treatment. Like other drugs, Zantac should be used during pregnancy and nursing only if strictly necessary. Zantac is secreted in breast milk in lactating mothers but the clinical significance of this has not been fully evaluated.

**Side effects** No serious adverse effects have been reported to date in patients treated with Zantac Tablets. There has been no clinically significant interference with endocrine, gonadal or liver function, nor has the drug adversely affected the central nervous system even in elderly patients.

**Further information Drug interactions:** Ranitidine does not inhibit the cytochrome P450-linked mixed function oxygenase enzyme system in the liver and therefore does not interfere with the effects of the many drugs which are metabolised by this enzyme system. For example, there is no interaction with warfarin or diazepam.

**Pharmacokinetics:** Absorption of ranitidine after oral administration is rapid and peak plasma concentrations are usually achieved within two hours of administration. Absorption is not impaired by food or antacids. The elimination half-life of ranitidine is approximately two hours. Ranitidine is excreted via the kidneys mainly as the free drug and in minor amounts as metabolites. Its major metabolite is an N-oxide and there are smaller quantities of S-oxide and desmethyl ranitidine. The 24-hour urinary recovery of free ranitidine and its metabolites is about 40% with orally administered drug. **Use in renal transplants:** Zantac has been used without adverse effect in patients with renal transplants.

**Product licence number** 4/0279. **Basic NHS cost** (exclusive of VAT) 60 tablets £27.43.

# Glaxo

Further information is available on request from:  
Glaxo Laboratories Limited, Greenford,  
Middlesex UB6 0HE.

Zantac is a Glaxo trade mark.



# PAX TAGAMETICA

'Tagamet' 400mg nocte can keep your duodenal ulcer patients free of relapse

**Prescribing Information**

**Presentations** Tagamet Tablets, PL 0002/0063, each containing 200 mg cimetidine. 500. £72.75. Tagamet Tablets, PL 0002/0092, each containing 400 mg cimetidine. 56. £16.30. Tagamet Syrup, PL 0002/0073, containing 200 mg cimetidine per 5 ml. 200 ml. £7.86.

**Indication** Duodenal ulcer.

**Dosage** *Usual dosage.* Adults. Duodenal ulcer, 400 mg b.d. with breakfast and at bedtime, or 200 mg t.d.s. and 400 mg at bedtime (1.0 g/day) for at least 4 weeks. To prevent relapse, 400 mg at bedtime or 400 mg morning and at bedtime for at least 6 months.

*N.B. For full dosage instructions see Data Sheet.*

**Cautions** Impaired renal function: reduce dosage (see Data Sheet). Potentiation of oral anticoagulants and phenytoin (see Data Sheet). Prolonged treatment: observe patients periodically. Exclude malignancy in gastric ulcer. Care in patients with compromised bone marrow (see Data Sheet). Avoid during pregnancy and lactation.

**Adverse reactions** Diarrhoea, dizziness, rash, tiredness. Rarely, mild gynaecomastia, reversible liver damage, confusional states (usually in the elderly or very ill), interstitial nephritis, acute pancreatitis.

**Legal category** POM. 22.9.82

**SK&F**

Smith Kline & French Laboratories Limited, Welwyn Garden City, Hertfordshire AL7 1EY.  
© 1982 Smith Kline & French Laboratories Limited. 'Tagamet' is a trade mark



.TG AD1152

**Tagamet**   
cimetidine  
puts you in control of gastric acid



IT?

# THE OPENER

## Intravenous sedation with new Hypnovel

Hypnovel (midazolam) is undoubtedly an innovation in intravenous sedation.

Midazolam is a novel benzodiazepine which combines the unusual ability to form stable water-soluble salts with a short action.<sup>1</sup>

These features distinguish Hypnovel from intravenous diazepam and provide real advantages for patient and operator alike. Hypnovel is recommended for intravenous sedation prior to minor procedures whether they be medical, dental or surgical. Compared with intravenous diazepam, Hypnovel "is associated with a faster onset of sedation, a much greater degree of amnesia and a faster rate of recovery".<sup>2</sup> With Hypnovel venous complications are minimal.<sup>2</sup>

NEW  
**HYPNOVEL**  
midazolam

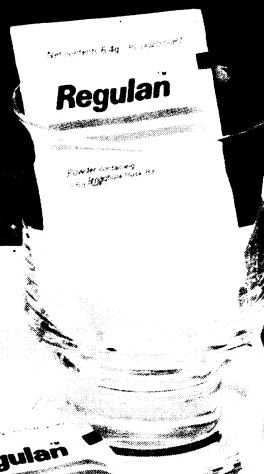
**PRESCRIBING INFORMATION:** **Indication** Intravenous sedative cover. **Dosage** Dosage should be titrated against the response of the patient. As a guide, 0.07 mg/kg body-weight is adequate in most cases. Total dose usually varies between 2.5 and 7.5 mg but, on occasions, more may be necessary. In elderly patients a dose of 2.5 mg may be adequate. A second person should always be present and facilities for resuscitation should always be available. **Contra-indications** Benzodiazepine sensitivity; acute pulmonary insufficiency; respiratory depression. **Precautions** Use during pregnancy and lactation should be avoided. Patients should not drive or operate machinery for 8 hours after administration. Sedative effects of other centrally-acting drugs may be intensified. **Side-effects** Hypnovel is well-tolerated and changes in arterial blood pressure, heart rate and respiration are usually slight. The rapid injection of a high dose can induce soft-tissue airway obstruction or apnoea of short duration. Local effects on veins are infrequent. However, pain on injection and thrombophlebitis may occur. **Presentation** Ampoules containing 10 mg midazolam base as the hydrochloride in 2 ml aqueous solution, in packings of 10. **Basic NHS Cost** 59p per ampoule. **Product Licence Number** 0031/0126. Roche Products Limited, PO Box 8, Welwyn Garden City, Hertfordshire AL7 3AY. Hypnovel is a trade mark.

**References** 1. Anaesthesia, 1980, 35, 454. 2. Anaesthesia, 1982, 37, 1002.

J391012/183

ROCHE

# For those who can't make a meal of it



## 3 SACHETS DAILY

### EASY MIX

# Regulan

Ispaghula Husk B.P.

## for the bulk of dietary constipation

**Prescribing Information.** **Presentation** Premeasured, single-dose sachet containing 6.4 g of beige rough ground powder. Active ingredient — 56% (3.6 g) Ispaghula Husk B.P. **Uses** For the treatment of constipation and patients requiring a high fibre regimen. **Dosage and Administration** 1. Pour measured dosage into a glass. 2. Slowly add 150 ml (¼ pt) COOL water. 3. Drink entire contents immediately. An additional glass of liquid may be taken if needed. **Adults and children over 12 years.** The usual dosage is the entire contents of one sachet taken one to three times daily. **Children** A reduced dosage based upon the age and size of the child should be given. 6-12 years ½-1 level 5 ml teaspoonful one to three times daily. **Contraindications:** Intestinal obstruction, faecal impaction, hypersensitivity to ispaghula. **Warnings and Precautions:** Intestinal atony or stenosis, diabetes. Should be taken as a liquid suspension and drunk immediately after mixing. **Adverse effects:** Allergy and gastrointestinal obstruction or impaction have been reported with hydrophilic mucilloid preparations. **Product Licence Holder and Number** G.D. Searle & Co. Ltd. 0020/0087 **Basic N.H.S. cost** Box of 30 sachets £2.63. Full prescribing information is available on request. Regulan and Gold Cross are trademarks.



Gold Cross Pharmaceuticals Division of G. D. Searle and Co. Ltd. P.O. Box 53, Lane End Road, High Wycombe, Bucks HP12 4HL, Telephone: High Wycombe 21124

RE: JA13 January 1983

# NEW FROM BOOTS

## For the treatment of peptic ulcer

### Twice daily

GASTRO SELECTIVE  
**Gastrozepin**<sup>®</sup>  
pirenzepine



The new  
gastro-selective  
anti-secretory

Gastrozepin is a selective antimuscarinic agent which provides balanced control of gastric secretion without markedly affecting other peripheral receptor sites. This gastro-selective action means that, in practice, Gastrozepin is a well-tolerated drug which heals peptic ulcers.

## Gastrozepin DOES NOT...


- rely on acid reduction alone
- rely on pepsin reduction alone
- rely on mucosal protection alone
- profoundly affect intragastric pH

## Gastrozepin DOES...

- relieve daytime pain
- relieve night-time pain
- reduce antacid intake
- heal peptic ulcers with one 50 mg tablet b.d.

### Prescribing Information

#### Presentation:

White tablets each containing 50 mg of pirenzepine dihydrochloride, scored on one face with "G" on one side of the score, and "50" on the other. The obverse is impressed with the symbol 

#### Uses:

Gastrozepin is indicated in the treatment of gastric and duodenal ulcers.

50 mg at bedtime and in the morning before meals. In severe cases, the total daily dose may be increased to 150 mg in divided doses. Continuous therapy may be recommended for up to three months.

#### Contra-indications, Warnings etc.:

Interaction with sympathomimetics and monoamine oxidase inhibitors and Gastrozepin is a theoretical possibility. Gastrozepin is not recommended during pregnancy although in animal experiments no teratogenic effects were noted. Breast milk concentration after therapeutic doses is unlikely to affect the infant. Side effects: occasionally transitory dry mouth and accommodation difficulty may occur. Treatment of overdosage: entirely symptomatic. There is no specific antidote.

#### Basic NHS price:

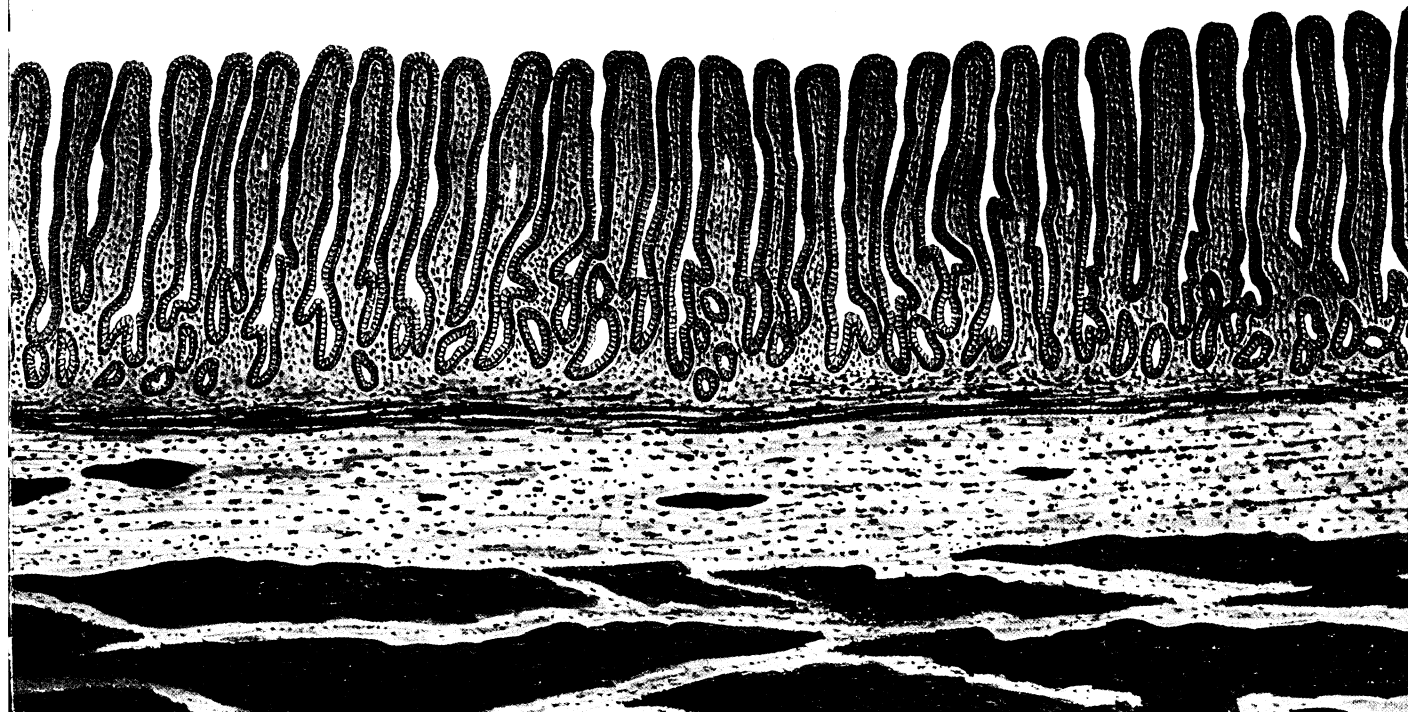
50 mg tablets, 60 £20.50

#### Product Licence No.:

50 mg tablets, PL0014/0260

Further information available on request

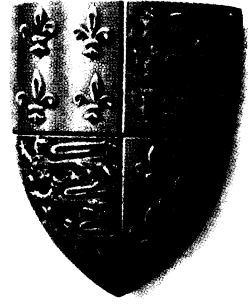
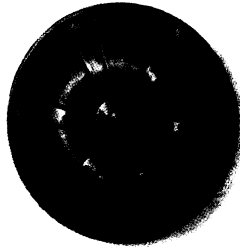
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Renaissance

Mediaeval Crusades



Era of Richard III

# Bodily defence still relies on shields

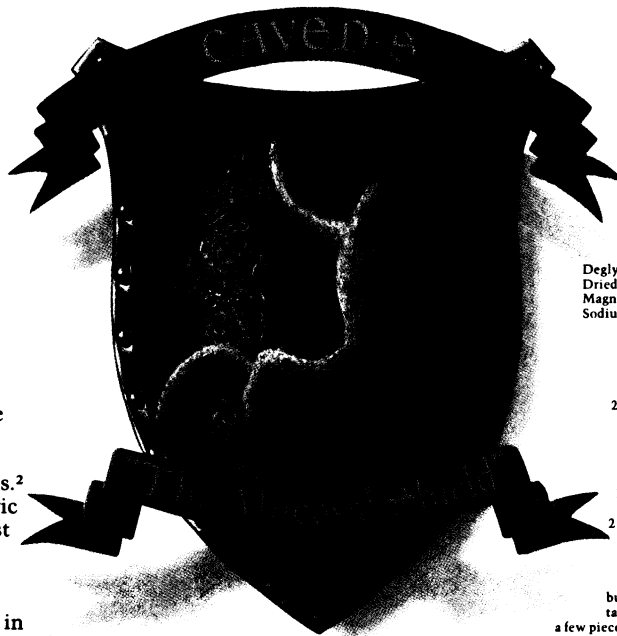
## NOW! A natural mucosal shield helps heal peptic ulcers!

CAVED-S\* does what no other ulcer therapy can do: it increases the number of mucus-secreting cells<sup>1</sup> with virtually no side effects.<sup>2</sup> This protects the gastric mucosal barrier against damaging agents<sup>3,4,5</sup> and reduces ulcer recurrence.<sup>6</sup>

An 88% healing rate in 12 weeks<sup>7</sup> has been reported. Studies also confirm that CAVED-S offers comparable efficacy to cimetidine in healing gastric ulcers<sup>7</sup> and comparable efficacy to ranitidine in healing duodenal ulcers.<sup>6</sup>

#### REFERENCES:

1. Van Marle J, Aarsen PN, Lind A, et al: Deglycyrrhizinated liquorice (DGL) and the renewal of rat stomach epithelium. *Eur J Pharmacol* 73:219-225, 1981. 2. Cooke WM, Baron JH: Metabolic studies of deglycyrrhizinated liquorice in two patients with gastric ulcer. *Digestion* 4:264-268, 1971. 3. Rees WDW, Rhodes J, Wright JE, et al: Effect of deglycyrrhizinated liquorice on gastric mucosal damage by aspirin. *Scand J Gastroenterol* 14:605-607, 1979. 4. Morgan RJ, Nelson LM, Russell RI, et al: The effect of deglycyrrhizinated liquorice on the occurrence of aspirin and aspirin plus bile acid-induced gastric lesions, and aspirin absorption in rats, abstracted.



# CAVED-S®

(deglycyrrhizinated liquorice, alum hydrox gel, mag carb, sod bic)

## "The Mucosal Shield" for peptic ulcers



Henlow Trading Estate, Henlow, Bedfordshire. SG16 6DS.  
Telephone 0462 813933 Telex: 82313 Tillab G.

#### PRESCRIBING INFORMATION

##### Presentation:

Brown tablets embossed

'CAVED-S', each containing:

Deglycyrrhizinated Liquorice 380 mg  
Dried Aluminum hydroxide gel 100 mg  
Magnesium carbonate 200 mg  
Sodium bicarbonate 100 mg

##### Indications:

For the treatment of peptic ulcer and other allied conditions.

##### Dosage and Administration:

*Adult dose for gastric ulcer:*  
2 tablets 3 times a day between meals.

*Adult dose for duodenal ulcer:*  
Increase to 2 tablets 6 times a day between meals when necessary.

##### Prophylactic dose:

*Gastric ulcer:*

1 tablet 3 times a day, between meals.

*Duodenal ulcer:*

2 tablets 3 times a day, between meals.

Children's dosage 10-14 years:

half adult dose.

The tablets should be lightly chewed and swallowed with a drink of water, but in exceptional cases of objection to taste, the tablets should be broken into a few pieces and then swallowed with a drink of water. No additional antacids are necessary.

##### Contra-indications, warnings, etc:

Rare cases of mild diarrhoea can occur. No other side-effects have been reported.

CAVED-S should be used with caution

in pregnancy.

##### Basic NHS Price:

60's—£2.83

240's—£10.12

600's—£22.76

PL0424/5000.



*Gastroenterology* 82:1134, 1982. 5. Morris TJ, Calcraft BJ, Rhodes J, et al: Effect of a deglycyrrhizinated liquorice compound in the gastric mucosal barrier of the dog. *Digestion* 11:355-363, 1974. 6. McAdam WAF, Morgan AC, Paccsoo C, et al: A comparison between ranitidine and Caved-S in duodenal ulcer treatment, abstracted. Proceedings, World Congress of Gastroenterology, Stockholm, June 1982. 7. Morgan AC, McAdam WAF, Paccsoo C: Comparison between cimetidine and Caved-S in the treatment of gastric ulceration, and subsequent maintenance therapy. *Gut* 23:545-551, 1982.

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