

THIS WAY UP

Ulcerative Colitis?

dispose of a problem...

How Predfoam helps solve the problems currently associated with local therapy:

- **DISPOSABLE APPLICATORS**
— Clean and simple to use
- **UNIQUE METERED DOSE AEROSOL**
— Ensures dosage uniformity
- **PREDNISOLONE METASULPHOBENZOATE**
— High local tissue levels* — 10-100 times those produced by enema formulations of prednisolone†



PREDFOAM®

PREDNISOLONE METASULPHOBENZOATE

Prescribing Information

Presentation: A white mucoadherent aerosol foam containing prednisolone metasulphobenzate sodium equivalent to 20mg prednisolone per metered dose.

Uses: Treatment of proctitis and ulcerative colitis.

Dosage and Administration: 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.

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.

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.

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 by this route is unlikely.

Legal Category: POM

PL 0108/0101

Pack and basic NHS price: Box containing 1 fourteen-dose canister, 14 disposable nozzles and 14 plastic bags £7.00

* Registered Trade Mark

References: (1) McIntyre, P.B. et al. (1985) *GUT* 26 822-824
(2) Rodrigues, C. et al. (1987) *Lancet*, June 27th, 1497.

Full information is available on request

PHARMAX LIMITED
Bourne Road, Bexley, Kent DA5 1NX
Telephone 0322 91321



NEW

SPECIFICALLY DEVELOPED

THE IMPORTANCE OF NIGHT-TIME COVER

An important factor in the causation of duodenal ulcer is nocturnal intragastric acidity.^{1,2} During the day, production of gastric acid is desirable for natural digestion and as protection against unwanted ingested bacteria.

'Pepcid' PM, the first H₂-receptor antagonist indicated solely for once-nightly use.

'Pepcid' PM, when administered at night, effectively controls nocturnal acidity in most duodenal-ulcer patients, providing rapid healing and swift relief of pain.

'Pepcid' PM has been shown to achieve up to 91% (124 of 136 patients) healing of duodenal ulcers within six weeks⁴ and up to 81% (62 of 77 patients) of gastric ulcers within eight weeks.⁵

That's 'Pepcid' PM. A small, once-nightly 40 mg tablet supplied in a convenient 28-day calendar pack to help maximise compliance.

ABRIDGED PRODUCT INFORMATION ▼

Full prescribing information is available and should be consulted before prescribing.

INDICATIONS Duodenal ulcer; prevention of relapses of duodenal ulceration; benign gastric ulcer; hypersecretory conditions such as Zollinger-Ellison syndrome.

DOSAGE In duodenal and benign gastric ulcer, 40 mg at night for four to eight weeks.

For prevention of duodenal ulcer recurrence, 20 mg at night.

Initiate antisecretory therapy of Zollinger-Ellison syndrome with 20 mg every six hours and adjust to individual response. The maximum dosage used for up to one year was 480 mg daily.

CONTRA-INDICATION Hypersensitivity.

PRECAUTIONS Exclude any likelihood of gastric carcinoma before using 'Pepcid' PM.

Consider reducing the daily dose if creatinine clearance falls to or below 30 ml/min.

'Pepcid' PM is not recommended in pregnancy, nursing mothers or children.

SIDE EFFECTS Rarely, headache, dizziness, constipation, diarrhoea. Less frequently, dry mouth, nausea, vomiting, rash, abdominal discomfort, anorexia, fatigue.

BASIC NHS COST 20 mg tablets, £14.00 for 28-day calendar pack and £25.00 for bottles of 50.

40 mg tablets, £26.60 for 28-day calendar pack and £47.50 for bottles of 50.

Product Licence Numbers: 20 mg tablets, 0025/0215; 40 mg tablets, 0025/0216.

▼ Special reporting to the CSM required.

Issued January 1988.

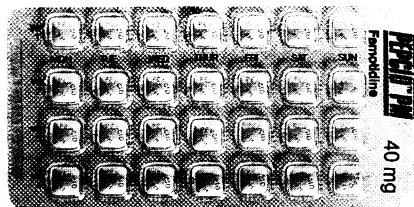
References

1. Gledhill, T., *et al.*, *Gut*, 1983, 24, 904.
2. Ireland, A., *et al.*, *Lancet*, 1984, ii, 274.
3. Santana, I. A., *et al.*, *Postgrad. med. J.*, 1986, 62 (Suppl. 2), 39.
4. Mann, S. G., Cottrell, J., *Ital. J. Gastroenterol.*, 1987, 19 (Suppl. 3), 68.
5. Data on file, Merck Sharp & Dohme Research Laboratories.



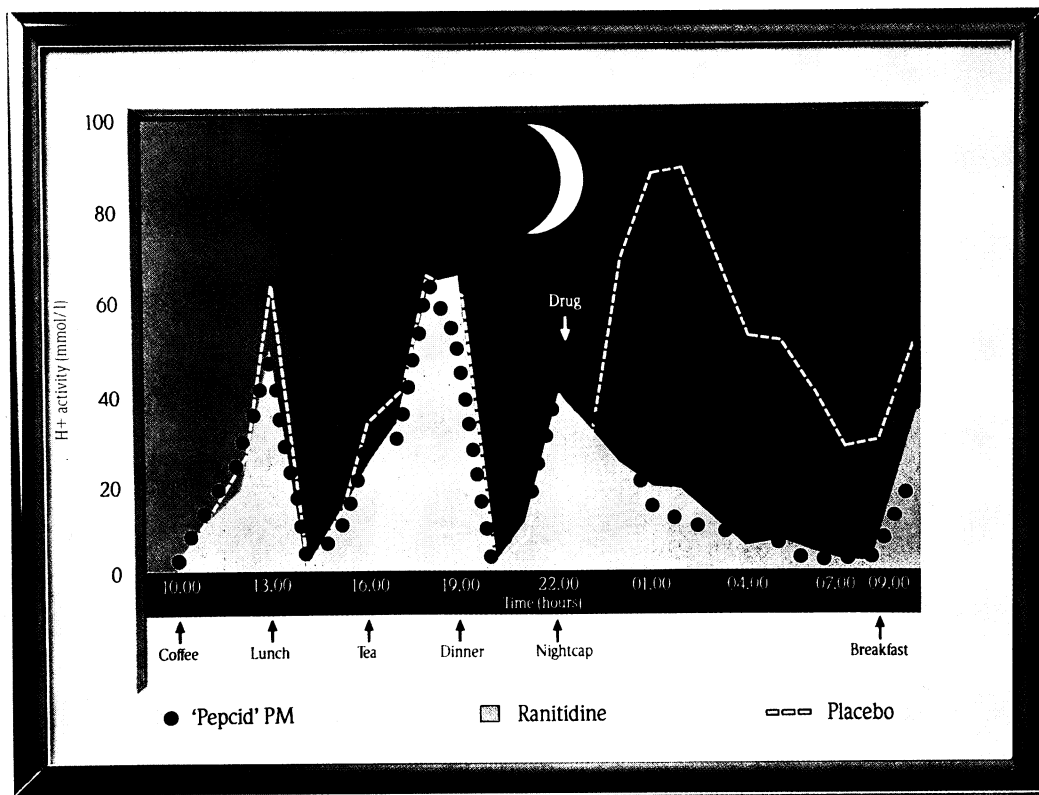
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TM denotes trademark



FOR ONCE-NIGHTLY USE

NIGHT-TIME COVER FROM A SINGLE DOSE³



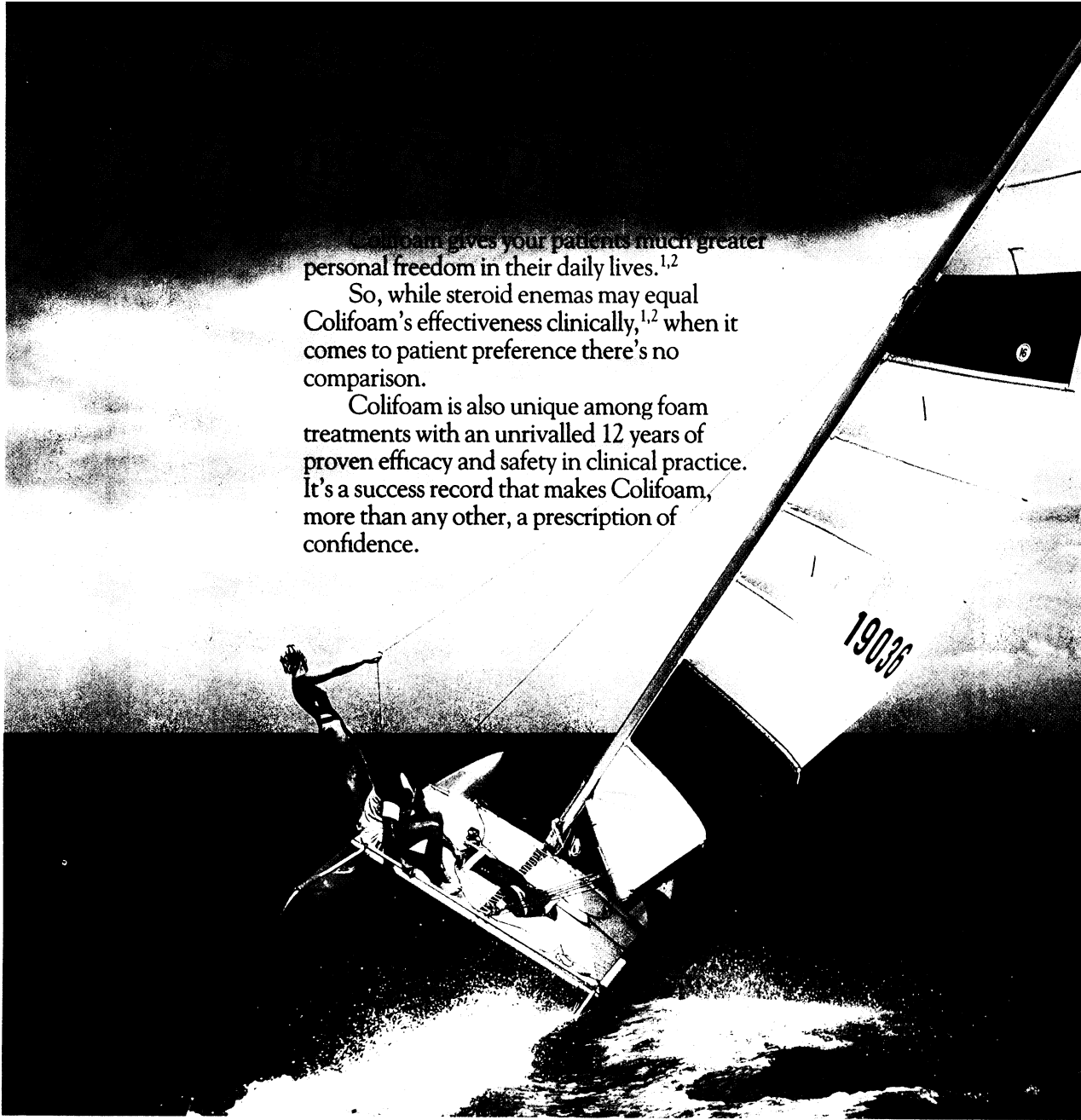
Adapted from Reference 3.

n=9

Mean hourly intragastric H⁺ activity in healthy subjects taking one dose of either famotidine 40 mg, ranitidine 300 mg or placebo.³

PEPCIDTM PM
40 mg (famotidine)

One at night can make their day



Colifoam gives your patients much greater personal freedom in their daily lives.^{1,2}

So, while steroid enemas may equal Colifoam's effectiveness clinically,^{1,2} when it comes to patient preference there's no comparison.

Colifoam is also unique among foam treatments with an unrivalled 12 years of proven efficacy and safety in clinical practice. It's a success record that makes Colifoam, more than any other, a prescription of confidence.



COLIFOAM

10% Hydrocortisone acetate foam.

The proven choice in distal inflammatory bowel disease

1. Ruddell WSJ et al. Gut 1980; 21: 885-889

2. Somerville KW et al. British Medical Journal 1985; 291: 866

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. Further information is available on request. Stafford-Miller Ltd., Professional Relations Division, Hatfield, Herts. AL10 0NZ.

ASACOL

NEW INDICATION

'Asacol' is now indicated as initial therapy for the maintenance of remission of ulcerative colitis.

'Asacol' delivers 5-ASA direct to the colon, without the sulphapyridine carrier moiety of sulphasalazine.

Your patients no longer have to run the risk of sulphapyridine-associated side effects, before receiving the benefits of 'Asacol'.

ASACOL

MESALAZINE* (5-aminosalicylic acid)

Effective maintenance of remission of ulcerative colitis without the risk of sulphapyridine associated side effects

Prescribing Information

Presentation 'Asacol' Tablets, PL 0002/0173, each containing 400 mg of mesalazine (5-aminosalicylic acid) coated with a pH-dependent acrylic based resin (Eudragit S) to ensure release of the active ingredient in the terminal ileum and colon. 100 (10 blister packs of 10 tablets), £21.85. **Uses** For the maintenance of remission of ulcerative colitis. **Dosage and administration** *Adults:* 3 to 6 tablets daily in divided doses. There is no dose recommendation for children. **Contra-indications** A history of sensitivity to salicylates. Children under 2 years of age. **Precautions** Not recommended in patients with renal impairment. Use with caution in patients with a raised blood urea or proteinuria. Avoid during pregnancy. Do not give with lactulose or similar preparations

which lower stool pH. **Adverse reactions** Nausea, diarrhoea, abdominal pain and headache. Exacerbation of the symptoms of colitis. Rarely, reversible pancreatitis. **Legal category** POM. 5.5.88

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Authorized User of the trade mark 'Asacol'
*Mesalazine is the British approved name of 5-aminosalicylic acid

SK&F
ASC-AD0558

VIDEO IMAGE

Spoilt for

1



The Olympus Electronic Video Information System (EVIS) uses the latest technology to transmit high-resolution electronic images direct from the distal tip to the monitor screen – a new era in endoscopy.

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2

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USA: KeyMed Inc., 400 Airport Executive Park, Spring Valley, New York 10977. Telephone: (914) 425-3100



Medical Equipment



WHY PICK THIS ONE?

All H_2 antagonists achieve effective duodenal ulcer healing — so why consider 'Tagamet' 800?

Cost:

the others are up to 60% more expensive*

Experience:

'Tagamet' has been prescribed more than twice as many times as all the others put together†

TAGAMET

CIMETIDINE

800

Just as peas in a pod are similar but not identical so too are the H_2 antagonists. Although structurally different and with some differing properties, they act via the same mechanism to achieve effective duodenal ulcer healing.

*The price comparison is based on manufacturers' recommended 4-week duodenal ulcer healing course using a one tablet nocte regimen. Prices are taken from MIMS September 1988 and represent the cost of 28 days' treatment. 'Tagamet' 800 mg £16.58, famotidine 40 mg £26.60, nizatidine 300 mg £25.76, ranitidine 300 mg £25.60. †Based on SK&F estimates of H_2 RA prescriptions in the UK from November 1976 to July 1988.

Prescribing Information. Presentations 'Tagamet Tiltab' Tablets, each containing 800 mg cimetidine (PL 0002/0128: 30, 2 calendar strips of 15 tablets, £17.76). 'Tagamet' Tablets, each containing 400 mg cimetidine (PL 0002/0092: 60, 4 calendar strips of 15 tablets, £18.69). 'Tagamet' Syrup, PL 0002/0073, containing 200 mg cimetidine per 5 ml. 600 ml, £23.04. **Indication** Duodenal ulcer. **Dosage** For full dosage instructions see Data Sheet. **Adults.** 800 mg once a day at bedtime, or 400 mg b.d. with breakfast and at bedtime. Treat for at least 4 weeks. To prevent relapse, 400 mg

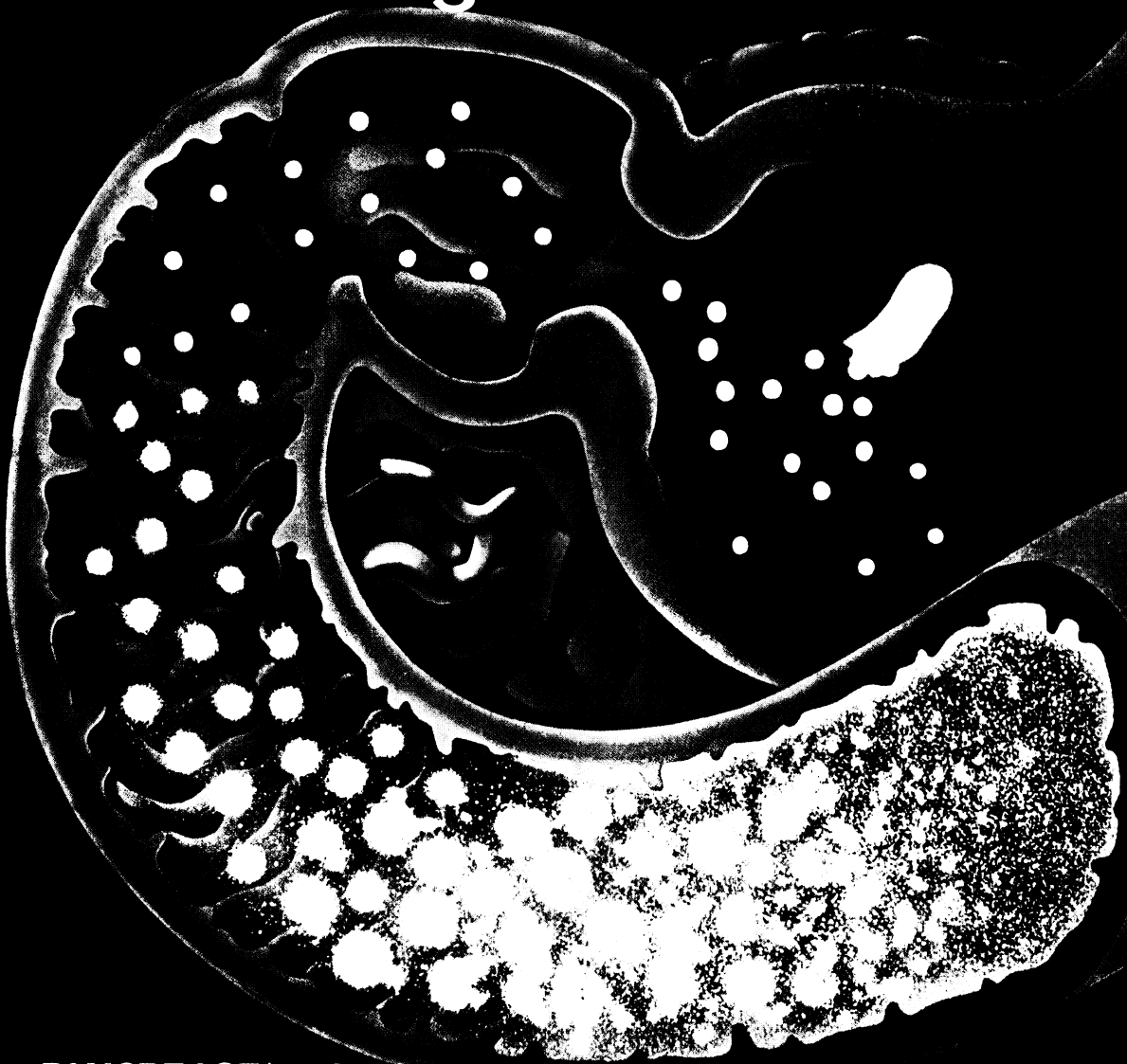
at bedtime or 400 mg morning and at bedtime. **Children:** Over 1 year: 25-30 mg/kg/day, divided. **Cautions** Impaired renal function: reduce dosage (see Data Sheet). Potentiation of oral anticoagulants, phenytoin and theophylline (see Data Sheet). Prolonged treatment: observe patients periodically. Potential delay in diagnosis of gastric cancer (see Data Sheet). Care in patients with compromised bone marrow (see Data Sheet). Avoid during pregnancy and lactation. **Adverse reactions** Diarrhoea, dizziness, rash, tiredness. Gynaecomastia, occasional reversible liver damage, confusional states (usually in the elderly or very ill). Very rarely interstitial nephritis, acute pancreatitis, thrombocytopenia, headache, myalgia, arthralgia; very rare reports of alopecia, reversible impotence but no causal relationship established at usual therapeutic doses. **Legal category** POM. 10.6.88.

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SK&F

TG AD1608

PANCREASE* Capsules deliver PANCREATIN BP the full dose of enzyme right to the site of digestion.



PANCREASE* – the only enteric coated microsphere preparation.

- Protected from gastric inactivation
- Improves nutritional status
- Effective in Cystic Fibrosis and Chronic Pancreatic Insufficiency.

PRESCRIBING INFORMATION – PANCREASE* Capsules

Presentation: Hard white gelatin capsules containing enteric coated beads of pancreatin BP. Each capsule has a protease activity of not less than 330 BP Units and amylase activity of not less than 2,900 BP Units and lipase activity of not less than 5,000 BP Units. **Uses:** Exocrine pancreatic enzyme deficiency. **Dosage and administration:** For adults and children 1 or 2 capsules during each meal and one capsule with snacks. To protect the enteric coating the beads should not be crushed or chewed. **Contra-indications, warnings, etc.** Hypersensitivity to pork protein. The safety of Pancrease* during pregnancy has not yet been established. Such use is not recommended. The most frequently reported adverse reactions to Pancrease* Capsules are gastrointestinal in nature. Contact of the beads with food having a pH higher than 5.5 can dissolve the protective enteric shell. **Pharmaceutical precautions:** Keep bottle tightly closed. Store at room temperature in a dry place. Do not refrigerate.

Legal category: P **Package Quantities:** Containers of 100 capsules.
Basic NHS Cost: £15.98 (for 100 capsules). **Product Licence Number:** PL 76/129.

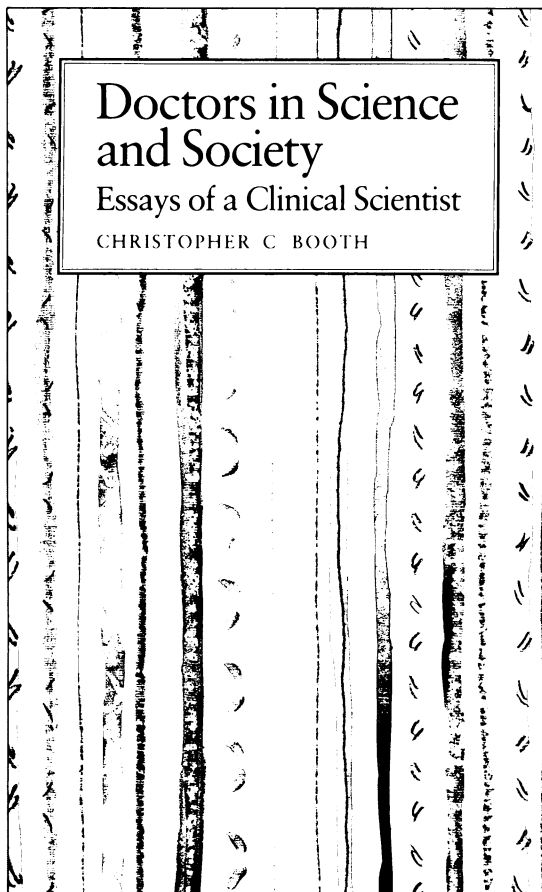
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Think about it

You make a clinical diagnosis. Do you ever consider the thought processes by which you arrived at it? Medical students and practitioners are often concerned with examples of diagnostic logic, but seldom consider them in the context of a general philosophy. Is diagnostic logic out on a limb, or is it based on the same principles as logic in general?

In *Logic in Medicine* doctors and philosophers combine to provide a coherent system of diagnostic logic with a broader view of the science and art of reasoning.

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