You don't have to go this far to treat acid reflux effectively

Zantac 300

RANITIDINE

The sooner the better

PRESCRIBING INFORMATION: INDICATIONS: Duodenal ulcer, benign gastric ulcer, ulcers associated with non-steroidal anti-inflammatory drugs (NSAIDs), oesophageal reflux disease, severe oesophagitis, chronic episodic dyspepsia. **DOSAGE:** *Adults:* Duodenal ulceration and gastric ulceration: A single 300mg dose at bedtime or 150mg twice daily in the morning and evening for four weeks. Alternatively, in duodenal ulcers, 300mg in the morning and evening for four weeks to achieve optimal healing. Continued maintenance treatment of 150mg at bedtime is recommended for patients with a history of recurrent ulceration. Ulcers following non-steroidal anti-inflammatory drug therapy or associated with continued non-steroidal anti-inflammatory drugs: 150mg twice daily for up to eight weeks. Chronic episodic dyspepsia: 150mg twice daily for six weeks, investigate early relapsers and non-responders. Oesophageal reflux disease: 300mg at bedtime or 150mg twice daily for up to eight weeks. Severe oesophagitis: 300mg four times daily for up to eight weeks (see data sheet for full dosage instructions). **CONTRA-INDICATIONS:** Patients with known hypersensitivity to ranitidine. **PRECAUTIONS:** Exclude the possibility of malignancy in gastric ulcer before instituting therapy, especially in middle-aged patients with new or recently changed dyspeptic symptoms. Regular supervision of patients with peptic ulcer and on NSAID therapy is recommended especially if elderly. Reduce dosage in the presence of severe renal failure (see data sheet). Like other drugs, use during pregnancy and lactation only if strictly necessary. **SIDE EFFECTS:** Headache, dizziness, skin rash, occasional hepatitis. Rarely, reversible mental confusion states, usually in very ill or elderly patients. Rare cases of leucopenia and thrombocytopenia, usually reversible, agranulocytosis and pancytopenia. Hypersensitivity reactions, anaphylactic shock. Rare cases of breast symptoms in men. As with other H_1-receptor antagonists rare cases of bradycardia, A-V block and asystole (see data sheet). **PRESENTATIONS:** Zantac 150 Tablets each containing 150mg ranitidine (Product Licence number 0004/0279, 60 tablets £29·76); Zantac 300 Tablets each containing 300mg ranitidine (Product Licence number 0004/0302, 30 tablets £27·43); Zantac Dispersible Tablets each containing 150mg ranitidine (Product Licence number 0004/0298, 60 tablets £31·25); Zantac Syrup each 10ml dose containing 150mg ranitidine (Product Licence number 0004/0310, 300ml bottle £22·32). **PRODUCT LICENCE HOLDER:** Glaxo Operations U.K. Limited, Greenford, Middlesex UB6 0HE.

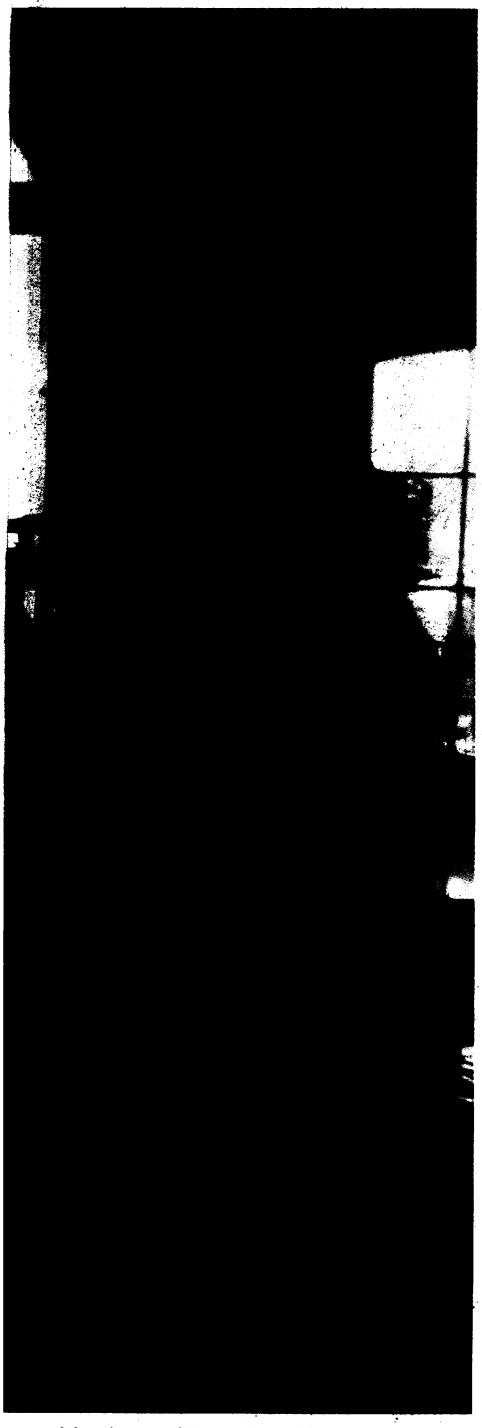
Zantac is a Glaxo trade mark

Further information is available on request from:
Glaxo Laboratories Limited, Greenford, Middlesex UB6 OHE.
Tel: 081-422 3434

Glaxo

FAST W

ORKER



'Pepcid' PM,
working fast to relieve
the pain of ulcers,[1] quickly
restoring the well-being
of many patients.
This rapid relief, together
with fast, effective healing,[2]
is achieved in many patients
with a simple dosage of
just one small 40 mg
tablet at night.

PEPCID® PM 40

(famotidine) mg

ONE AT NIGHT CAN MAKE THEIR DAY

SPECIFICALLY DEVELOPED FOR THE SUPPRESSION OF NOCTURNAL ACID

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. Issued March 1989.

▼Special reporting to the CSM required.

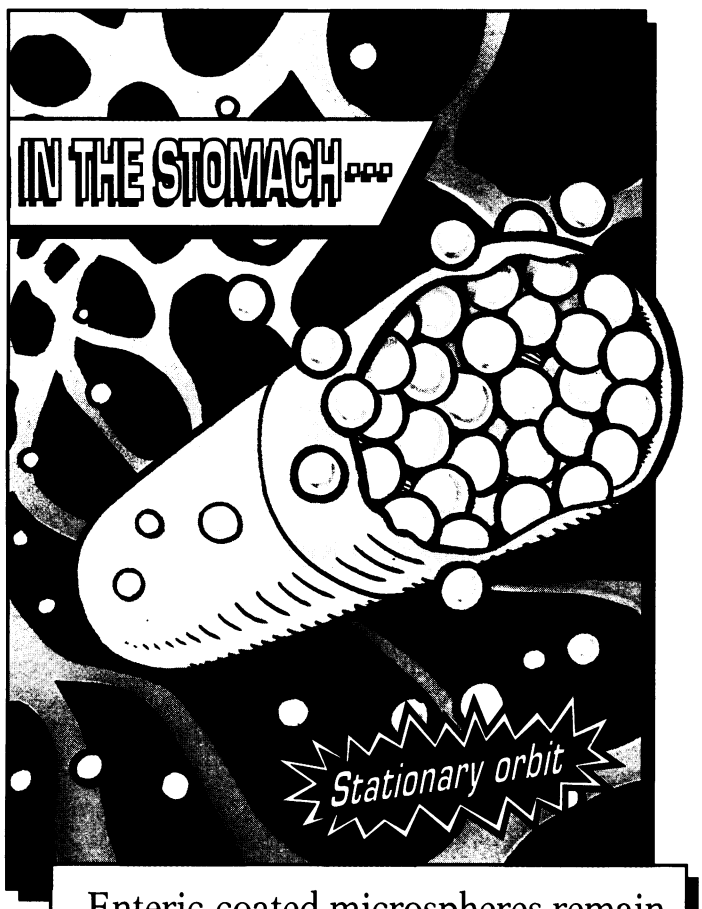
®denotes registered trademark of Merck & Co., Inc., Rahway, NJ, USA.

References

1. Rohner, H-G., and Gugler, R., *Amer. J. Med.*, 1986, *81* (Suppl. 4B), 13.
2. Dobrilla, G., *et al.*, *Scand. J. Gastroenterol.*, 1987, *22* (Suppl. 34), 21.

03-90 PCD.89.GB.4086.J.

Creon arrives rather than travelling in hope



Enteric-coated microspheres remain protected against gastric acid whilst mixing thoroughly with food ...

Rising pH rapidly releases active pancreatin for thorough digestion and control of steatorrhoea

creon® pancreatin *Microspheres*

Superior control of steatorrhoea†

†Compared with standard enteric-coated tablets in pancreatic insufficiency[1,2]

Prescribing Information

Presentation: Brown-yellow capsules containing enteric coated granules of pancreatin equivalent to: 9,000 BP units of amylase; 8,000 BP units of lipase; 210 BP units of protease. Available in packs of 100. Basic NHS price £13.33.

Indication: Pancreatic exocrine insufficiency.

Dosage and administration: Adults and children: Initially one or two capsules with meals, then adjust according to response. The capsules can be swallowed whole, or for ease of administration they may be opened and the granules taken with fluid or soft food, but without chewing. If the granules are mixed with food, it is important that they are taken immediately, or otherwise dissolution of the enteric coating may result.

Contra-indications, Warnings, etc.: Contra-indications: Substitution with pancreatic enzymes is contra-indicated in the early stages of acute pancreatitis.

Warnings: Use in pregnancy; there is inadequate evidence of safety in use during pregnancy.

The product is of porcine origin.

Rarely cases of hyper-uricosuria and hyper-uricaemia have been reported with high doses of pancreatin. Overdosage could precipitate meconium ileus equivalent.

Perianal irritation could occur, and, rarely, inflammation when large doses are used.

Product Licence Number: 5727/0001.

Name and address of Licence Holder: Kali Chemie Pharma GmbH, Postfach 220, D-3000, Hannover 1, West Germany.

References

1. Stead RJ et al. *Thorax* 1987;**42**:533-537. 2. Beverley DW et al. *Arch Dis Child* 1987;**62**:564-568.

duphar

Further information is available from: Duphar Laboratories Limited, Gaters Hill, West End, Southampton SO3 3JD. Tel: (0703) 472281.

CRE/PI/Ad/91

CLOCKWORK ORANGE

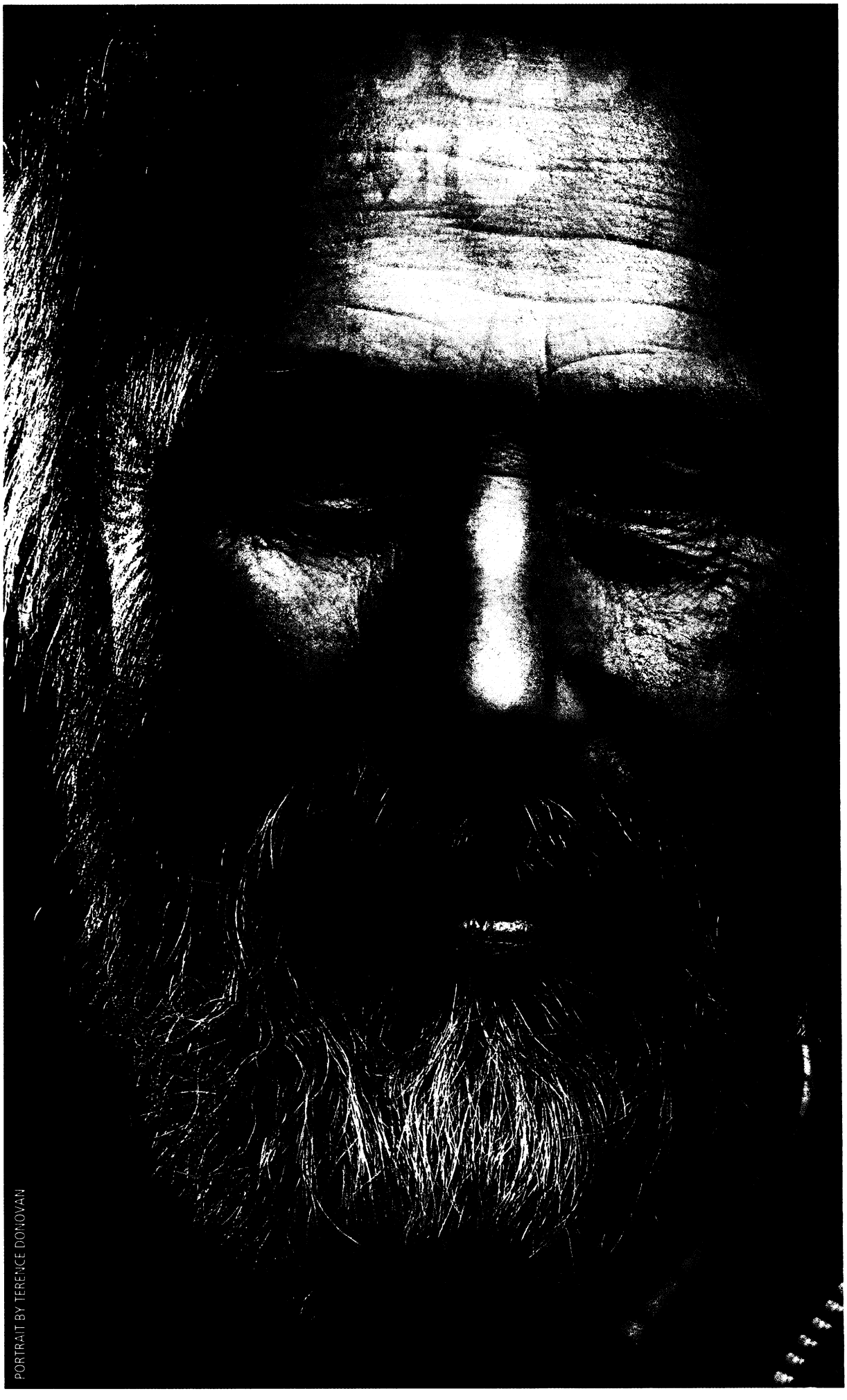
and maintain regularity*

Fybogel®

Ispaghula Husk BP

REGULAR AS CLOCKWORK

FYBOGEL PRESCRIBING INFORMATION Indications: Conditions requiring a high-fibre regimen. **Dosage and Administration:** (To be taken in water) Adults and children over 12: One sachet morning and evening. Children 6-12 years: Half to one level 5ml spoonful depending on age and size, morning and evening. Children under 6 years: To be taken only on medical advice. **Contra-indications, Warnings, etc.:** Fybogel is contra-indicated in cases of intestinal obstruction and colonic atony. Each sachet contains 3.5g Ispaghula husk BP. **Basic NHS Price:** At May '90 60 sachets £4.24, Eire: 60 sachets IR £4.92. **PL No.:** Fybogel 44/0041, **Irish PA** 27/2/1, Fybogel Orange 44/0068, Irish PA 27/2/2. **Reference:** 1. Data on file, 394 Patient Study, Reckitt and Colman Pharmaceuticals, 1988. Fybogel is a trade mark of Reckitt & Colman Products Ltd. Further information is available from Reckitt & Colman Pharmaceuticals, Hull HU8 7DS.

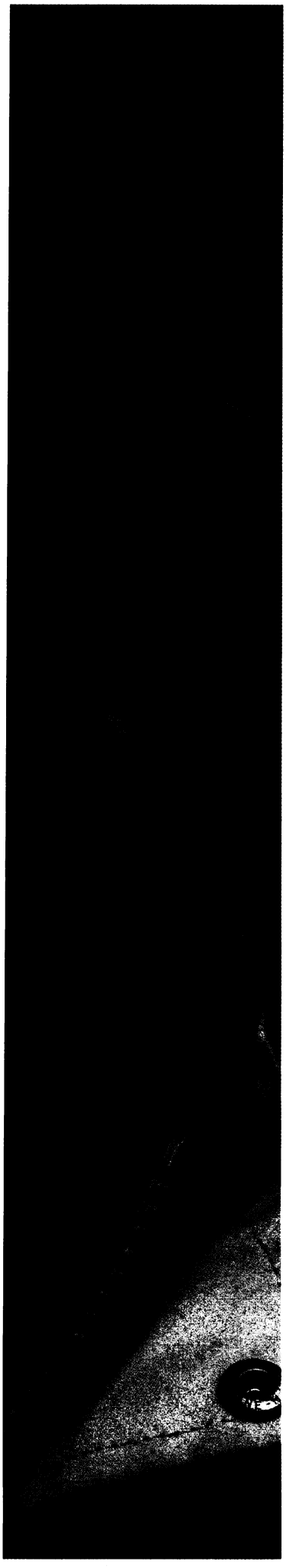


PORTRAIT BY TERENCE DONOVAN

References 1. Difference in cost between once-nightly four week courses of 'Tagamet' and the least expensive alternative H_2-antagonist brand if 90% of patients currently receiving other brands were prescribed 'Tagamet' (prices from MIMS, January 1991). **2.** Medicalfocus (1990). Produced by Taylor Nelson Healthcare using data derived from the VAMP Research Bank. **3.** Data on File Smith Kline & French Laboratories. **4.** Scriptcount: MAT 21.12.90.

Prescribing information. Presentation 'Tagamet Tiltab' Tablets, PL 0002/0128, each containing 800 mg cimetidine. 30 (2 calendar strips of 15 tablets), £17.76. 'Tagamet' Tablets, PL 0002/0092, each containing 400 mg cimetidine. 60 (4 calendar strips of 15 tablets), £18.69. 'Tagamet Tiltab' Tablets, PL 0002/0063R, each containing 200 mg cimetidine. 120 (4 blister strips of 30 tablets), £17.80. 'Tagamet' Effervescent Tablets, PL 0002/0206, each containing 400 mg cimetidine. 60 (3 tubes of 20 tablets) £18.69. 'Tagamet' Syrup, PL 0002/0073R, containing 200 mg cimetidine per 5 ml. 600 ml, £25.90. **Uses** Duodenal and benign gastric ulceration, including that associated with NSAIDs, recurrent and stomal ulceration, oesophageal reflux disease. Other conditions where reduction of gastric acid by 'Tagamet' is beneficial: persistent dyspeptic symptoms, particularly meal-related, including such symptoms associated with NSAIDs; prophylaxis of stress-induced gastrointestinal haemorrhage and of acid aspiration (Mendelson's) syndrome; malabsorption and fluid loss in short bowel syndrome; to reduce degradation of pancreatic enzyme supplements; Zollinger-Ellison syndrome. **Dosage** Usual maximum, 2.4 g/day. *For full dosage instructions see Data Sheet. Adults: Oral:* In *duodenal ulcer or benign gastric ulcer,* 800 mg once a day at bedtime. Otherwise usual dosage, 400 mg b.d. with breakfast and at bedtime. Alternatively 200 mg t.d.s with meals and 400 mg at bedtime (1.0 g/day) or if inadequate, 400 mg q.d.s. with meals and at bedtime (1.6 g/day). Treat for at least 4 weeks (6 weeks in benign gastric ulcer, 8 weeks in ulcer associated with continued NSAIDs). For continued treatment, 400 mg at bedtime or else 400 mg morning and at bedtime. To prevent relapse of peptic ulcer, usually 400 mg at bedtime or else 400 mg morning and at bedtime. *Oesophageal reflux disease:* 400 mg q.d.s. with meals and at bedtime (1.6 g/day) for 4 to 8 weeks. *Prophylaxis of stress-induced gastrointestinal haemorrhage,* 200-400 mg every 4-6 hours. *Prophylaxis of acid aspiration syndrome,* 400 mg 90-120 minutes before induction of general anaesthesia or at start of labour; up to 400 mg repeated (parenterally if appropriate) at 4-hourly intervals while risk persists. Do not use 'Tagamet' Syrup. *Zollinger-Ellison syndrome,* 400 mg q.d.s. or more a day. *To reduce degradation of pancreatic enzyme supplements,* 800-1600 mg in 4 divided doses one to one and a half hours before meals. Dissolve effervescent tablets in a glass of water. *Children:* Over 1 year: 25-30 mg/kg/day, divided. **Contra-indication** Hypersensitivity to cimetidine. **Precautions** Impaired renal function: reduce dosage (see Data Sheet). Potentiation of oral anticoagulants, phenytoin, theophylline and intravenous lignocaine (see Data Sheet). Prolonged treatment: observe patients regularly. Potential delay in diagnosis of gastric cancer (see Data Sheet). Regularly observe patients with a history of peptic ulcer and on NSAIDs, especially if elderly. 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, agranulocytosis, headache, myalgia, arthralgia, sinus bradycardia, tachycardia, heart block, aplastic anaemia; very rare reports of alopecia, reversible impotence but no causal relationship established at usual therapeutic doses. **Legal category** POM. 8.2.91 Smith Kline & French Laboratories, Welwyn Garden City, Hertfordshire AL7 1EY 'Tagamet', 'Tiltab' and the appearance of the tablets are trade marks. TG:AD/1/003

SK&F



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It would be hard to find a mountaineer who could outperform Chris Bonington.

And it would be hard to find an H_2-antagonist that could outperform 'Tagamet' in clinical use.

Today, 'Tagamet' continues to produce a great performance for your patients, and for your practice.

With rapid healing of duodenal ulcer and lasting protection from ulcer relapse, 'Tagamet' puts patients back on their feet fast, and then helps keep them ulcer-free.

What's more, 'Tagamet' can add real value to your practice. By using 'Tagamet' as your first-choice H_2-antagonist, a General Practitioner with a list of 2,000 patients could retain over £1,000 extra each year within the practice budget.[1,2]

Added to this, 'Tagamet' is backed by the evidence of 16,000 publications and the experience of over 2 million patient years in the UK alone.[3]

Plus the trust and confidence of more than 5,000 prescriptions dispensed in the UK every day.[4]

And that's quite a performance, isn't it?

TAGAMET

CIMETIDINE

GREAT BRITISH PERFORMER

References
1. Wilson DE, Quadros E, Rajapaksa T, Adams A, Noar M. Dig Dis Sci 1986; 31 (suppl): 126s-129s.
2. Isenberg JL, Hogan DL, Koss MA, Selling JA. Gastroenterology 1986; 91: 370-378.
3. Sato N, Kawano S, Fukuda M, Tsuji S, Kamada T. Am J Med 1987; 83 (suppl 1A): 15-21.

Soften the impact of NSAIDs on the stomach with prostaglandins

Cytotec is a prostaglandin analogue and therefore replaces G.I. prostaglandins depleted by NSAIDs.

Unlike H_2 receptor antagonists, Cytotec not only inhibits gastric acid secretion[1] but also protects the gastric mucosa by stimulating bicarbonate secretion,[2] increasing mucus secretion[1] and enhancing gastric mucosal blood flow.[3]

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F March 1990

Consider an ulcer extinct at your patient's peril

For the lifetime of the disease

PRESCRIBING INFORMATION: INDICATIONS: DUODENAL ULCER, BENIGN GASTRIC ULCER, ULCERS ASSOCIATED WITH NON-STEROIDAL ANTI-INFLAMMATORY DRUGS (NSAIDs), REFLUX OESOPHAGITIS, CHRONIC EPISODIC DYSPEPSIA. **DOSAGE:** ADULTS: THE USUAL DOSAGE IS 150MG TWICE DAILY IN THE MORNING AND EVENING. ALTERNATIVELY, PATIENTS WITH DUODENAL ULCERATION, GASTRIC ULCERATION OR REFLUX OESOPHAGITIS MAY BE TREATED WITH A SINGLE BEDTIME DOSE OF 300MG. IN ULCERS FOLLOWING NON-STEROIDAL ANTI-INFLAMMATORY DRUG THERAPY, OR ASSOCIATED WITH CONTINUED NON-STEROIDAL ANTI-INFLAMMATORY DRUGS OR IN THE MANAGEMENT OF REFLUX OESOPHAGITIS UP TO EIGHT WEEKS' TREATMENT MAY BE NECESSARY. CHRONIC EPISODIC DYSPEPSIA: 150MG TWICE DAILY FOR SIX WEEKS; INVESTIGATE EARLY RELAPSERS AND NON-RESPONDERS. (SEE DATA SHEET FOR FULL DOSAGE INSTRUCTIONS.) **CONTRA-INDICATIONS:** PATIENTS WITH KNOWN HYPERSENSITIVITY TO RANITIDINE. **PRECAUTIONS:** EXCLUDE THE POSSIBILITY OF MALIGNANCY IN GASTRIC ULCER BEFORE INSTITUTING THERAPY, ESPECIALLY IN MIDDLE-AGED PATIENTS WITH RECENTLY CHANGED DYSPEPTIC SYMPTOMS. SUPERVISION OF PATIENTS WITH PEPTIC ULCERS AND ON NSAID THERAPY IS RECOMMENDED ESPECIALLY IF ELDERLY. REDUCE DOSAGE IN THE PRESENCE OF SEVERE RENAL FAILURE (SEE DATA SHEET). LIKE OTHER DRUGS, USE DURING PREGNANCY AND LACTATION ONLY IF STRICTLY NECESSARY.

SIDE EFFECTS: HEADACHE, DIZZINESS, SKIN RASH, OCCASIONAL HEPATITIS. RARELY, REVERSIBLE MENTAL CONFUSION STATES, USUALLY IN VERY ILL OR ELDERLY PATIENTS. RARE CASES OF LEUCOPENIA AND THROMBOCYTOPENIA, USUALLY REVERSIBLE, AGRANULOCYTOSIS AND PANCYTOPENIA. HYPERSENSITIVITY REACTIONS, ANAPHYLACTIC SHOCK. RARE CASES OF BREAST SYMPTOMS IN MEN. AS WITH OTHER H_2-RECEPTOR ANTAGONISTS RARE CASES OF BRADYCARDIA AND A-V BLOCK (SEE DATA SHEET). **PRESENTATIONS:** ZANTAC 150 TABLETS EACH CONTAINING 150MG RANITIDINE (PRODUCT LICENCE NUMBER 0004/0279, 60 TABLETS £29·76); ZANTAC 300 TABLETS EACH CONTAINING 300MG RANITIDINE (PRODUCT LICENCE NUMBER 0004/0302, 30 TABLETS £27·43); ZANTAC DISPERSIBLE TABLETS EACH CONTAINING 150MG RANITIDINE (PRODUCT LICENCE NUMBER 0004/0298, 60 TABLETS £31·25); ZANTAC SYRUP EACH 10ML DOSE CONTAINING 150MG RANITIDINE (PRODUCT LICENCE NUMBER 0004/0310, 300ML BOTTLE £22·32). **PRODUCT LICENCE HOLDER:** GLAXO OPERATIONS U.K. LIMITED, GREENFORD, MIDDLESEX UB6 0HE

ZANTAC IS A GLAXO TRADE MARK

FURTHER INFORMATION IS AVAILABLE ON REQUEST FROM:
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loosens the grip of IBS

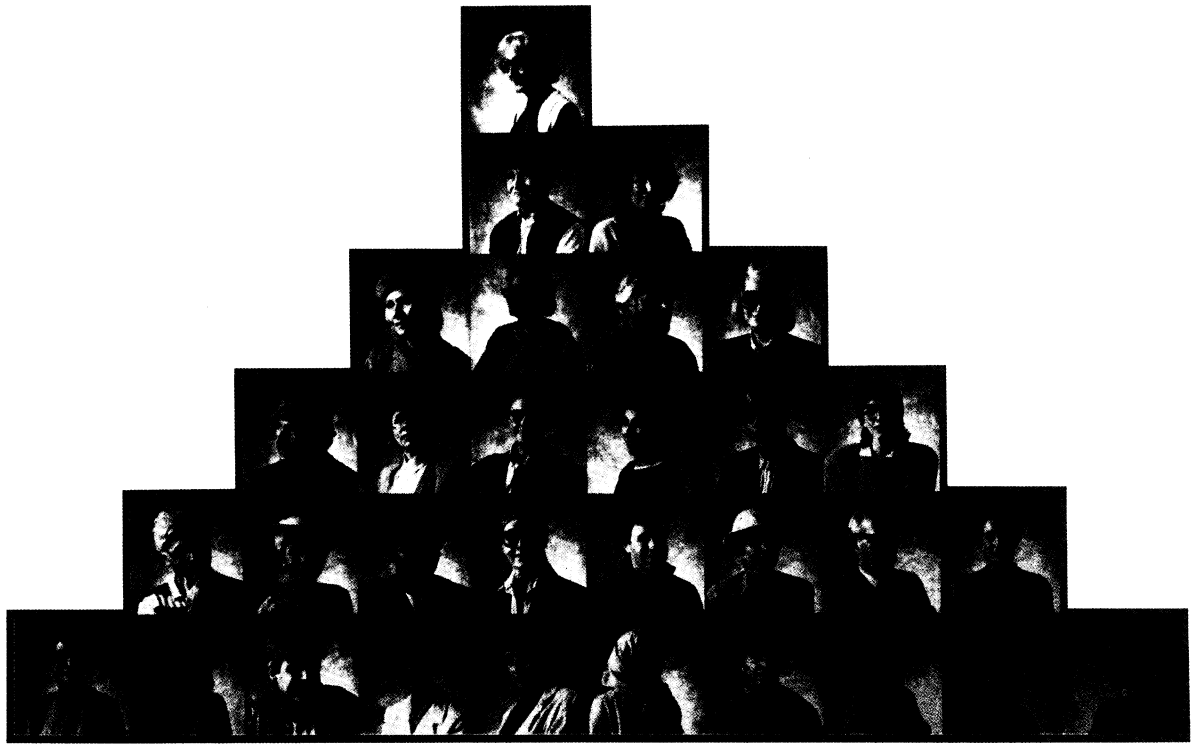
Prescribing Information
Presentation: White, sugar-coated tablets each containing 135mg mebeverine hydrochloride. Available in packs of 100. Basic NHS price £8.35. Yellow, banana-flavoured sugar-free suspension containing mebeverine pamoate equivalent to 50mg mebeverine hydrochloride per 5ml. Available in bottles of 300ml: Basic NHS price £3.50. **Indications:** 1. Irritable bowel syndrome. 2. Gastrointestinal spasm secondary to organic diseases. **Dosage and Administration:** Tablets: Adults and children ten years and over: One tablet three times a day, preferably 20 minutes before meals. Suspension: Adults and children ten years and over: 15ml (150mg) three times a day, preferably 20 minutes before meals. **Contra-indications, warnings, etc:** Animal experiments have failed to show any teratogenic effects. However, the usual precautions concerning the administration of any drug during pregnancy should be observed. **Product Licence Number:** *Tablets:* 0512/0044: *Suspension:* 0512/0061. Further information is available on request to the Company.

duphar Duphar Laboratories Limited, Gaters Hill, West End, Southampton, SO3 3JD. Telephone: 0703 472281

C/Hosp Ad/1/88

In 4 weeks ranitidine 150mg bd can heal 31% of patients with erosive oesophagitis.[1]

That's good...



... or is it?

Abbreviated Prescribing Information.
Presentation: Losec capsules containing 20mg omeprazole. **Indications:** Healing of erosive reflux oesophagitis. Symptom relief is rapid, and the majority of patients are healed after 4 weeks. **Dosage:** *Adults* (including elderly). 20mg once daily, given for 4 weeks. For those patients not fully healed after the initial course, healing usually occurs during a further 4 weeks' treatment. Losec has also been used in a dose of 40mg once daily in patients with reflux oesophagitis refractory to other therapy. Healing usually occurred within 8 weeks. Long-term maintenance treatment with Losec is not recommended. *Children:* There is no experience of the use of Losec in children. *Impaired renal or hepatic function:* Adjustment is not required. Patients with severe liver disease should not require more than 20mg Losec daily. **Contra-indications, Warnings, etc:** No known contra-indications to the use of Losec. When gastric ulcer is suspected, the possibility of malignancy should be excluded before treatment with Losec is instituted, as treatment may alleviate symptoms and delay diagnosis. Avoid in pregnancy unless there is no safer alternative. Breast feeding should be discontinued if the use of Losec is considered essential. Losec is well tolerated. Nausea, headache, diarrhoea, constipation and flatulence have been reported but are rare. Skin rashes have occurred in a few patients. These events have usually been mild and transient and there has been no consistent relationship with treatment. Losec can delay the elimination of diazepam, phenytoin and warfarin. Monitoring of patients receiving warfarin or phenytoin is recommended and a reduction of warfarin or phenytoin dose may be necessary when omeprazole is added to treatment. No evidence of an interaction with theophylline, propranolol or antacids. **Animal Toxicology:** Gastric ECL-cell hyperplasia and carcinoids, localised to the oxyntic mucosa, have been observed in life-long studies in rats. These changes have been related to sustained hypergastrinaemia. No treatment related mucosal changes have been observed in patients treated continuously for periods up to 4 years. **Pharmaceutical Precautions:** Use within one month of opening. Replace cap firmly after use. Dispense in original containers. **Legal Category:** POM. **Package Quantities and Basic NHS Cost:** Bottles of 5 capsules, £6.49; Bottles of 28 capsules, £36.36. **Product Licence Number:** PL0017/0238. **Product Licence Holder:** Astra Pharmaceuticals Ltd., Home Park, Kings Langley, Herts WD4 8DH.
Reference: 1. Sandmark S et al. Scand. J Gastroenterol. 1988; **23** : 625-32

ASTRA

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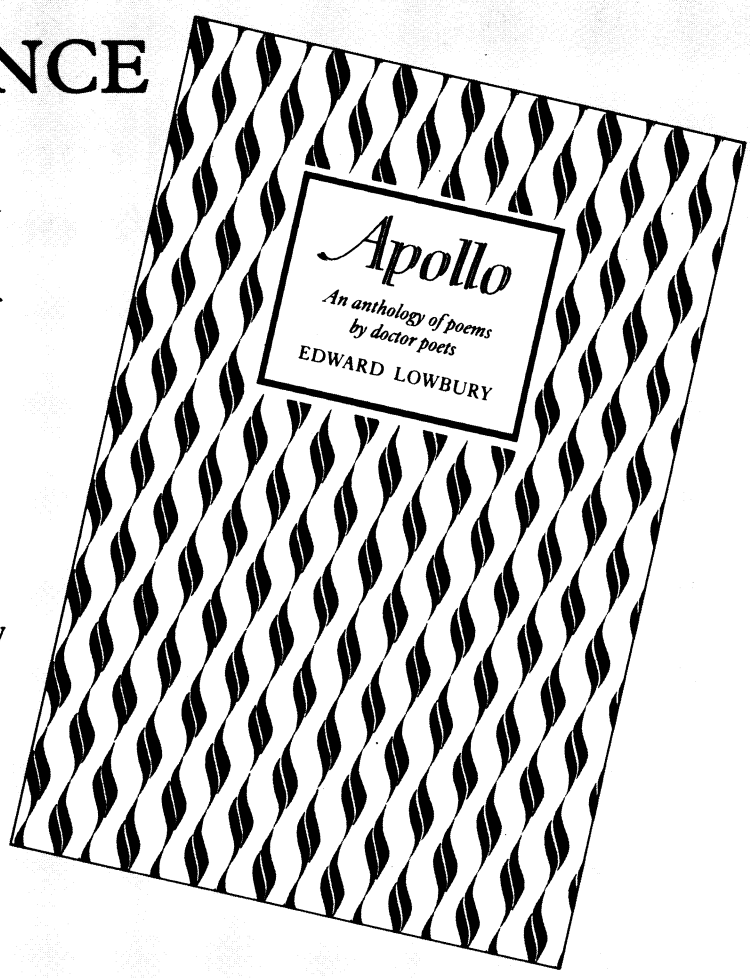
Astra Pharmaceuticals Ltd
Telephone: (0923) 266191

Art and Science



Poetry and medicine are not as far apart as you might think: the Greeks attributed both to one god, Apollo.
Many doctors have followed in Apollo's footsteps by combining the art of poetry with the practice of medicine, while others have abandoned medicine to make poetry their profession.
In *Apollo* poems by medical writers from classical times to the twentieth century have been chosen and edited with an introduction by Edward Lowbury, himself a distinguished doctor poet. Including works by Rabelais, Sir Thomas Browne, Goldsmith, Keats, Schiller, Ronald Ross, William Carlos Williams, and Dannie Abse, this beautifully produced limited edition is published by the Keynes Press to mark the 150th anniversary of the *BMJ*.

Published 19 September 1990
Designed by Sebastian Carter; demy octavo; set in Erhardt and printed on Supreme Cream Bookwove paper; 158 pages
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UK £20.00; Abroad £23.00; USA $43.00 including postage, by air abroad

Did Ed, *BMJ*, Murder his Wife?

Supposedly based on rumoured events in the life of Ernest Hart, a great but undervalued editor of the *BMJ*, Frank Danby's novel *Dr Phillips: a Maida Vale Idyll* was first published in 1887. Unlike many popular Victorian novels it is concisely plotted; the characters are sympathetic and believable; and the author's presentation of Jewish life in the late nineteenth century is uncompromisingly honest.
But is the character of "Dr Phillips" a portrait of Hart? In his introduction to the Keynes Press edition Stephen Lock, present editor of the *BMJ*, places the novel in its literary and historical context and examines the character and achievements of Ernest Hart. Finely bound and printed, and with illustrations by Tabitha Salmon, this edition of *Dr Phillips: a Maida Vale Idyll* will fascinate those interested in literature, history, and the *BMJ*.

Published December 1989
Demy Octavo; set in Monophoto Modern and printed on Fineblade Cartridge paper; xii + 285 pages; colour frontispiece
Limited edition of 300 copies
Inland £45.00; Abroad £49.00; USA $80.00 including postage, by air abroad

Tabitha Salmon's frontispiece from *Dr Phillips: a Maida Vale Idyll* by Frank Danby

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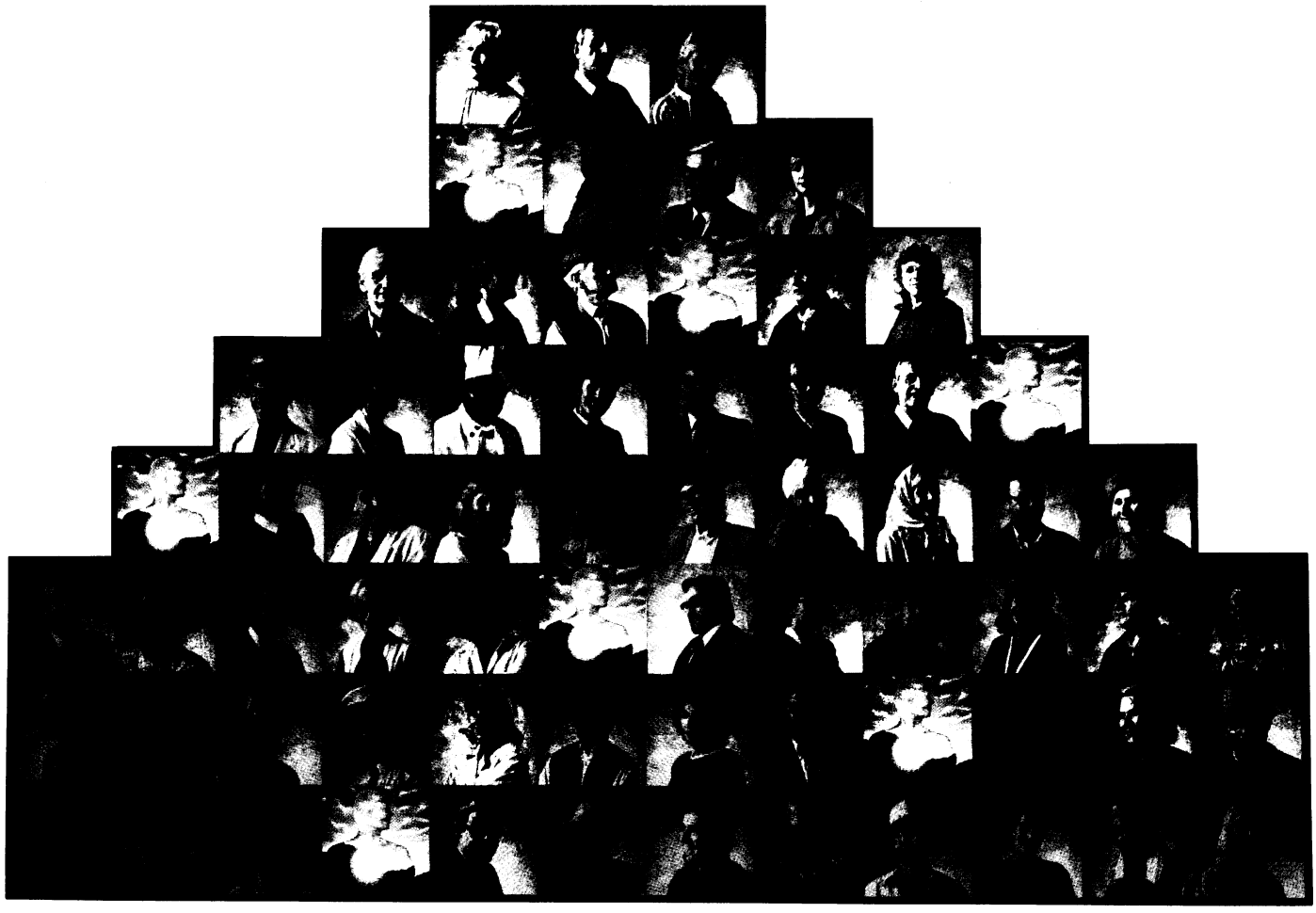
LOSEC can heal 67% of patients with erosive oesophagitis.[1]

That's twice as good!*

*** Losec 20mg once daily compared with ranitidine 150mg bd**



LOSEC®
omeprazole-Astra

20 mg once a day

Abbreviated Prescribing Information.

Presentation: Losec capsules containing 20mg omeprazole. **Indications:** Healing of erosive reflux oesophagitis. Symptom relief is rapid, and the majority of patients are healed after 4 weeks. **Dosage:** *Adults* (including elderly). 20mg once daily, given for 4 weeks. For those patients not fully healed after the initial course, healing usually occurs during a further 4 weeks' treatment. Losec has also been used in a dose of 40mg once daily in patients with reflux oesophagitis refractory to other therapy. Healing usually occurred within 8 weeks. Long-term maintenance treatment with Losec is not recommended. *Children:* There is no experience of the use of Losec in children. *Impaired renal or hepatic function:* Adjustment is not required. Patients with severe liver disease should not require more than 20mg Losec daily. **Contra-indications, Warnings, etc:** No known contra-indications to the use of Losec. When gastric ulcer is suspected, the possibility of malignancy should be excluded before treatment with Losec is instituted, as treatment may alleviate symptoms and delay diagnosis. Avoid in pregnancy unless there is no safer alternative. Breast feeding should be discontinued if the use of Losec is considered essential. Losec is well tolerated. Nausea, headache, diarrhoea, constipation and flatulence have been reported but are rare. Skin rashes have occurred in a few patients. These events have usually been mild and transient and there has been no consistent relationship with treatment. Losec can delay the elimination of diazepam, phenytoin and warfarin. Monitoring of patients receiving warfarin or phenytoin is recommended and a reduction of warfarin or phenytoin dose may be necessary when omeprazole is added to treatment. No evidence of an interaction with theophylline, propranolol or antacids. **Animal Toxicology:** Gastric ECL-cell hyperplasia and carcinoids, localised to the oxyntic mucosa, have been observed in life-long studies in rats. These changes have been related to sustained hypergastrinaemia. No treatment related mucosal changes have been observed in patients treated continuously for periods up to 4 years. **Pharmaceutical Precautions:** Use within one month of opening. Replace cap firmly after use. Dispense in original containers. **Legal Category:** POM. **Package Quantities and Basic NHS Cost:** Bottles of 5 capsules, £6.49; Bottles of 28 capsules, £36.36. **Product Licence Number:** PL0017/0238. **Product Licence Holder:** Astra Pharmaceuticals Ltd., Home Park, Kings Langley, Herts WD4 8DH.

Reference: 1. Sandmark S et al. Scand. J Gastroenterol. 1988; **23** : 625-32

* Losec 20mg once daily compared with ranitidine 150mg bd

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Astra Pharmaceuticals Ltd
Telephone: (0923) 266191

Losec is a registered trade mark

THE QUALITIES OF LEADERSHIP

Experience

Unique among foam treatments, Colifoam has over 12 years of proven efficacy and safety in clinical practice.

Trust

Equally as effective as steroid enemas,[1,2] Colifoam is well documented and is the most prescribed topical treatment[3] for ulcerative colitis.

Confidence

Colifoam's simplicity and effectiveness has transformed the lives of thousands of patients, enabling them to pursue active social and working lives.[1]

COLIFOAM
10% Hydrocortisone acetate foam.

The leading topical treatment for ulcerative colitis.

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. References 1. Somerville KW et al. British Medical Journal 1985; 291:866. 2. Ruddell WSJ et al. Gut 1980; 21:885-889. 3. Independent Research Audit. Data on File. Further information is available on request. Stafford-Miller Ltd., Professional Relations Division, Broadwater Road, Welwyn Garden City, Herts. AL7 3SP.

Dipentum®

olsalazine

in Ulcerative Colitis

Delivers 5-ASA to the colon . . .

. . . *not to the kidneys*

Prescribing information

Presentation. Caramel coloured capsules containing 250mg olsalazine sodium.
Uses. Oral treatment of acute mild ulcerative colitis and the maintenance of remission. Olsalazine consists of two molecules of 5-amino-salicylic acid (5-ASA) joined through an azo-bond. The systemic absorption of olsalazine is minimal. 99% of an oral dose will reach the colon. Olsalazine is activated in the colon where it is converted into 5-ASA. The release of 5-ASA is neither pH nor time dependent. 5-ASA acts topically on the colonic mucosa and local colonic concentrations of 5-ASA are more than 1000 times that found in the serum.
Dosage and Administration. **Acute Mild Disease.** *Adults Including the Elderly.* Commence on 1g daily in divided doses and, depending upon the patient response, titrate the dose upwards to a maximum of 3g daily over 1 week. A single dose should not exceed 1g. Olsalazine should be taken with food.
Remission *Adults Including the Elderly.* 2 capsules (0.5g) twice daily taken with food.
Contra-Indications, Warnings, etc. *Contra-indications.* Hypersensitivity to salicylates. There is no experience of the use of olsalazine in patients with significant renal impairment. Olsalazine is contra-indicated in patients with significant renal impairment. *Pregnancy.* Comprehensive animal reproductive toxicity studies have not been performed. There is no experience with olsalazine treatment during pregnancy. Olsalazine is contra-indicated in pregnancy. *Lactation.* There are no data on the excretion of olsalazine in breast milk.
Adverse Reactions. Watery diarrhoea has been recorded in 15% of patients treated. In half of these patients the diarrhoea was either transient or overcome by dose reduction. In patients who do not respond to dose reduction the drug should be stopped. As with sulphasalazine and mesalazine gastrointestinal side-effects are the most common. The most frequently reported adverse reactions are diarrhoea, abdominal cramps, headache, nausea, dyspepsia, arthralgia and rash.
Treatment of Overdosage. There is no specific antidote to olsalazine. Treatment should be supportive.
Pharmaceutical Precautions. Store at room temperature in a dry place.
Legal Category. POM.
Package Quantities. Containers of 100 capsules.
Further Information. Olsalazine has been used concomitantly with glucocorticosteroids.
UK Product Licence Number. 0009/0069.
Product Authorisation Number (Ireland): PA 107/14/1.
Dipentum is a Trade Mark. Basic NHS Price: 100 Capsules £23.90.

Product Licence/ Authorisation Holder: Pharmacia Biosystems Ltd., Davy Avenue, Knowlhill, Milton Keynes MK5 8PH.

Distributed in the U.K. by: Kabi Pharmacia Ltd., Davy Avenue, Knowlhill, Milton Keynes, MK5 8PH.

Distributed in Ireland for Kabi Pharmacia (Ireland) Ltd., by: Cahill May Roberts, Chapelizod, Dublin 20

202/04/90

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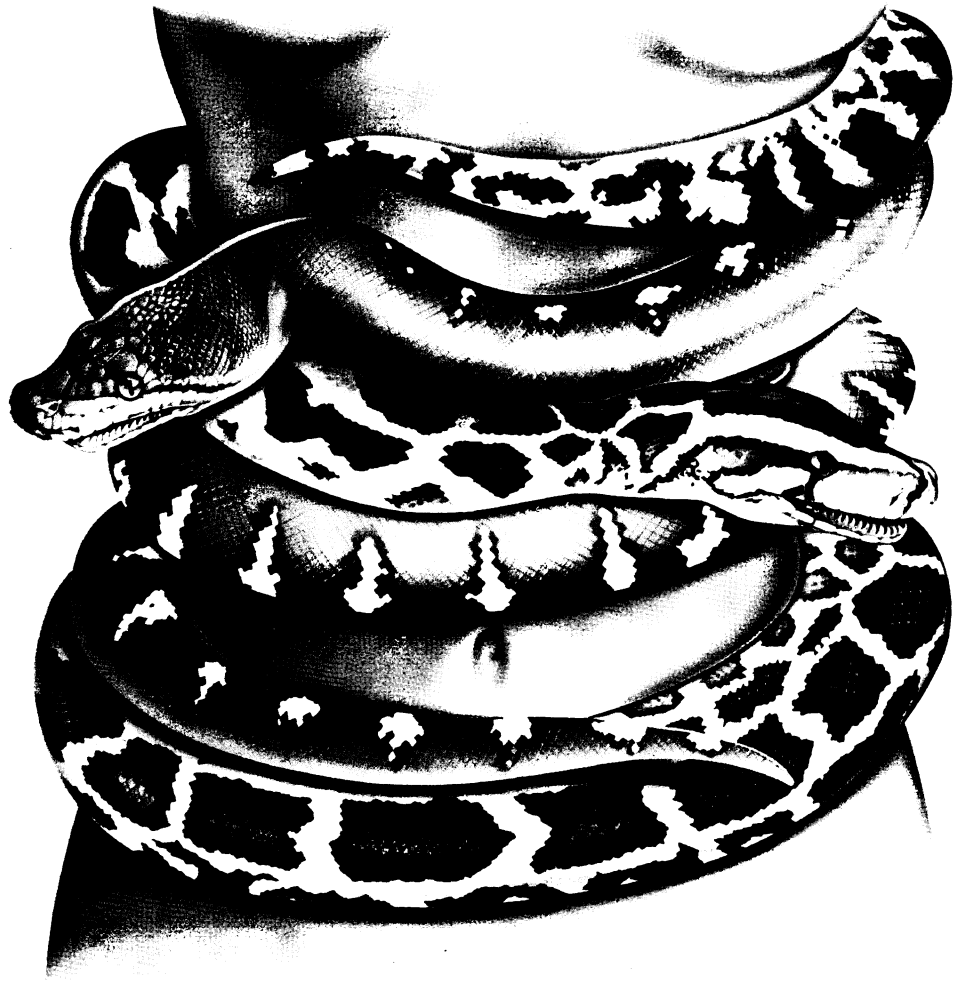
IN IRRITABLE BOWEL SYNDROME

COLPERMIN™

Sustained-release peppermint oil capsules

Break the strangleholds of pain and bloating



COLPERMIN™

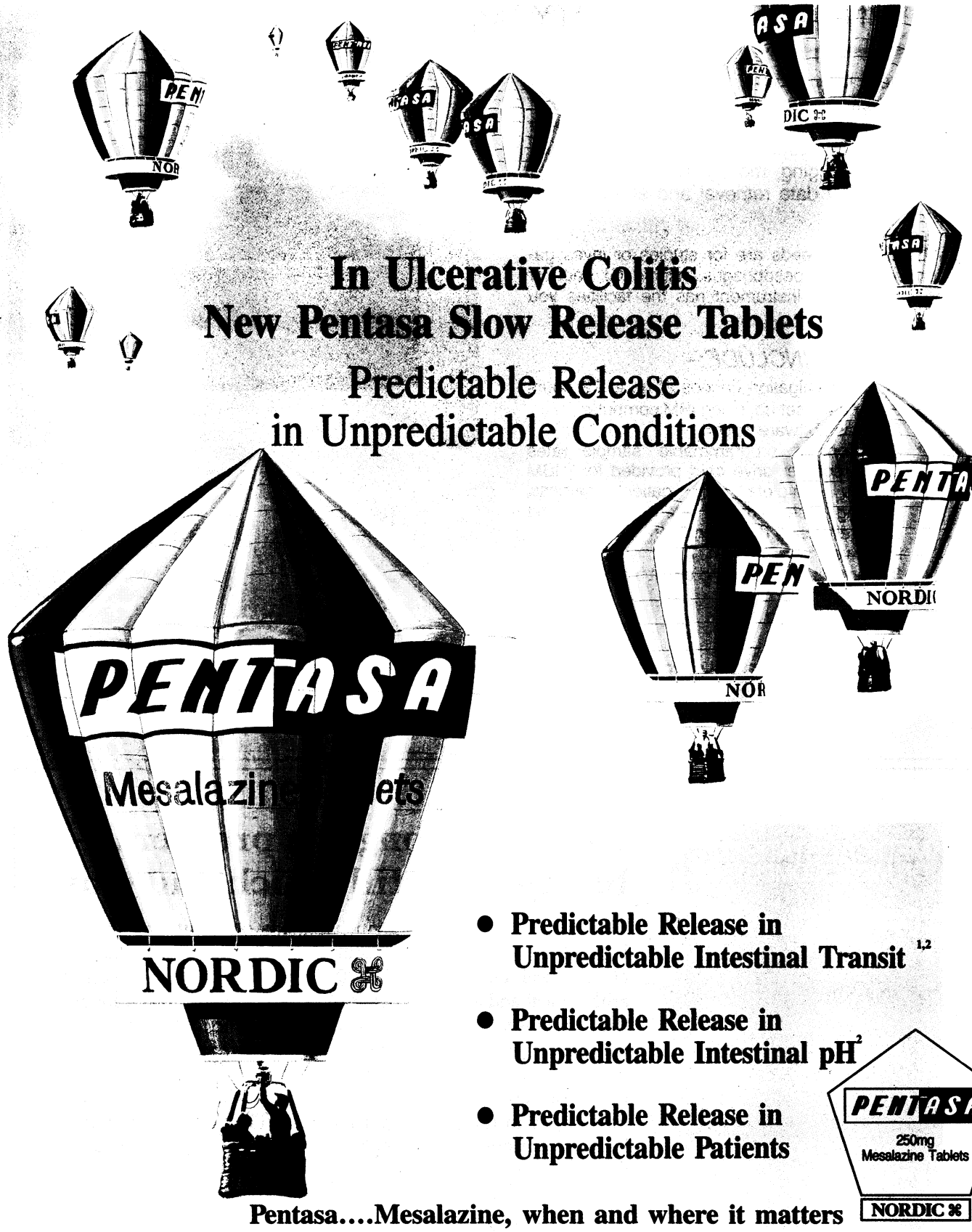
DUAL ACTION RELIEF

Prescribing Information

Presentation: A light blue/dark blue enteric-coated capsule with a green band between cap and body. Each capsule contains a sustained release gel of 0.2ml peppermint oil B.P. **Uses:** For the treatment of symptoms of discomfort and of abdominal colic and distension experienced by patients with irritable bowel syndrome. **Dosage and Administration:** Adult dose: 1-2 capsules three times a day, 30 minutes to one hour before food, and taken with a small quantity of water. The capsules should not be taken immediately after food. 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 capsules in children under the age of 15 years. **Contra-indications, warnings, etc** Precautions: The capsules should not be broken or chewed because this would release the peppermint oil prematurely, possibly causing local irritation of the mouth or oesophagus. Patients who already suffer from heartburn sometimes experience an exacerbation of these symptoms when taking the capsule. Treatment should be discontinued in these patients. Do not take indigestion remedies at the same time of day as this treatment. Adverse effects: Heartburn; sensitivity reactions to menthol, which are rare and include erythematous skin rash, headache, bradycardia, muscle tremor and ataxia. **Pharmaceutical Precautions:** Store in a cool place. Avoid direct sunlight. **Legal Category:** P. **Product Licence:** PL 0424/0009. **Product Authorisation:** PA 360/17/1. **Product Licence/Product Authorisation Holder:** Tillotts Laboratories. **Basic NHS Cost:** £12.15 per 100. **Date of issue:** January 1991. Colpermin is a Trade Mark.

Farmitalia Carlo Erba Ltd Italia House, 23 Grosvenor Road, ST ALBANS, Herts AL1 3AW

9168028.09.90



In Ulcerative Colitis
New Pentasa Slow Release Tablets
Predictable Release
in Unpredictable Conditions

- **Predictable Release in Unpredictable Intestinal Transit** [1,2]
- **Predictable Release in Unpredictable Intestinal pH** [2]
- **Predictable Release in Unpredictable Patients**

PENTASA 250mg Mesalazine Tablets

NORDIC

Pentasa....Mesalazine, when and where it matters

Abridged Prescribing Information

Name of Product: PENTASA Slow Release Tablets. **Presentation:** Round, white to light grey mottled tablets with a break line on one side. Each tablet contains 250mg mesalazine in a slow release presentation. **Uses:** For the maintenance of remission in mild to moderate ulcerative colitis. **Dosage and administration:** Adults: The usual dose is two tablets, three times daily. **Contra-indications:** Children under the age of 15 years. Known sensitivity to salicylates. **Precautions, warnings etc:** PENTASA is not recommended in patients with renal impairment. Patients with raised blood urea or proteinuria should be treated with caution. PENTASA should be used with caution during pregnancy and lactation. Headache, diarrhoea and dyspepsia may occur in a small proportion of patients. Exacerbation of the symptoms of colitis may arise in patients who have previously had this problem with sulphasalazine. **Packing quantity:** Bottles containing 200 tablets. **Product Licence:** PL 3194/0043 **Basic NHS Price:** 200 x 250 mg tablets £32.28. **Product Licence Holder:** Ferring Pharmaceuticals Ltd, 11 Mount Road, Feltham, Middlesex. TW13 6JG. **Date of preparation:** March 1990. **Reference:** 1. Brit. J. Clin. Pharmac. (1987), 23: 365-369. 2. Gastroenterol. Int. (1988); 1/Suppl.1 : A859. **PENTASA is a registered trademark.**

Further information is available from: Nordic Pharmaceuticals, 11 Mount Road, FELTHAM, Middlesex. TW13 6JG. NORDIC

GET A WINDOW ON MOTILITY

The new **Cavendish Automation** ambulatory intestinal data logger (IDL) has been developed in conjunction with the GI Science Unit, London Hospital, and has a proven track record in logging motility functions, and is supported by data retrieval and analysis software.

Whether your needs are for studies or investigations within the oesophagus, middle GI tract or bowel, this new instrument has the facilities you need.

FEATURES INCLUDE:–

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- ★ Selection of programmable sample rates
- ★ Chart recorder drive card provided for IBM
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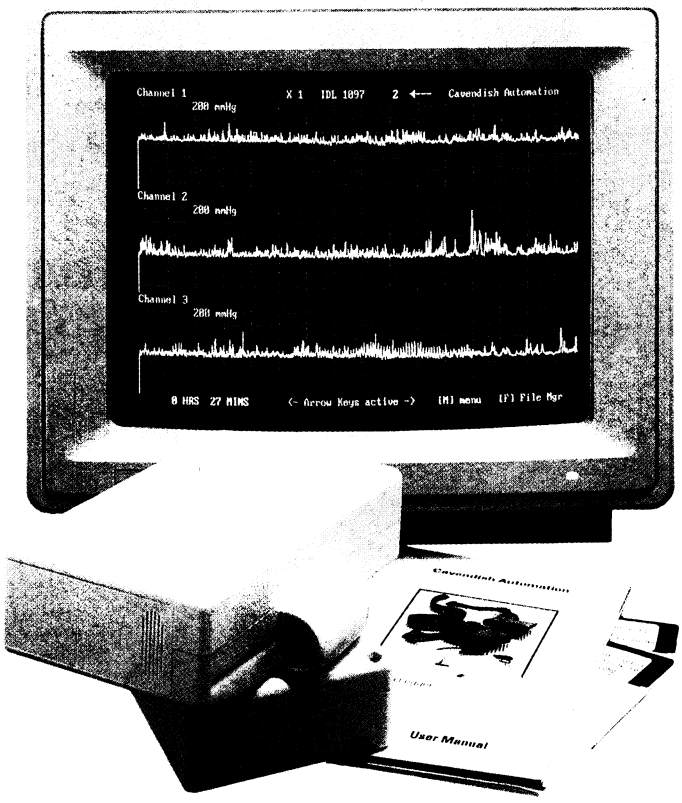
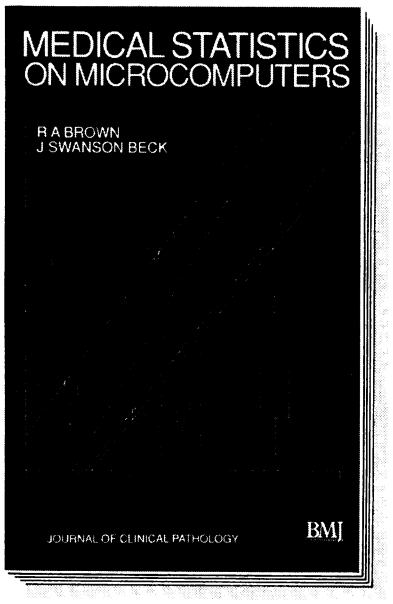
- ★ Completely solid state



Contact: **London Medical Electronics Limited** Manor Works Cogenhoe Northampton NN7 1LS Tel: 0604 891058 Fax: 0604 890902



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The microcomputer revolution has made powerful machines and highly complex programs generally available. This means that users of statistical techniques need no longer be concerned with the arithmetical and algebraic details – the software will take care of all that. What is vital, however, is to understand the ideas and the basic principles of statistical analysis. In *Medical Statistics on Microcomputers* R A Brown and J Swanson Beck show how to get the best use out of microcomputers when analysing data, particularly in the pathology laboratory. They explain the rational basis of various widely applicable statistical methods and also indicate their limitations so that you can make an informed choice. Chapters include:

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Gastroenterol Clin Biol, t. 14. N° 12 *December 1990*

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The future for your ulcerative colitis patients

■ Effective acute and maintenance therapy[1-4] ■ Available as tablets and suppositories
■ Free from sulphapyridine-associated side effects

ASACOL

Mesalazine* (5-aminosalicylic acid)

Helps free your ulcerative colitis patients

Prescribing Information: Presentation: 'Asacol' Tablets, PL 0002/0173, each containing 400 mg mesalazine (5-aminosalicylic acid) coated with a pH-dependent acrylic based resin (Eudragit S) formulated to release the active ingredient in the terminal ileum and colon. Blister packs of 120 (6x20), £28.58. 'Asacol' Suppositories 250 mg, PL0002/0158, each containing 250 mg mesalazine. 20, £6.50. 'Asacol' Suppositories 500 mg, PL0002/0195, each containing 500 mg mesalazine. 10, £6.50. **Uses:** Treatment of mild to moderate acute exacerbations of ulcerative colitis. Maintenance of remission of ulcerative colitis. Suppositories particularly appropriate for distal disease. **Dosage and administration:** *Adults: Tablets: Acute disease:* 6 tablets a day, in divided doses, with concomitant corticosteroid therapy where clinically indicated. *Maintenance therapy:* 3 to 6 tablets a day, in divided doses. *250 mg suppositories:* 3 to 6 a day, in divided doses, with the last dose at bedtime. *500 mg suppositories:* A maximum of 3 a day, in divided doses, with the last dose at bedtime. *Children:* No dose recommendation. **Contra-indications:** A history of sensitivity to salicylates. Severe renal impairment (GFR<20ml/min). Children under 2 years of age. **Precautions:** Not recommended in patients with renal impairment. Caution in patients with a raised blood urea or proteinuria. Avoid during pregnancy and lactation. Caution in elderly and only where renal function is normal. Do not give tablets with lactulose or similar preparations which lower stool pH. **Adverse reactions:** Nausea, diarrhoea, abdominal pain, headache. Exacerbation of symptoms of colitis. Rarely, reversible pancreatitis. **Legal category:** POM. 20.4.90.

References: 1. Riley SA *et al.* Gut 1988;29:669-74.
2. Campieri M *et al.* Scand J Gastroenterol 1990;25:663-8.
3. Riley SA *et al.* Gastroenterology 1988;94:1383-9.
4. Williams CN *et al.* Digestive Diseases and Sciences 1987;32 (Suppl):71S-75S.

*Mesalazine is the British approved name of 5-aminosalicylic acid

SK&F Smith Kline & French Laboratories
Welwyn Garden City, Hertfordshire AL7 1EY

AS: AD/0/006