INHALED
Becotide
(beclomethasone dipropionate BP)

for the asthmatic
who needs more than a bronchodilator

Controls the inflammatory processes in more severe asthma
Restores the response to bronchodilators
Avoids the side effects associated with systemic steroids
Eliminates or greatly reduces the need for systemic steroids in steroid-dependent patients
Obviates physical disfigurement and stunting of growth in children
Available as metered-dose aerosol and Rotacaps with Rotahaler

Cross-section of bronchiole illustrating bronchospasm complicated by bronchial mucosal oedema and hypersecretion of mucus.

To support this claim of extraordinary activity (of Becotide), there are not only statistically valid comparisons but also numerous validated individual experiences. These include the impressive therapeutic results in patients with severe asthma not controllable with high daily doses of systemic steroids; the beneficial responses of those refractory to adrenergic agonists and unable to tolerate even suboptimal doses of theophylline; the suppression of asthma unresponsive to mediator-release inhibitors, such as cromolyn sodium; and, importantly, the high level of acceptance and compliance among people who do not comply with other standard therapeutic routines.

(Lancet, 1979, i, 932-933)
"Good blood pressure control was obtained easily and the treatment regimen was simpler than that with previous therapy received by the patients. Few incremental changes in dosage were required and all but six (10%) patients were controlled by labetalol alone."

(Current Medical Research and Opinion, 1978, 5, 618)
simplifies the management of hypertension

for the doctor

- Trandate provides effective control of the hypertension
- Trandate is suitable for a wide range of patients
- Trandate obviates the need for multi-drug regimens or fixed combination products
- Trandate needs few incremental changes in dosage for control of most patients.

and for the patient

- The overall incidence of side effects is low
- Trandate avoids unwanted effects such as sedation and lack of energy
- The dosage regimen is simple – just one tablet two or three times a day
- Patients feel better on Trandate and the treatment does not restrict activity

"It is therefore particularly encouraging that 74% of patients in this study reported that they were much less tired, more energetic, more active physically and more mentally relaxed than when on their previous antihypertensive therapy."

(Practitioner, 1979, 222, 131)
When the vicious circle of reflux oesophagitis needs to be broken...

The vicious circle of reflux oesophagitis

Inflamed mucosa

Reduced oesophageal clearance

Reflux of contents

Disordered peristalsis

Sphincter incompetence

‘Tagamet’, by its unique action in controlling gastric acid secretion, can break the vicious circle of reflux oesophagitis, a condition which, with varying degrees of importance in different patients, is considered to have five causative factors (see diagram).

The interaction of these five factors can prove difficult to break, with the incompetent lower oesophageal sphincter allowing reflux of gastric contents into the oesophagus, thus leading to mucosal inflammation.

This may affect the muscle layers leading to reduced oesophageal clearance and the completion of the vicious circle, with further gastric contents refluxing into the oesophagus causing increased inflammation.

By its direct action on the parietal cell, ‘Tagamet’ is uniquely effective in inhibiting both the volume and concentration of gastric acid and the volume of pepsin secreted.

Furthermore, one study has shown that ‘Tagamet’ can improve oesophageal sensitivity to acid.

‘Tagamet’ can thus have a potentially beneficial effect on 2, possibly 3, of the causative factors and hence break the vicious circle of reflux oesophagitis, which in one study brought improvement or complete healing to 50% of patients, compared with 0% on placebo.

References

Prescribing information
Presentations
‘Tagamet’ Tablets PL0002/0063 each containing 200mg cimetidine: 300, 133.3, 50, 20mg.
‘Tagamet’ Syrup PL0002/0072 containing 200mg cimetidine per 5ml syrup. 200ml, 6.25.

Indication
Reflux oesophagitis.

Dosage
Adults: 400mg t.d.s. with meals and 400mg at bedtime. 11.6mg daily for 4 to 8 weeks.

Cautions
Impaired renal function: reduce dosage (see Data Sheet). Potentiation of oral anticoagulants (see Data Sheet). Prolonged treatment: observe patients periodically. Avoid during pregnancy and lactation.

Adverse reactions
Diarhoea, dizziness, rash, tiredness. Rarely, mild gastrointestinal, reversible liver damage, confusion, states usually in the elderly or very ill, reversible interstitial nephritis.

Full prescribing information is available from
SK&F
Smith Kline & French Laboratories Limited
a SmithKline company
Welwyn Garden City, Hertfordshire AL7 1EY
Telephone: Welwyn Garden 23111
‘Tagamet’ is a trade mark
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FC/AD689
Medical Aid at Accidents
'This is a significant contribution to the discipline of emergency care and can be recommended for use internationally.' The Lancet

Rehabilitation Today
'Every medical practitioner, every medical student (and every dean) should . . . have access to a copy of this book . . . Its use as a source should become second nature.' British Medical Journal

Dermatology
'As an aid to the diagnosis and treatment of a wide range of skin disorders, this richly illustrated guide is immeasurable. No general practitioner or vocational trainee should be without it.' Modern Medicine

Neonatal Medicine
'It is a short, profusely illustrated text of basic neonatology, presented in eye-catching rainment, yet solid and sound.' The Practitioner

Oral Disease
'A profusely illustrated book aiding the early recognition, prompt referral and treatment of diseases found in the mouth. Of outstanding value to medical students, dental practitioners, dental students and dental auxiliaries.' Choice

Immunisation
'This book is particularly welcome as it provides a concise and readable account of immunisation procedures throughout the world.' Journal of the Royal College of General Practitioners.

Preventive Dentistry
'It incorporates between its covers more information than can be gleaned from any other single source with respect to preventive cariology and does so at a remarkable low cost.' The Probe

Interpreting the Electrocardiogram
'This book is well produced and succeeds admirably in presenting the subject in a form which will help a large number of non-cardiologists to interpret ECGs.' The Lancet
James S. Fleming, 1979, 245 figures, 144pp, hardback, ISBN 0 906141 05 2, price £7.50, post and packing free.

Everyday Psychiatry
'This book convincingly demonstrates the contribution psychiatry can make to the understanding and management of a wide range of problems . . . particularly useful to community psychiatric nurses, general practitioners, medical and nursing students.' John Ashton, 1980, 136pp, paperback, ISBN 0 906141 12 5, price £5.95, post and packing free.

Nuclear Medicine
'A useful and important contribution to modern medicine explaining the benefits of nuclear medicine and the techniques and procedures involved . . . of great value to all those who want to keep up with the enormous advances that continue to be made.' Michael N. Maisky, 1980, 349 figures, 144pp, hardback, ISBN 0 906141 42 7, price £9.95, post and packing free.

Topic Packs
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