When efficacy is the need and safety the concern

No need now to sacrifice efficacy for safety because Eumovate fulfils the need for a corticosteroid preparation with greater topical activity than hydrocortisone, yet with a wide margin of safety.

Eumovate
(clobetasone butyrate)
a unique balance of efficacy and safety
Two years ago, Smith Kline and French Research Institute received the Queen’s Award for Technological Achievement resulting from H₂ receptor antagonist research and the development of cimetidine.

Since it became generally available over three years ago, ‘Tagamet’, by its unique action in reducing gastric acid, has revolutionised the treatment of disorders such as duodenal ulcer, benign gastric ulcer and reflux oesophagitis, where acid plays a part.

For many patients it has brought a new standard of pain relief and healing. In the United Kingdom alone ‘Tagamet’ has been prescribed for an estimated one million patients.
Joint action on pain

Paramol-118 is routinely effective in relieving pain commonly encountered in general practice e.g. arthritis, muscular rheumatism, vertebral and low back pain.

A single tablet of Paramol-118 provides relief by the joint action on pain of 500mg paracetamol and 10mg dihydrocodeine tartrate. This combination effectively treats pain with minimum intake of drug – particularly advantageous in long term therapy.

Paramol-118
paracetamol BP and dihydrocodeine tartrate BP

JUST THE ONE
for mild-to-moderate pain

PRESCRIBING INFORMATION
Presentation and basis: NHS cost

Paracetamol BP 500mg
Dihydrocodeine tartrate BP 10mg
25 tablets (ex 500) cost 37.8p

Indications
Relief of moderate pain.

Dosage and administration
Paramol-118 tablets should, if possible, be taken during or after meals.

Adults and children over 12 years: One tablet every four hours. This may be increased to two tablets four times a day if necessary.

Paramol-118 is not recommended for children under 12.

Contra-indications, warnings, etc.

Precautions: Paramol-118 should be given with caution to patients with allergic disorders and should not be given during an attack of asthma.

Caution if there is marked impairment of liver function or advanced kidney disease.

Unnecessary administration of drugs during the first trimester of pregnancy is undesirable.

Side effects
Constipation, nausea and dizziness.

PL 00215096

Further information is available on request.

Paramol is a trade mark of Duncan, Flockhart & Co. Limited, London E2 0LA.
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

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)
Trandate offers a unique means of controlling hypertension by combining the benefits of both beta-blockade and peripheral vasodilatation in just one drug. Suitable for all grades of hypertension, control can usually be achieved with Trandate alone simply by increasing the dose.

With a low incidence of side effects, Trandate provides simple and logical therapy avoiding the complexities of multi-drug regimens or fixed-dose combination products. Trandate uncomplicates hypertension for both doctor and patient.

Trandate
labetalol hydrochloride
Dual action, singular efficacy.
Medical Aid at Accidents
'This is a significant contribution to the discipline of emergency care and can be recommended for use internationally.' The Lancet

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'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

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