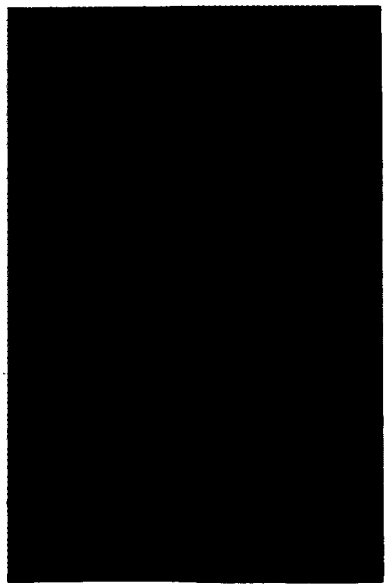
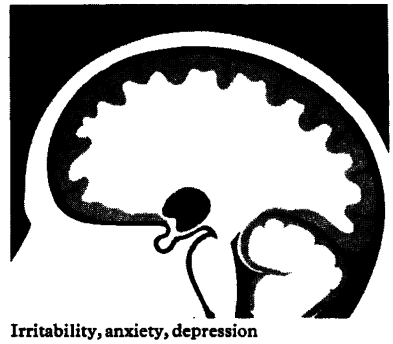
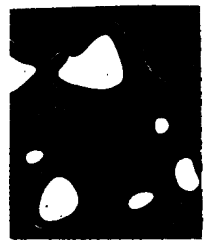


Hot flushes, sweating

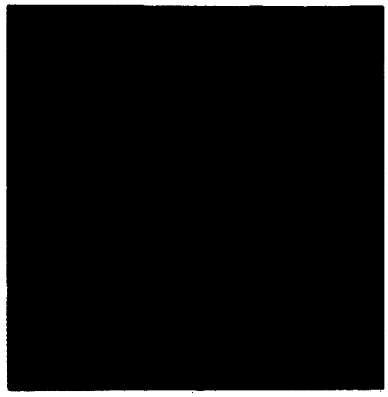


Irritability, anxiety, depression



Endometrial hyperplasia

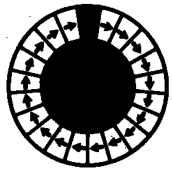
Below the surface of the climacteric



Dry vagina

Osteoporosis (affects one patient in three[1])

Irregular periods



Cyclo-Progynova

The all-round treatment for menopausal problems

1. *Modern Medicine* 45, 10, 1977 **Presentation** Circular memo-pack holding 11 white tablets each containing 2 mg oestradiol valerate and 10 orange tablets each containing 2 mg oestradiol valerate and 0.5 mg norgestrel. All tablets are sugar-coated with 'B' in a regular hexagon printed on each side. **Uses** i) The alleviation of symptoms characteristic of the menopause. Cyclo-Progynova may be used both before and after the menopause. ii) The correction of irregularities of the menstrual cycle caused by abnormal oestrogen production and diminishing corpus luteum function as the menopause approaches. N.B. Cyclo-Progynova should not be used as an oral contraceptive. **Dosages and administration** Patients still having periods may start tablet-taking on the fifth day of the cycle, counting the first day of bleeding as day one. Patients whose periods are very irregular or non-existent may start taking the tablets at any time. The memo-pack sticker should be attached so that the starting day is correctly indicated in the red section. One white tablet is taken daily for eleven days, followed by one orange tablet daily for ten days. An interval of seven days follows each pack, during which bleeding will normally occur. **Contra-indications** Severe disturbances of liver function, jaundice or persistent itching during a previous pregnancy. Dubin-Johnson syndrome. Rotor syndrome, existing or previous thromboembolic processes (including strokes), sickle-cell anaemia, existing or treated cancer of the breast or endometrium, endometriosis, mastopathy, myomatous uterus, congenital disturbances of lipid metabolism, a history of herpes of pregnancy, otosclerosis with deterioration in previous pregnancies. **Warnings/Side effects** Use with caution in patients who have a history of congenital abnormalities of lipid metabolism. Some women are predisposed to cholestasis during steroid therapy. Uterine fibroids may be affected by oestrogens and should be checked frequently. Note: Treatment should be stopped at once if jaundice or pregnancy occurs or if there is a significant rise in blood pressure. **Precautions and special information** Periodical gynaecological examinations are advised for patients receiving long-term treatment with Cyclo-Progynova. In patients with chronic liver disease, liver function should be checked every 8 - 12 weeks. Irregular bleeding during tablet-taking should be investigated. The use of Cyclo-Progynova with an oral contraceptive is not recommended. **Overdosage** Toxic effects of overdosage have not been reported, but, if desired, gastric lavage can safely be used. There are no special antidotes, and further treatment should be symptomatic. **Legal category** POM. **Basic NHS price** £2.24. **Product licence number** 0053/0053. Further information on Cyclo-Progynova is available on request

Schering

Schering Chemicals Limited, Pharmaceutical Division, Burgess Hill, West Sussex RH15 9NE.

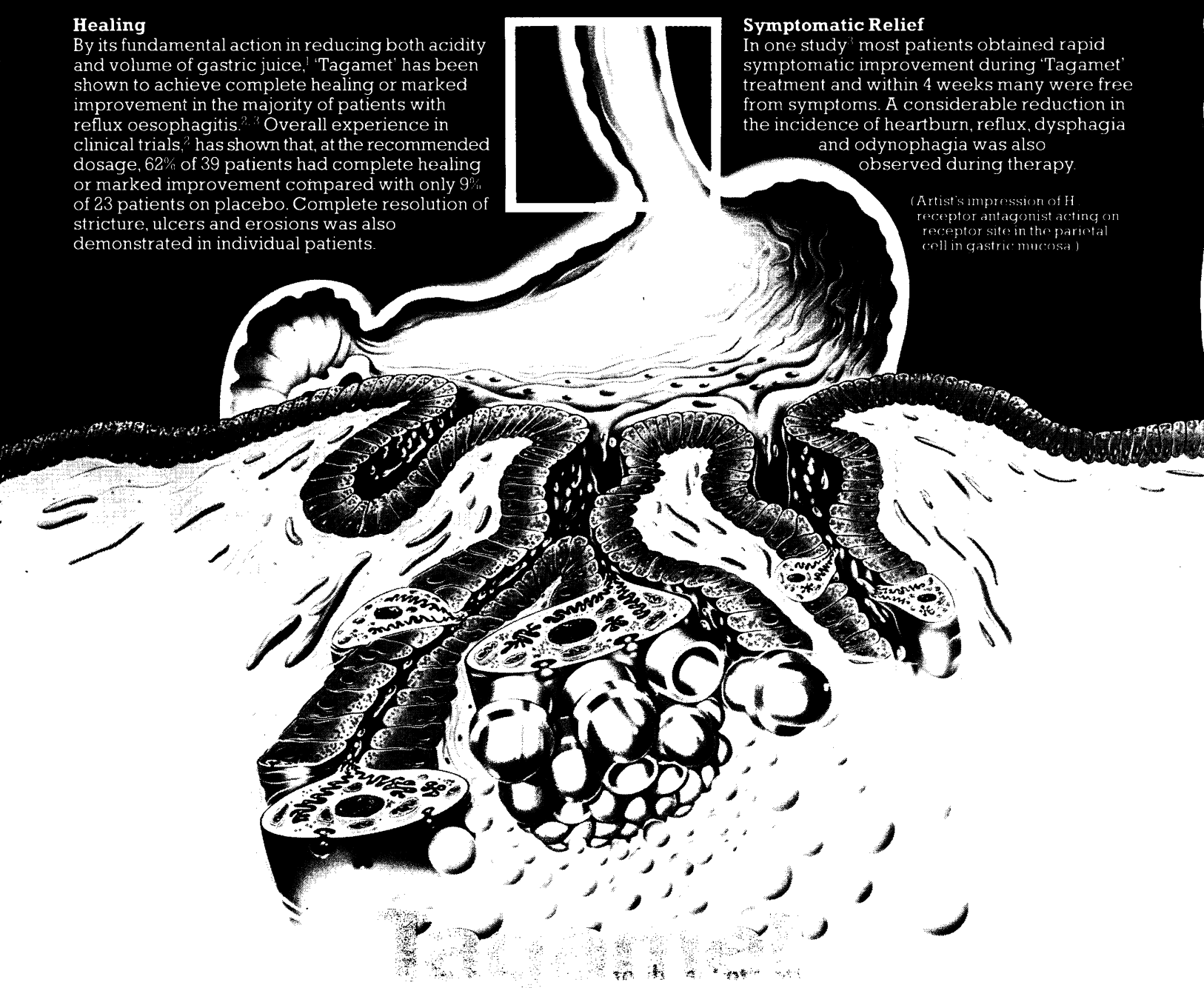
Number 1
in a series

Reflux oesophagitis

the role of gastric acid

Healing
By its fundamental action in reducing both acidity and volume of gastric juice,[1] 'Tagamet' has been shown to achieve complete healing or marked improvement in the majority of patients with reflux oesophagitis.[2,3] Overall experience in clinical trials,[2] has shown that, at the recommended dosage, 62% of 39 patients had complete healing or marked improvement compared with only 9% of 23 patients on placebo. Complete resolution of stricture, ulcers and erosions was also demonstrated in individual patients.

Symptomatic Relief
In one study[3] most patients obtained rapid symptomatic improvement during 'Tagamet' treatment and within 4 weeks many were free from symptoms. A considerable reduction in the incidence of heartburn, reflux, dysphagia and odynophagia was also observed during therapy.



(Artist's impression of H_2 receptor antagonist acting on receptor site in the parietal cell in gastric mucosa.)

reduces gastric acid secretion

References
1. Pharmacological evaluation of cimetidine, a new Histamine H_2-Receptor Antagonist. (1975) Brit. J. clin. Pharmac., **2**, 481.
2. Data on file (March 1977) Smith Kline & French.
3. Cimetidine in the treatment of oesophagitis. (1977) Proceedings of the Second International Symposium on Histamine H_2-Receptor Antagonists. Excerpta Medica, p. 297.

'Tagamet' (cimetidine) is available as 200mg film-coated tablets, 200mg/5ml syrup and 200mg/2ml ampoules.

SK&F
a SmithKline company

Full prescribing information is available from:-
Smith Kline & French Laboratories Limited
Welwyn Garden City
Hertfordshire AL7 1EY
Telephone: Welwyn Garden 25111

TG:AD18

Amoxil success everyday

Otitis media

Amoxil is quoted as 'the treatment of choice' in otitis media in children under five in a recent expert review in the Practitioner.[1]

Bronchitis

"In my opinion, the most straightforward treatment of this condition, in patients not allergic to penicillin, is amoxycillin... taken at the first sign of increasing sputum purulence."[1]

Other respiratory infections

In various upper and lower respiratory infections, Amoxil has been shown to ach 84% response within three days of the commencement of treatment in 243 chil studied.[2]

References 1. Practitioner (1977) **219,** 449-455. 2. Brit. J. Clin. Pract. (1975), **29,** (8), 203.

Further information on Amoxil (regd.) amoxycillin is available on request to the company.
Bencard, Great West Road, Brentford, Middx.

Bencard

1296

For your elderly and bronchitic patients the outlook is [illegible]

Every autumn it's your patients with respiratory disease who look ahead with the least foreboding.

The elderly and those living in closed communities are also especially vulnerable.

Protect them this winter – by vaccinating with Fluvirin.

In practice Fluvirin offers these considerable advantages:

- The highest degree of purity yet obtainable
- A positive protection rate up to 90% of vaccinated patients
- A full immunising dose of the recommended strains
- A much reduced risk of adverse systemic reactions.
- British made; likely to be available even when imported vaccines are not
- The most positive practical step you can take in the control of influenza and so ease your winter work-load

Fluvirin is a highly purified adsorbed surface antigen influenza vaccine. It is made by an advanced process which reduces viral protein to one tenth of that found in conventional vaccines.

A vaccine prepared in this way has been described as **the ultimate in purified antigens** (Br. med. J., 1975, 1, 508).

Plan your immunisation programme for them now with

FLUVIRIN

The advanced British influenza vaccine.

Each 0.5ml dose contains the haemagglutinin and neuraminidase antigens prepared from:
200 Units of A/USSR/92/77 (H_1N_1)
200 Units of A/England/321/77 (H_3N_2)
200 Units of B/Hong Kong/8/73
adsorbed onto aluminium hydroxide.

Prescribing Information: Presentation: Fluvirin, adsorbed surface antigen influenza vaccine, contains, in 0.5ml dose, the strains of influenza virus currently recommended. **Uses:** Protection against influenza. **Dosage:** Adults and children over the age of 9: 0.5ml, by deep subcutaneous or intramuscular injection; for those under 23, two doses of 0.5ml, at one month apart. **Warnings:** Contra-indicated in persons sensitive to egg protein. The potential risk of adverse reaction to vaccines should be taken into account in patients with a personal or family history of allergy. Spirit should not be allowed to come in contact with the vaccine. **Side-effects:** Redness and soreness at the site of injection, headache, pyrexia and a feeling of malaise may occur. **Package quantities:** Single dose ampoules of 0.5ml at a basic NHS cost of £1.70, and multidose vials of 5ml. PL0021/0063.

DF Fluvirin is a Trade Mark of Duncan, Flockhart & Co Limited, London, E2 6LA. Full information is available on request.

DF 78/128/HN

Talpen the routine antibiotic that won't upset your patients' routine

Effective Your main consideration is to help your patient to get better quickly. Talpen is highly effective across a wide range of indications. For example, a published clinical trial produced a 93.0% success in bronchitis; a 94.3% success in UTI; and a 95.6% success in ENT.[1]

Easy To Take Just one Talpen tablet three times a day. And Talpen's reliable absorption means it can be taken with or without food.[2] So your patients find it easy to remember and are more likely to take the full prescribed course of treatment.

Furthermore, Talpen is very well tolerated.[1,3] (The incidence of diarrhoea, for example, is only 4%.[1]) So your patients can carry on their normal daily routine.

Economical Talpen is effective, reliable, easy to take – and it's economical at an average daily cost of 26p.[4]

Talpen

Everything your routine antibiotic should be

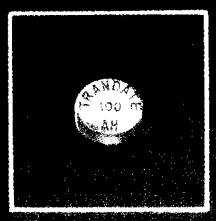
Prescribing Information. Typical indications include: Acute and Chronic Bronchitis, Pneumonia, ENT infections, UTI. Usual Oral Dosage: Adults: 1 tablet three times a day. Each tablet contains 250 mg of the ampicillin ester, talampicillin hydrochloride equivalent to 169 mg of ampicillin. Contra-indication: Penicillin hypersensitivity. Precaution: Talpen is not recommended for patients with severe renal or hepatic impairment. Side-effects: As with other penicillins. An erythematous rash may occasionally occur. The incidence is particularly high in patients with infectious mononucleosis. Further information is available on request to the company. 1. Br. J. Clin. Pract., (1975), **29**, 255. 2. Brit. med., J., (1977), **2**, 232. 3. Practitioner, (1976), **216**, 455. 4. £1.30 for 15 tablets. (Basic NHS). Price correct at time of going to press. April 1978.

Talpen* (talampicillin) is a product of British research from **Beecham Research Laboratories,** Brentford, England. A branch of Beecham Group Limited. *Regd.

PL 0038/0209 BRL 1020

Trandate alone...

(labetalol)



THE FIRST ALPHA-BETA-BLOCKER

Right in principle – working in practice

The mode of action of Trandate (labetalol) is different from that of any other antihypertensive agent currently available. Trandate works primarily by lowering peripheral resistance – the alpha-blocking effect – thereby correcting the basic pathophysiological defect. Unlike earlier alpha-blockers and direct acting vasodilators, reflexly moderated increases in heart rate are prevented by Trandate's beta-blocking action. But in contrast with simple beta-blocking drugs, the cardiac output is not reduced at rest and after moderate exercise[1]. This means that the circulation is closer to normal and blood flow to the extremities and to vital organs, including the kidney, is satisfactorily maintained. Unlike diuretics, Trandate does not disturb fluid and mineral balance. And in contrast with the centrally-acting antihypertensives, sedation and lethargy are not features of Trandate therapy.

Trandate has now been generally available for the treatment of hypertension for well over a year and clinical experience to date reveals a clear picture of high efficacy and relative lack of side effects.

TRANDATE TABLETS PRODUCT INFORMATION

PRESENTATION AND BASIC NHS COST

Trandate Tablets 100mg or 200mg each contain 100 or 200mg labetalol hydrochloride. Basic NHS cost of 50 Tablets 100mg is £3.44 and of 50 Tablets 200mg is £4.88. Also available in containers of 250.

INDICATIONS

Trandate Tablets are indicated for the treatment of all grades of hypertension (mild, moderate and severe) when oral antihypertensive therapy is desirable.

DOSAGE AND ADMINISTRATION (ADULTS)

The recommended starting dose for all patients is 100mg three times a day after meals. A satisfactory reduction in blood pressure is achieved at this dose level in some patients, especially those already on diuretic therapy, but higher doses are often necessary.

If the fall in blood pressure achieved is less than optimal, weekly or two-weekly dosage increases are advised, the first being to 200mg t.d.s.p.c. and then, if necessary, to 300mg t.d.s.p.c. The majority of patients will be controlled with dosages less than 1200mg per day but severe cases may require up to 2400mg daily and in exceptional cases doses greater than this have been used.

It is important to increase the dosage of Trandate gradually in order to avoid side effects. Trandate Tablets should be taken after food to avoid the possibility of gastric irritation. Once stabilised on an optimum dosage, where desirable, treatment can be changed to a twice daily regime.

Hypertension is usually controlled by Trandate alone. Diuretic therapy is not usually necessary in patients receiving Trandate Tablets, but may be introduced or continued if required. Diuretics usually increase the antihypertensive action of Trandate.

If Trandate Tablets are prescribed together with another antihypertensive drug, such as methyldopa or clonidine, an additive effect may be expected in patients who are responsive to both drugs. When transferring patients from other drugs Trandate Tablets should be introduced as recommended above and the dosage of the existing therapy progressively decreased.

PRECAUTIONS

There are no known contra-indications to the use of Trandate Tablets.

Heart failure should be controlled with digitalis and diuretic therapy before treatment is initiated. Trandate should not normally be given to patients with digitalis-resistant heart failure or atrio-ventricular block.

Caution must be observed if Trandate is used to treat asthmatic patients or individuals prone to bronchospasm. Any resultant bronchospasm may be controlled by an inhaled selectively-acting bronchodilator such as salbutamol; the required dose may be greater than the normal anti-asthmatic dose. If further treatment is required, intravenous atropine 1mg should be given.

It is not necessary to discontinue Trandate Tablets in patients requiring anaesthesia but they should be given intravenous atropine prior to induction; the effect of halothane on blood pressure may be enhanced by Trandate.

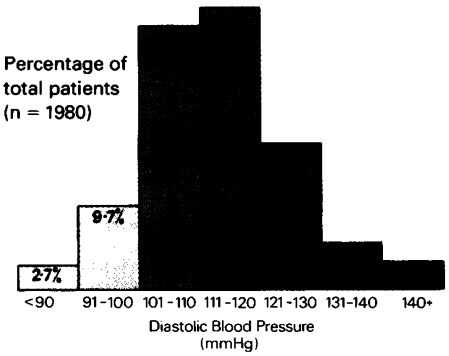
Unnecessary administration of drugs during the first trimester of pregnancy is undesirable.

mild, moderate and severe

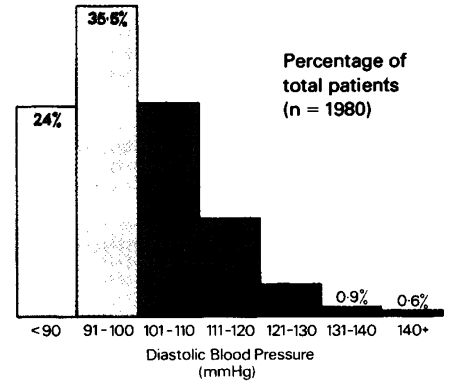
- **For the newly-diagnosed hypertensive**
- **When control is inadequate on existing therapy**
- **When side effects are causing problems**
- **To replace complicated multi-drug regimens**

Effect of Trandate on mild, moderate and severe hypertension in General Practice[3]

Before treatment



After 4 weeks treatment with Trandate alone up to 600mg daily



References

1. Raftery, E.B., *Mod. Med.*, 1978, **23**, 9.
2. Breckenridge, A.M. et al, 1977, *Brit. J. clin. Pharmac.*, **4**, 388.
3. Material on file Allen & Hanburys Research Ltd.

SIDE EFFECTS

Trandate is usually well tolerated.

Symptoms of postural hypotension may occur if the initial dosage is too high or if the dose is increased too rapidly but are uncommon, except at very high doses, if the drug is used as recommended. Patients with difficulties at first, usually tolerate the drug well after a few weeks' treatment.

Nasal stuffiness, vivid dreams and failure of ejaculation have been reported in a few patients. Epigastric pain has occurred in some individuals on high doses of the drug.

Headache, nausea, lethargy, tiredness and cramp have also been reported but are usually transient and disappear after a week or so. Seldom has it been necessary to discontinue treatment with Trandate.

PRODUCT LICENCE Nos.

Trandate Tablets 100mg 0045/0106
Trandate Tablets 200mg 0045/0107

Trandate is also available as Trandate Injection for intravenous use in hospitalised patients.

Further information is available on request.

Trandate is a trade mark of the product licence holder
ALLEN & HANBURYS LTD LONDON E2 6LA

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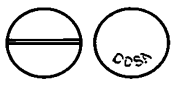
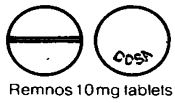
For safe, natural, undisturbed sleep...

REMNOS

Nitrazepam/DDSA



Remnos 5mg tablets



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Now available in 2 strengths from DDSA only
Remnos brand of Nitrazepam is now available as tablets 5mg and 10mg

Patient convenience
Many patients require 2x5mg tablets at night. Now one tablet of Remnos 10mg fulfills this need

Prescribing convenience
The distinctive yellow colour of tablets Remnos 10mg clearly distinguishes this dosage form from tablets Remnos 5mg thus avoiding the likelihood of confusion

Cost saving
1x100 Remnos 10mg tablets costs 10% less than 2x100 Remnos 5mg

Further information available on request from DDSA Pharmaceuticals, 310 Old Brompton Road London SW5 9JQ

food ...or thought

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Psychological factors are considered important in the management of many illnesses, but perhaps no more so than in gastro-intestinal complaints. In some, for example irritable colon, the emotions are thought to have an aetiological role; in others, for example peptic ulcer, they may influence the clinical manifestations and the subsequent treatment of the patient.

Libraxin helps to improve the prognosis by altering the patient's outlook whilst at the same time relieving the physical symptoms by decreasing hypermotility and hypersecretion in the gut.

LIBRAXIN

For the treatment of a wide range of gastro-intestinal disorders with an emotional component, including nervous dyspepsia, peptic ulcer, cardiospasm, pylorospasm, nervous or irritable colon.

Libraxin is the trade mark for pharmaceutical preparations containing chlordiazepoxide and clidinium bromide.

References
Cromwell.H.A..Med.Tms(NY).1968.96.933
Head.H.B.. and Hammond.J.B..Amer.J.dig.Dis..1968.13.540
McHardy.G.,*et al.*.Gastroenterology.1968.54.508

Full prescribing information is available

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J486012/577

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GLOUCESTERSHIRE GENERAL PRACTITIONER TRAINING SCHEME

Applications are invited for four Traineeships from Doctors wishing to commence vocational training for general practice in February 1979.

The scheme is arranged between the Cheltenham and the Gloucester Health District and the Area General Practice Advisory Committee. The scheme provides an excellent grounding in all aspects of hospital and general practice and is approved for the Membership Examination of the RCGP. The training programme is arranged as follows:

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   a) **SHO Accident and Emergency with Orthopaedics —Cheltenham**
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   c) **SHO Paediatrics—Cheltenham**
   d) **SHO Psychiatry—Gloucester.**
   These posts will involve compulsory residence in the Hospital.
3. **A final training period of 11 months in General Practice.**

A half-day day release is held in the post-graduate medical centres at Cheltenham and Gloucester which the trainees are expected to attend.

Application forms and further details available from Mrs M. Pearson, Acting Senior Personnel Assistant, Cheltenham Health District, Cheltenham General Hospital, Sandford Road, Cheltenham. Tel. 0242 21344 Ext. 202.

Closing date for applications 18th September 1978.

GRANTS FOR CONVALESCENCE

We have money available for your patient who is a woman (single or married) who has or has had in the past a job of a broadly professional nature to pay for or towards the cost of convalescence which you certify she needs.

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Tel. No. 0522-32123

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Any trainee who comes to us for one year must risk being spoilt by the beauty of rural Wales. Three partners have equipped the practice and we find life both interesting and satisfying. Pleasant unfurnished accommodation is available and applicants can contact our present trainee.

The trainee vacancy begins on 1 October 1978 and applications and enquiries should be made to Dr J. E. Hughes, The Clinic, Llanfair Caereinion, Welshpool, Powys.

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In boils, dirty wounds, impetigo and most other soft tissue bacterial infections- Fucidin works.

Topical Fucidin is available as Fucidin Gel, Fucidin H Gel, Fucidin H Ointment, Fucidin Tulle and Caviject... and of course

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L E O

*Fucidin is a trade mark for sodium fusidate.

Topical Fucidin 2% Fucidin, also available with 1% hydrocortisone. **Indications** Gram-positive skin infections. Hydrocortisone preparations for inflammatory dermatoses. **Contra Indications/Precautions** Infections due to non-susceptible organisms. Fucidin hypersensitivity. Avoid extensive use of hydrocortisone in pregnancy and infants. Do not use in or near eyes. **Adverse Reactions** Occasional hypersensitivity reactions.