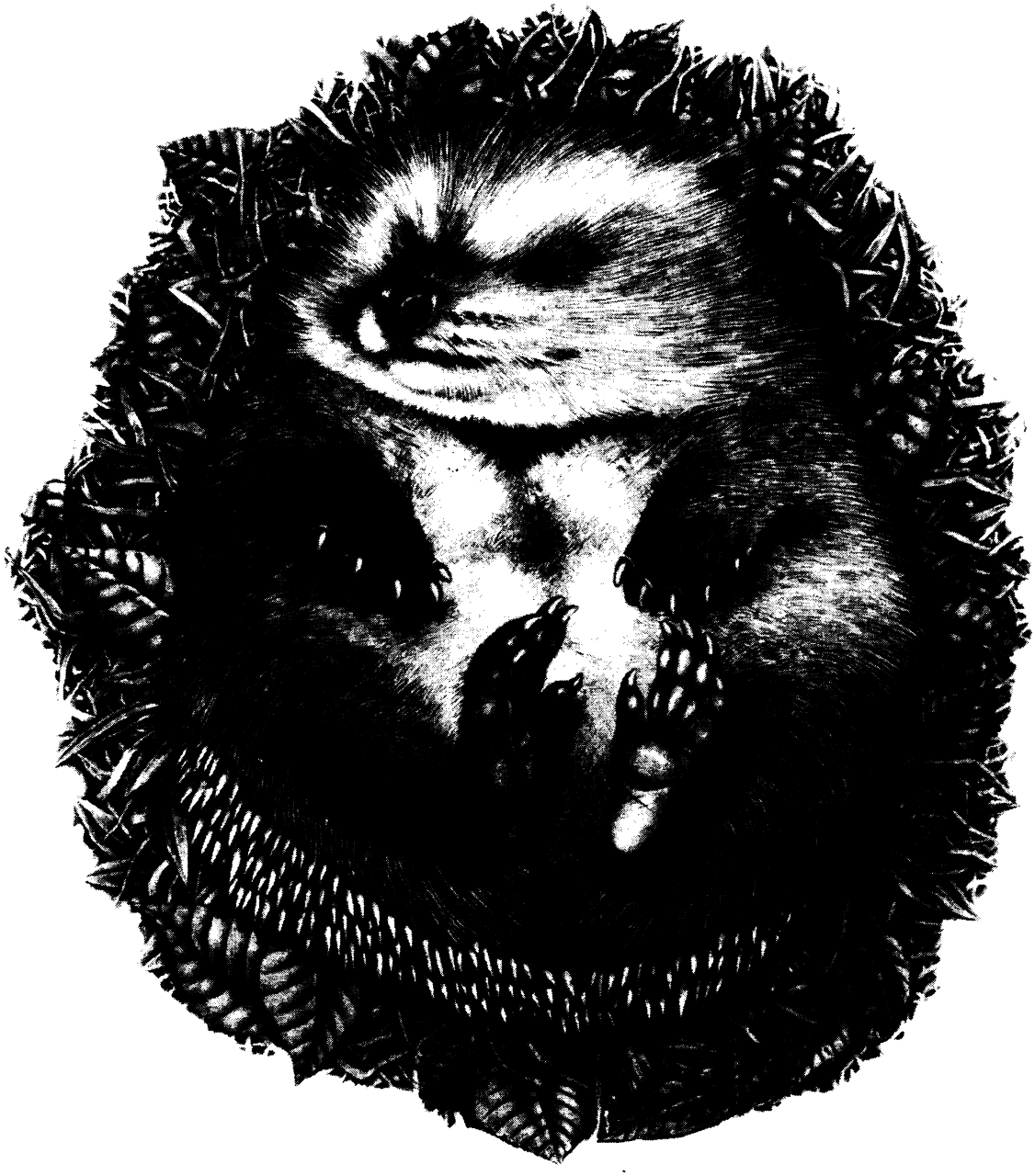


The fourth in a series of hibernating animals: the Hedgehog (Erinaceus europaeus) hibernates during the winter

For safe, natural, undisturbed sleep...

REMNOS

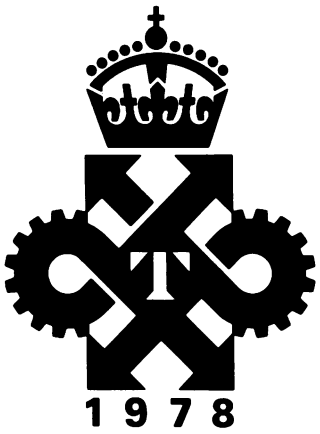
Nitrazepam/DDSA

- Rapidly induces natural sleep
- Increases the duration of sleep and reduces the number of nocturnal awakenings
- No hangover or confusion on waking
- Minimum changes in REM pattern
- Small dependence risk
- High comparative safety in overdosage
- Well tolerated and producing no unwanted systemic effects
- Uniquely available in two strengths (5mg & 10mg)

Presentation circular biplanar 12mm tablets marked DDSA on obverse with single break line on reverse, containing Nitrazepam BP, white 5mg, yellow 10mg. *Uses* an effective hypnotic agent recommended when a rapid onset of sleep is required. Remnos increases total sleep time lasting 6-8 hours, with a reduced number of nocturnal awakenings. Remnos does not act by depression of brain structures, but promotes sleep with minimal changes in the rapid eye movement pattern (REM). Sleep disturbances due to organic conditions, tension, stress, anxiety and depression. The treatment of insomnia in the chronically ill requiring long or short term hypnotics. Pre-operative sleep. *Dosage and administration*, adults - the recommended dose is 5mg before retiring. This may be increased to 10mg. Hospital in patients may receive up to 20mg. Debilitated and elderly patients - 2.5 to 5mg. Treatment should be commenced with the smaller 2.5mg dose in the elderly. Remnos is not recommended for administration to children. *Contra-indications, warnings, etc.* It is not advisable that Remnos be used in pregnancy and lactation. Patients receiving treatment with Remnos should be warned against the dangers of taking alcohol, barbiturates and other CNS depressants, and to exercise great care in handling mechanical equipment and driving motorised vehicles. Care should be taken in patients with respiratory depression. Side effects such as ataxia and drowsiness may occur, although hangover effect is minimal. *Overdosage*, evidenced by ataxia, slurred speech and drowsiness, gastric lavage and symptomatic treatment. *Pharmaceutical precautions*, protect from light and store in a well closed container in a dry cool place. *Legal category*, S4b. *Basic NHS price* 5mg £1.40 per 100 and 10mg £2.50 per 100, also packs of 500 (both strengths). *Further information*. Remnos may be given to patients receiving anti-coagulant therapy and cardio-vascular, antihypertensive and antidepressant drugs. *Product licence numbers* 0225/0022, 0225/0031. DDSA Pharmaceuticals, 310 Old Brompton Road, London SW5 9JQ.

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

A Mark of Recognition

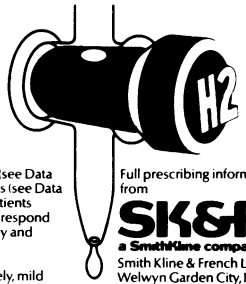


Two years ago, Smith Kline and French Research Institute received the Queen's Award for Technological Achievement resulting from H_2 receptor antagonist research and the development of cimetidine.

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.

Tagamet
cimetidine



PRESCRIBING INFORMATION

Presentations
'Tagamet' Tablets PL0002/0063 each containing 200 mg cimetidine. 100, £13.22; 500, £64.75.
'Tagamet' Syrup PL0002/0073 containing 200 mg cimetidine per 5 ml syrup. 200 ml, £6.29.

Indications
Duodenal ulcer, benign gastric ulcer, reflux oesophagitis.

Dosage
Duodenal ulcer: Adults, 200 mg tds with meals and 400 mg at bedtime (1.0 g/day) for at least 4 weeks (for full instructions see Data Sheet). To prevent relapse, 400 mg at bedtime or 400 mg morning and evening for at least 6 months.
Benign gastric ulcer: Adults, 200 mg tds with meals and 400 mg at bedtime (1.0 g/day) for at least 6 weeks (for full instructions see Data Sheet).
Reflux oesophagitis: Adults, 400 mg tds with meals and 400 mg at bedtime (1.6 g/day) 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. Malignant gastric ulcer may respond symptomatically. Avoid during pregnancy and lactation.

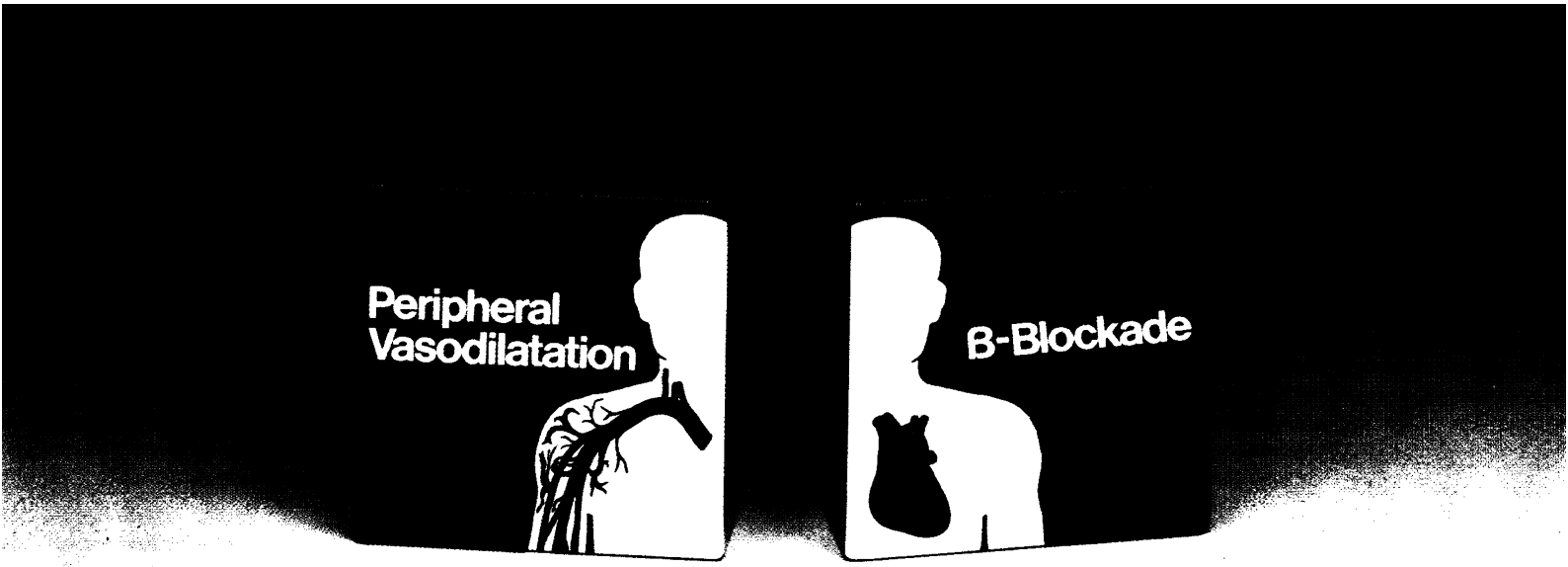
Adverse reactions
Diarrhoea, dizziness, rash, tiredness. Rarely, mild gynaecomastia, reversible liver damage, confusional states (usually in the elderly or very ill), interstitial nephritis.

Full prescribing information is available from

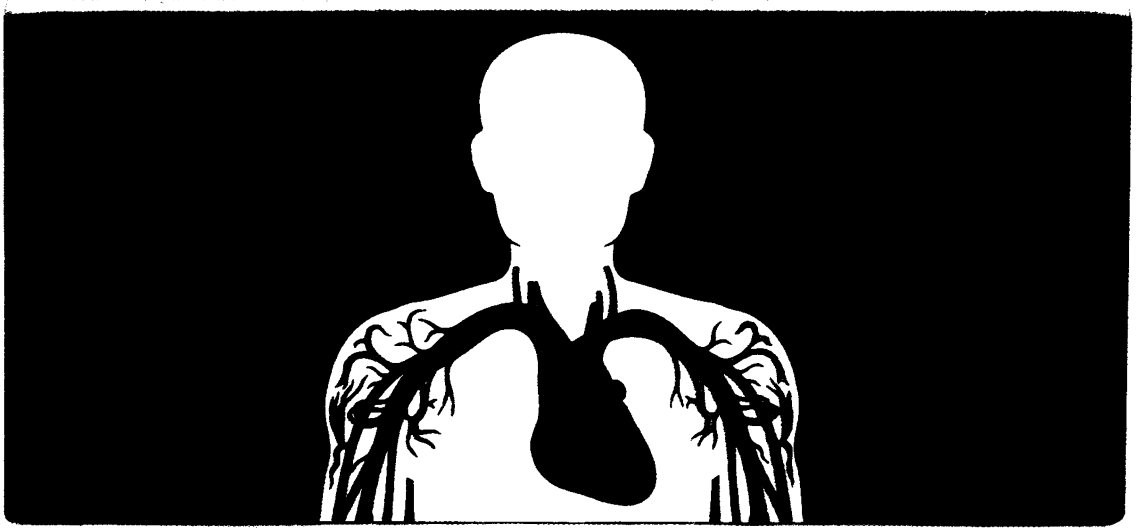
SK&F
a SmithKline company

Smith Kline & French Laboratories Limited
Welwyn Garden City, Hertfordshire AL7 1EY
Telephone: Welwyn Garden 25111
'Tagamet' is a trade mark

TG:AD140



Uncomplicating hypertension



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.

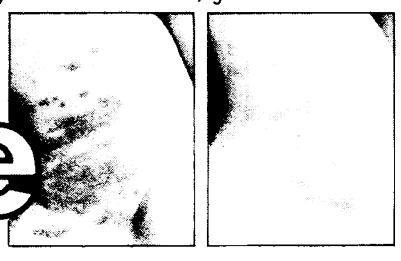
When efficacy is the need and safety the concern

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



Prescribing Information

Uses
Eumovate is suitable for treating the milder forms of eczema, seborrhoeic dermatitis and other steroid responsive skin conditions.

Dosage and administration
Apply up to four times a day until improvement occurs, when the frequency of application may be reduced.

Contra-indications
Bacterial, fungal or viral diseases of the skin.

Precautions
In infants and children, long-term continuous topical corticosteroid therapy should be avoided where possible, as adrenal suppression can occur. In infants, the napkin may act as an occlusive dressing, and increase absorption. The least potent corticosteroid which will control the disease should be selected.
Appropriate antimicrobial therapy should be used concurrently whenever treating inflammatory lesions which have become infected.
Any spread of infection requires withdrawal of topical corticosteroid therapy and, possibly, commencement of systemic chemotherapy.
As with all corticosteroids, prolonged application to the face is undesirable.
Topical steroids should not be used extensively in pregnancy, i.e., in large amounts or for prolonged periods.

Side effects
In the unlikely event of signs of hypersensitivity appearing, application should stop immediately. If large areas were to be treated, some patients could absorb sufficient steroid to cause transient adrenal depression despite the low degree of systemic activity associated with clobetasone butyrate.
Local atrophic changes could occur where moisture increases absorption of steroid, but only after prolonged use.

Basic NHS cost (exclusive of VAT)
25 gram tube £1.48 (also available in 100 gram tubes).

Product Licence numbers
Cream: 4/0233
Ointment: 4/0254

Glaxo
leaders in topical steroid therapy
Further information on Eumovate (trade mark) is available from:
Glaxo Laboratories Limited
Greenford, Middlesex UB6 0HE

Becotide

(beclomethasone dipropionate BP)

Controls the inflammatory processes in more severe asthma

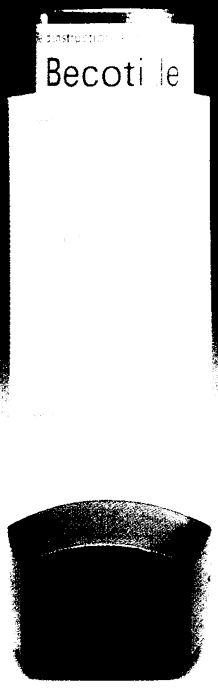
Restores the response to bronchodilators

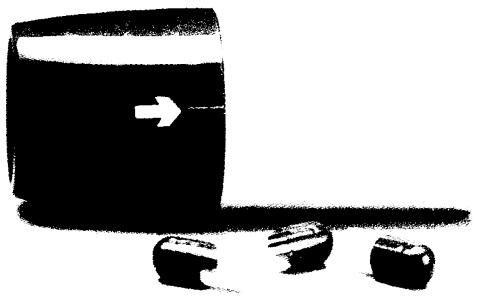
Avoids the side effects associated with systemic steroids

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)