Ativan
lorazepam

ahead in anxiety

the response that you expect
and your patient needs

with minimal sedation

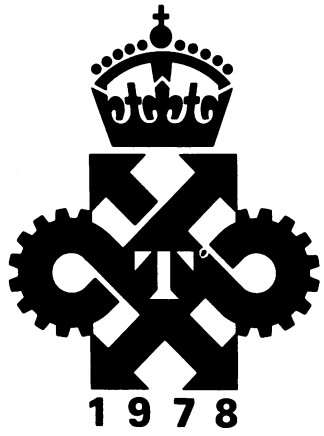
and rapid elimination

Ativan-the short acting anxiolytic

Dosage Mild anxiety: 2-3mg daily in divided doses. Moderate/severe anxiety: 5-7mg daily in divided doses. In all patients dosage should be increased until optimal control of symptoms is achieved.
Presentation ATIVAN is presented as blue oblong tablets each containing 1mg lorazepam and as yellow tablets containing 2.5mg lorazepam. (Also available in injectable form).
Uses Mild, moderate and severe anxiety.
Contra-indications Patients sensitive to benzodiazepines.
Side effects [illegible] ataxia is an indication of excessive dosage. Daytime drowsiness may be seen initially and is to be anticipated in the effective treatment of anxiety. It will normally diminish rapidly and may be minimised in the early days of treatment by giving the larger proportion of the day's dose before retiring. Occasional confusion, hangover, headache on waking, drowsiness or dizziness, blurred vision and nausea have also been reported.
Precautions As with other drugs of this type, patients should be advised that their reactions may be modified (as in handling machinery, driving etc.) depending on the individual patient's response. Tolerance to alcohol may be diminished and its consumption should be avoided. As the action of centrally acting drugs, such as phenothiazines, may be intensified, the co-prescription of these drugs should be carefully monitored as reduced dosage may be indicated. Elderly patients, or those suffering from cerebrovascular changes such as arteriosclerosis are likely to respond to smaller doses. Prolonged or excessive use of benzodiazepines may occasionally result in the development of some psychological dependence with withdrawal symptoms on sudden discontinuation. Treatment in these cases should be withdrawn gradually. Careful usage seldom results in the development of dependence. ATIVAN tablets should not be administered during pregnancy [illegible] in the judgement of the physician such administration is clinically justifiable. Special care should be taken in the first three months of pregnancy.
Legal category POM
Product Licence Numbers PL0011/0034 (1mg) PL0011/0036 (2.5mg). Injection PL0011/0051
Basic N.H.S. cost 1mg x 100 £1.85 2.5mg x 100 £2.90
Hospital Price As per local contract

Wyeth Laboratories, John Wyeth & Brother Ltd. Taplow, Maidenhead, Berks. *Trade Mark

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 H2
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.

TG:AD140

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

Becotide

(beclomethasone dipropionate BP)

Controls the inflammatory processes in more severe asthma

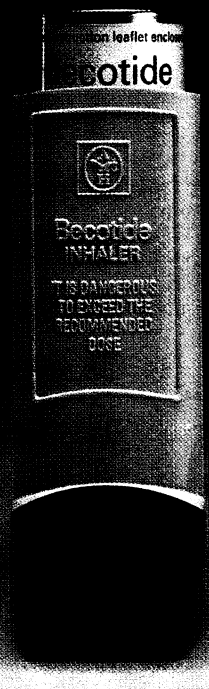
Restores the response to bronchodilators

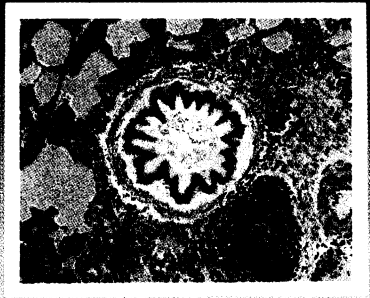
Avoids the side effects associated with systemic steroids

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 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)