Ativan

lorazepam

direct 'one step' metabolism and short action make Ativan preferable to diazepam

short-acting Ativan tends not to accumulate, therefore sedative effects are less frequent than with diazepam[1]

the straightforward metabolism is another reason to prefer Ativan — for example, when liver function is impaired[2]

Prescribing Information. Presentation: ATIVAN is presented as blue-striking tablets each containing 1mg lorazepam and as yellow tablets containing 2.5mg lorazepam. Also available in injectable form. **Uses:** Mild, moderate and severe anxiety. **Dosage:** Mild anxiety, 2-3mg daily in divided doses. Moderate severe anxiety, 4-7mg daily in divided doses. In all patients, dosage should be increased until optimal control of symptoms is achieved. **Contra-indications:** Patients sensitive to benzodiazepines. **Side-effects:** ATIVAN is well tolerated and imbalance or 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 or 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 atherosclerosis are likely to respond to smaller doses. Prolonged 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 Treatment in these cases should be withdrawn gradually.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 unless in the judgement of the physician such administration is clinically justifiable. Specialist advice should be taken in the first three months of pregnancy. **Legal Category:** POM. **Product Licence Numbers:** [illegible] 1mg [illegible] 2.5mg [illegible]. **Basic NHS Cost:** 1mg x 100 [illegible] 2.5mg x 100 £3.65. Hospital price. As per local contract. Further information is available on request. **Wyeth Laboratories,** John Wyeth & Brother Limited, Taplow, Maidenhead, Berks. **References:** 1. Curr. Ther. Res. 1967; **15**, 1000. 2. Acta Psychiatr. Scand. 1968; **274**, 1. Trademarks. Ativan is a

Wyeth

In hypertension

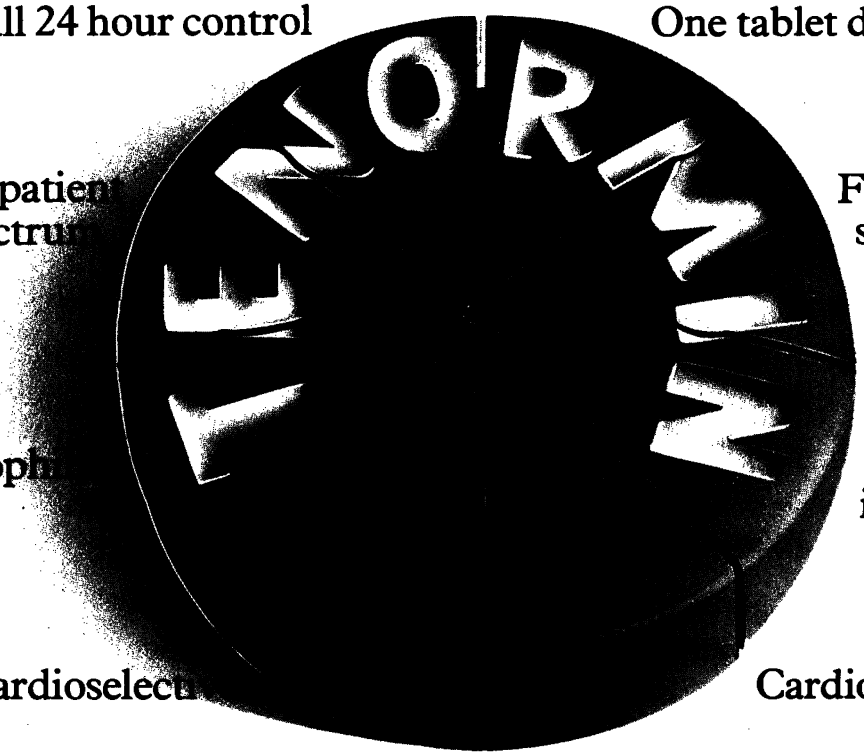
TENORMIN

Atenolol 100mg

The only beta-blocker to put it all together in one.

Full 24 hour control

One tablet daily



Wide patien
spectru

Few CNS
side-effects

Hydroph

Possible
advantages
in smokers

Cardioselecti

Cardioprotective

Tenormin fits the profile of the ideal beta-blocker for hypertension.

TENORMIN

A unique combination of hydrophilicity and cardioselectivity

Prescribing Notes:
Dosage: One tablet daily. **Contraindications:** Heart block. Co-administration with verapamil. **Precautions:** Untreated cardiac failure, bradycardia, renal failure, anaesthesia and pregnancy. **Side Effects:** Coldness of extremities and muscular fatigue. Sleep disturbance rarely seen. Rashes and dry eyes have been reported with beta blockers – consider discontinuance if they occur. Cessation of therapy with beta blockers should be gradual. **Pack size and Basic NHS cost:** 'Tenormin' 28's £7.27.
Product Licence Number: 'Tenormin' 0029/0122.

Full prescribing information is available on request to the company

Stuart Pharmaceuticals Limited
Carr House Carrs Road
Cheadle Cheshire SK8 2EG
Tenormin is a trade mark for atenolol.

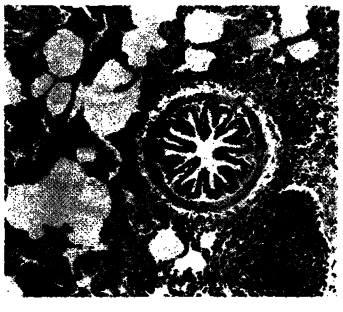
3 levels of manag with Ventolin

1. For the patient who suffers episodic attacks – Inhaled Ventolin when necessary.

For those patients suffering only infrequent and episodic attacks of asthma, Inhaled Ventolin when necessary, is often all that is required. Used at the onset of an attack of bronchospasm, Inhaled Ventolin provides rapid and sustained relief of symptoms. Patients waking with early morning breathlessness will also benefit from the rapid onset of action.
And taken before exertion, Ventolin provides protection against exercise-induced asthma.

2. For the patient who requires prophylactic bronchodilator therapy – Inhaled Ventolin four times daily.

Routine bronchodilator therapy is indicated when asthmatic attacks become more frequent. The long duration of action of Inhaled Ventolin means that continuous protection against bronchospasm can be maintained on a four times daily dosage schedule.

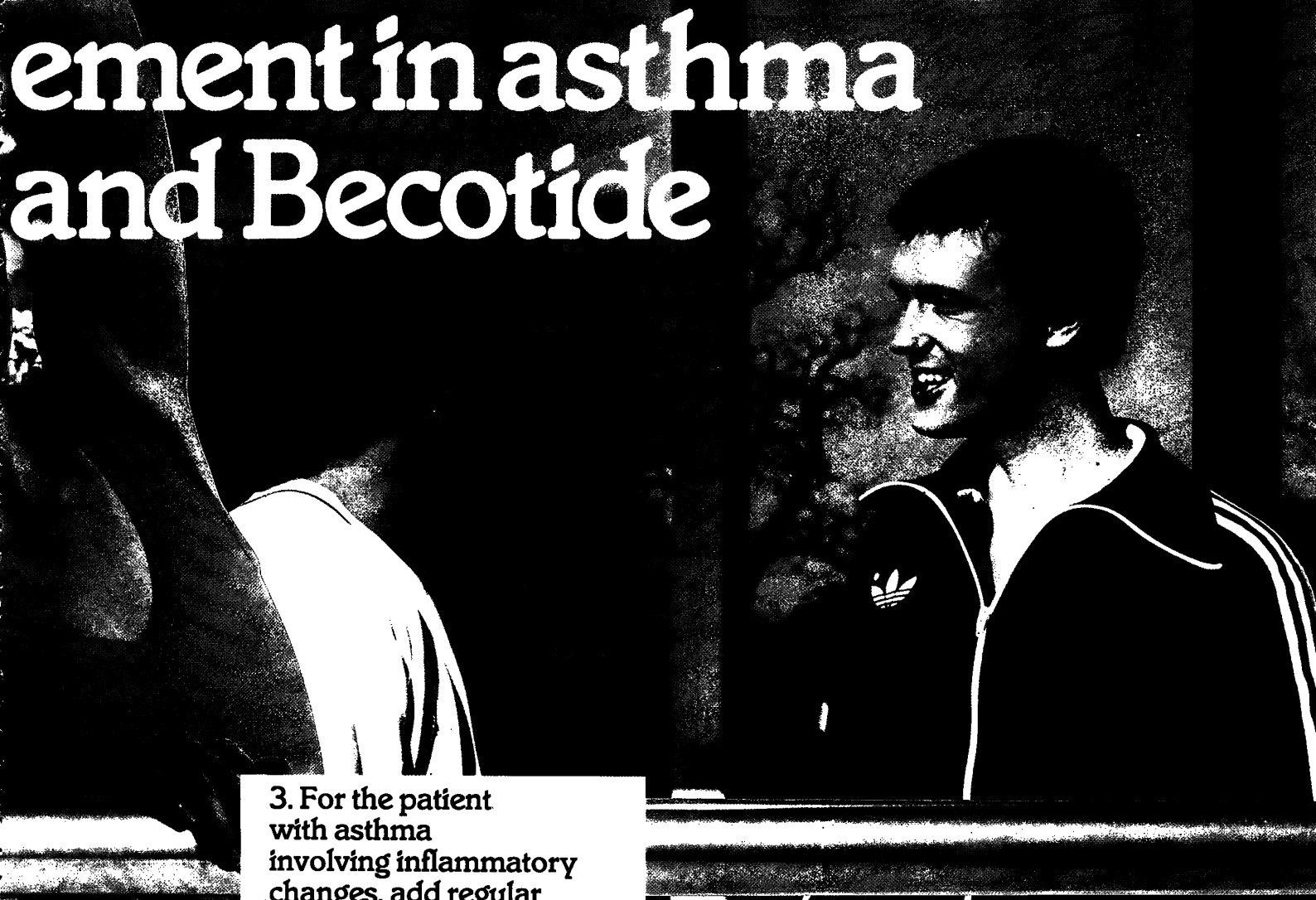


Cross-section of bronchiole illustrating bronchospasm due to contraction of respiratory smooth muscle.

VENTOLIN PRESCRIBING INFORMATION **Uses** Routine control of bronchospasm in bronchial asthma, bronchitis and emphysema, or as required to relieve attacks of acute bronchospasm. Doses may also be taken before exertion to prevent exercise-induced asthma or before exposure to a known unavoidable challenge. **Dosage and administration** As single doses for the relief of acute bronchospasm, for managing intermittent episodes of asthma and to prevent exercise-induced bronchospasm. *Using Ventolin Inhaler – Adults:* one or two inhalations. *Children:* one inhalation increasing to two if necessary. *Using Ventolin Rotahaler – Adults:* one Ventolin Rotacap 200mcg or 400mcg. *Children:* one Ventolin Rotacap 200mcg. For chronic maintenance or prophylactic therapy. *Using Ventolin Inhaler – Adults:* two inhalations three or four times a day. *Children:* one inhalation three or four times a day increasing to two inhalations if necessary. *Using Ventolin Rotahaler – Adults:* one Ventolin Rotacap 400mcg three or four times a day. *Children:* one Ventolin Rotacap 200mcg three or four times a day. For optimum results in most patients inhaled Ventolin should be administered regularly. **Contra-indications** Ventolin preparations should not be used for the prevention of threatened abortion during the first or second trimester of pregnancy. **Precautions** If a previously effective dose of inhaled Ventolin fails to give relief lasting at least three hours, the patient should be advised to seek medical advice. Ventolin should be administered cautiously to patients suffering from thyrotoxicosis. Unnecessary administration of drugs during the first trimester of pregnancy is undesirable. **Side effects** No important side effects have been reported following treatment with inhaled Ventolin. **Presentation and Basic NHS cost** Ventolin Inhaler is a metered-dose aerosol delivering 100mcg Salbutamol BP per actuation. Each canister contains 200 inhalations. Basic NHS cost £3·00. Ventolin Rotacaps 200mcg and 400mcg, each contain a mixture of the stated amount of microfine Salbutamol BP (as sulphate), and larger particle lactose in light blue/colourless or dark blue/colourless hard gelatine cartridges, respectively. Containers of 100. Basic NHS cost £5·29 and £7·15, respectively. Ventolin Rotahaler for use in conjunction with Ventolin Rotacaps. Basic NHS cost 78p. **Product licence numbers** Ventolin Inhaler 0045/5022. Ventolin Rotacaps 200mcg 0045/0116. Ventolin Rotacaps 400mcg 0045/0117.

Further information on Becotide and Ventolin is available from: Allen & Hanburys Limited, Greenford Middlesex UB6 0HB

ement in asthma and Becotide

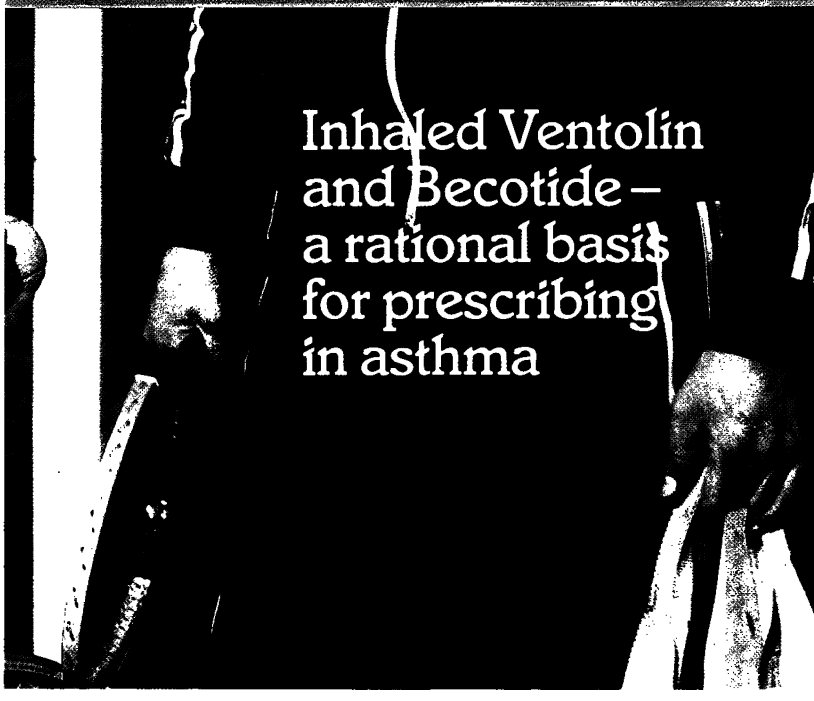


3. For the patient with asthma involving inflammatory changes, add regular Inhaled Becotide.

The first sign of deterioration in asthma is often a waning response to bronchodilators brought about by inflammatory changes within the lungs. At this stage specific anti-inflammatory therapy is essential.

The early addition of Inhaled Becotide is indicated to control the inflammatory process, to restore lung function and the response to bronchodilators.

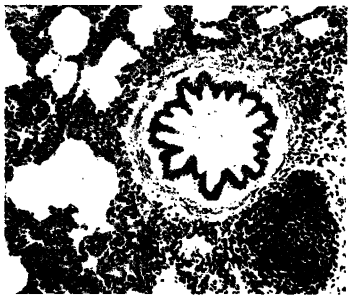
The regular administration of Inhaled Becotide and Inhaled Ventolin will maintain lung function and prevent further deterioration in the condition of many of these patients.

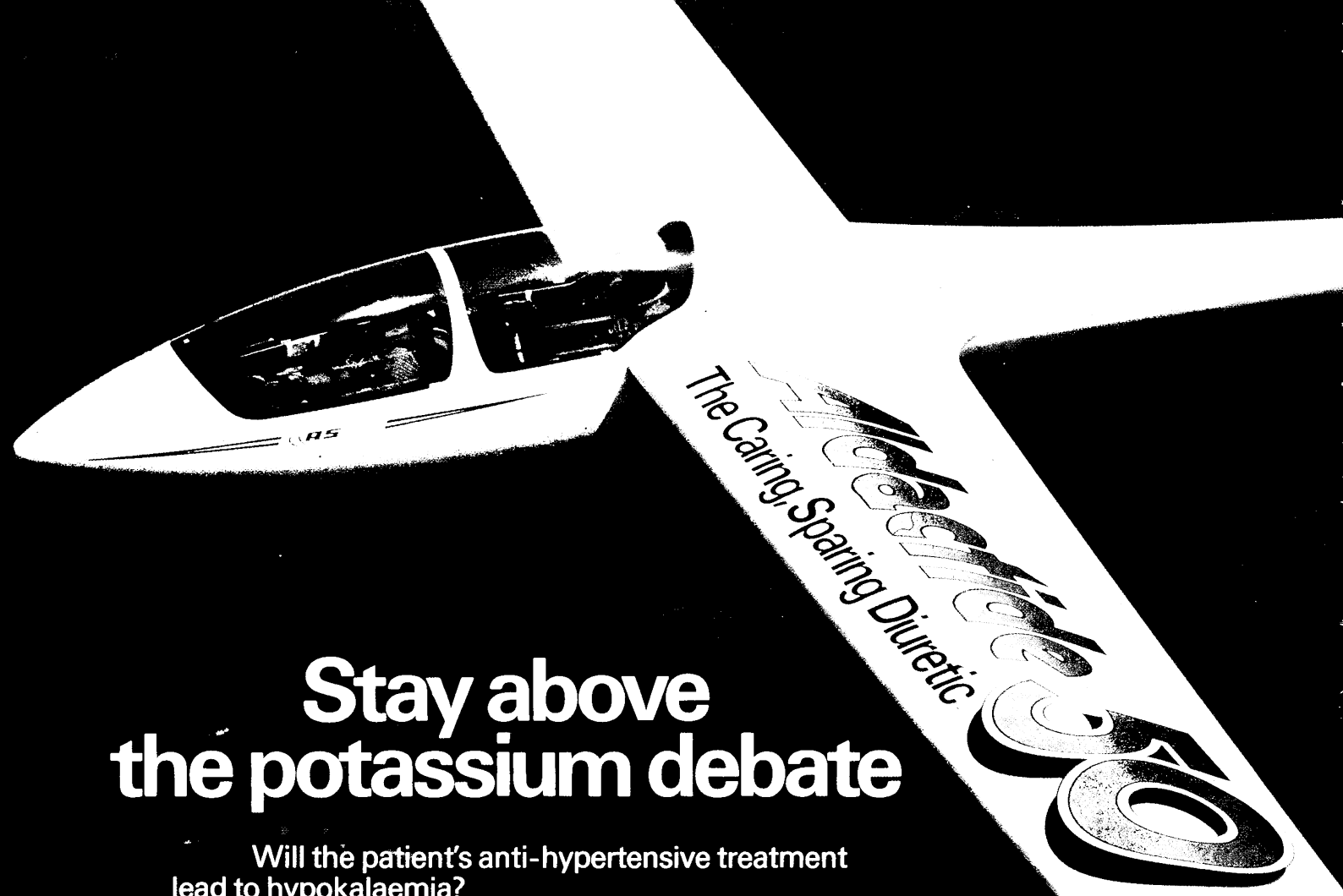


Inhaled Ventolin and Becotide – a rational basis for prescribing in asthma

BECOTIDE PRESCRIBING INFORMATION **Uses** Bronchial asthma especially in patients whose asthma is not adequately controlled by bronchodilators and patients with severe asthma who would otherwise be dependent on systemic corticosteroids or adrenocorticotrophic hormone (ACTH) or its synthetic equivalent. **Dosage and administration** *Using Becotide Inhaler – Adults:* two inhalations three or four times a day is the usual maintenance dose. In severe cases dosage may be started at twelve to sixteen inhalations per day and subsequently reduced when the patient begins to respond. Alternatively, the total daily dose may be administered as two divided doses. *Children:* one or two inhalations, two, three or four times a day according to the response. *Using Becotide Rotahaler – Adults:* one 200mcg Becotide Rotacap three or four times a day is the usual maintenance dose. *Children:* one 100mcg Becotide Rotacap two, three or four times a day according to the response. For optimum results inhaled Becotide should be administered regularly. **Contra-indications** No specific contra-indications to inhaled Becotide are known but special care is necessary in patients with active or quiescent pulmonary tuberculosis. **Precautions** The maximum daily intake of Beclomethasone Dipropionate BP should not exceed 1mg. Inadequate response after the first week of inhaled Becotide therapy suggests that excessive mucus is preventing penetration of inhaled drug to the target area. A short course of systemic steroid in relatively high dosage should be given and therapy with inhaled Becotide continued. Unnecessary administration of drugs during the first trimester of pregnancy is undesirable. When transferring patients to Becotide from systemic steroid therapy the possibility of adrenocortical suppression should be considered and patients given a supply of oral steroids for use during periods of stress. Please refer to the detailed procedure described in the data sheets for Becotide Inhaler and Becotide Rotacaps. **Side effects** Occasional candidiasis of the mouth and throat (thrush) occurs in some patients, particularly those with high blood levels of *Candida precipitins*. Topical therapy with antifungal agents usually clears the condition without withdrawal of Becotide. **Presentation and Basic NHS cost** Becotide Inhaler is a metered-dose aerosol delivering 50mcg Beclomethasone Dipropionate BP per actuation. Each canister contains 200 inhalations. Basic NHS cost £4·77. Becotide Rotacaps 100mcg and 200mcg, each contain a mixture of the stated amount of microfine Beclomethasone Dipropionate BP and larger particle lactose in buff or chocolate-brown/colourless hard gelatine cartridges, respectively. Containers of 100. Basic NHS cost £7·26 and £9·67 respectively. Becotide Rotahaler, for use in conjunction with Becotide Rotacaps. Basic NHS cost 78p. **Product licence numbers** Becotide Inhaler 0045/0089. Becotide Rotacaps 100mcg 0045/0119. Becotide Rotacaps 200mcg 0045/0120.

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





The Caring, Sparing Diuretic

Aldactide 50

Stay above the potassium debate

Will the patient's anti-hypertensive treatment lead to hypokalaemia?

If so, when should potassium supplements be given? At serum $K^+ < 3{\cdot}5$m Eq/l? At serum $K^+ < 3{\cdot}0$m Eq/l?

Should low serum K^+ be supplemented even if the patient is asymptomatic?

Aldactide 50 lets you stay above the debate. Clinical studies have shown that spironolactone therapy is potassium-sparing[1] and is a more effective treatment in diuretic-induced hypokalaemia than potassium supplements,[2] triamterene,[2] or amiloride.[3]

In hypertension

Aldactide 50

hydroflumethiazide + spironolactone

The Caring, Sparing Diuretic.

References

1. Schersten B et al. Clinical and biochemical effects of spironolactone administered once daily in primary hypertension. Hypertension 1980; 2(5): 672-9.
2. Hollander W. Hemodynamic and pathophysiological considerations in choosing antihypertensive therapy. Clin Therap 1979; 2(Suppl A): 11-23.
3. Sanguigni D, Benvenuti C. Comparison between spironolactone and amiloride associated with hydrochlorothiazide in the treatment of mild and moderate hypertension. Clin Therap 1978; 87: 69-74.

Prescribing Information

Presentation

Aldactide 50

Cream, scored tablets stamped "SEARLE 180" on one side containing Spironolactone B.P. 50mg and Hydroflumethiazide B.P. 50mg.

Uses

Essential hypertension.

Dosage and Administration

Adults

Aldactide 50 – one or two tablets with breakfast or the first main meal of the day.

Children

Daily dosage should provide 1.5 to 3mg of spironolactone per kilogram body weight given in divided doses.

Contra-indications, Warnings, etc.

Anuria, acute renal insufficiency, rapidly progressing impairment of renal function, hyperkalaemia, patients who are hypersensitive to either component, concurrent administration with other potassium conserving diuretics.

Aldactide potentiates the effect of other anti-hypertensive drugs and their dosage should be reduced when Aldactide is added to the treatment regime.

Patients should be carefully evaluated for possible disturbances of fluid and electrolyte balance.

Thiazides may induce hyperuricaemia and decrease glucose tolerance.

Spironolactone or its metabolites may, and hydroflumethiazide does, cross the placental barrier. Use of Aldactide in pregnant women requires the anticipated benefit be weighed against the possible hazards to the foetus.

Adverse effects reported in association with spironolactone include gynaecomastia, gastro-intestinal intolerance, skin rashes, menstrual irregularities, impotence, mild androgenic effects etc. Adverse effects reported in association with thiazides include gastrointestinal symptoms, skin rashes, blood dyscrasias, muscle cramps etc.

Product Licence Holder and Number

G.D. Searle & Co. Ltd.
Aldactide 50 0020/0082

Basic N.H.S. Cost

28 tablets £5.60

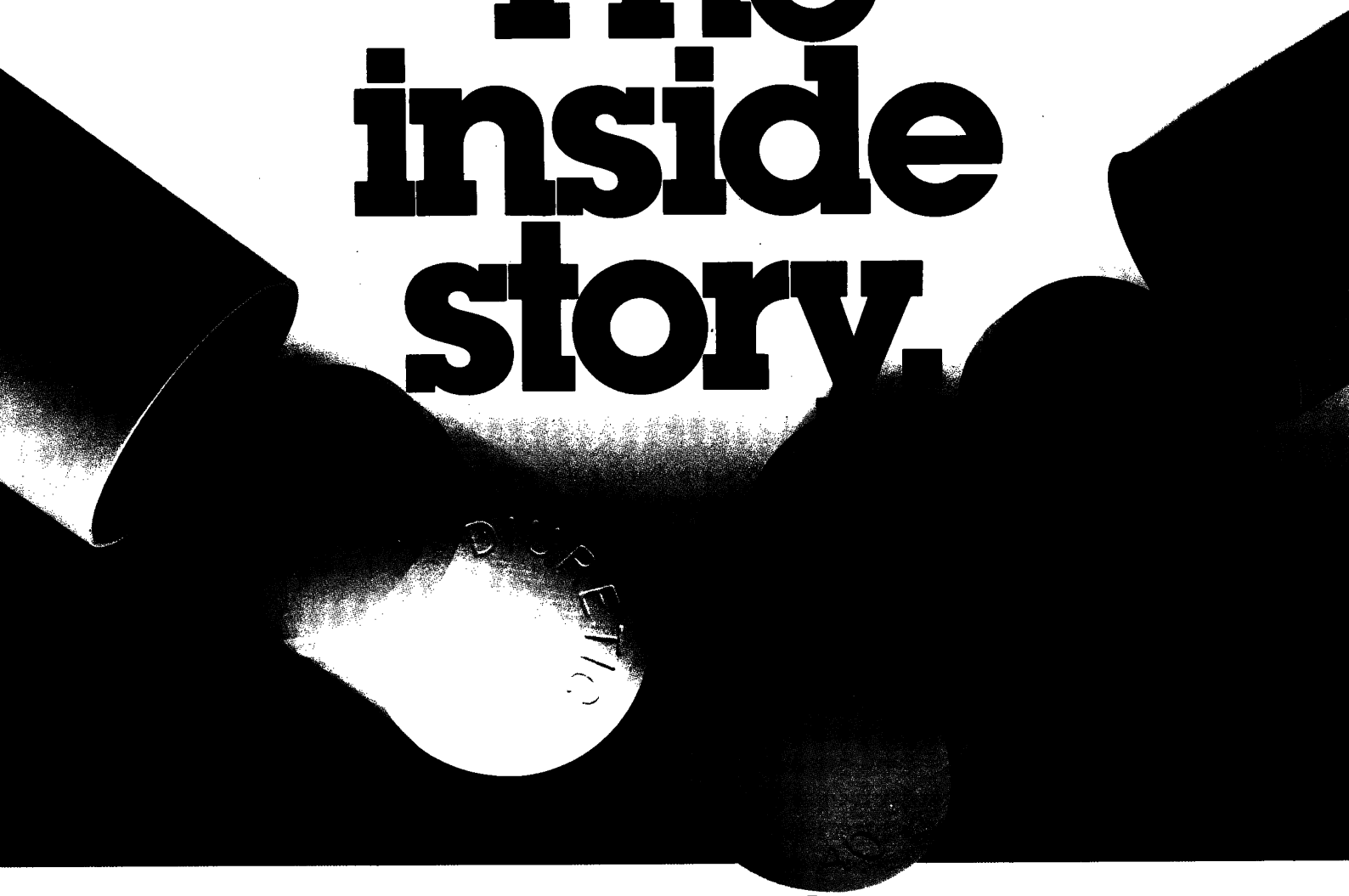
Full prescribing information is available on request.

Aldactide and Searle are registered trade marks.

Searle Pharmaceuticals,
Division of G.D. Searle & Co. Ltd.,
P.O. Box 53, Lane End Road,
High Wycombe, Bucks. HP12 4HL.
Telephone: High Wycombe 21124

SEARLE

The inside story.



ICI announce 'Inderex'.

'Inderex' is designed to give full 24-hour control of blood pressure from a single daily dose.

'Inderex' combines the world's most widely prescribed beta-blocker, 'Inderal'-in the form of 'Inderal' LA, with one of the world's most widely used diuretics, bendrofluazide.

'Inderex', the next logical step in the treatment of hypertension.

ICI INDEREX

Propranolol Hydrochloride in long-acting formulation and Bendrofluazide.

The next logical step

'Inderex': abridged prescribing information. **Dosage** One capsule daily in hypertension. **Contraindications** Heart block. Bronchospasm. Anuria, renal failure or thiazide sensitivity. Prolonged fasting. Metabolic acidosis. Co-administration with verapamil. **Precautions** Untreated cardiac failure. Bradycardia. Diabetes. Hepatic cirrhosis with ascites. Discontinuance of clonidine. Anaesthesia. Pregnancy. **Adverse Reactions. Propranolol Hydrochloride:** cold extremities, nausea, insomnia, lassitude and diarrhoea are usually transient. Isolated cases of paraesthesia of the hands. Rashes and dry eyes have been reported with beta-blockers – consider discontinuance if they occur. Cessation of beta-blocker therapy should be gradual. **Bendrofluazide:** Hypokalaemia. Hyperuricaemia. Rare reports of rashes, necrotising vasculitis, acute pancreatitis, blood dyscrasias and aggravation of pre-existing myopia. **Overdosage** see data sheet. **Basic NHS cost** 28 day calender pack £8.12. PL No. 0029/0157. 'Inderex' is a trademark for propranolol hydrochloride in a long-acting formulation, and bendrofluazide. Full prescribing information is available from Imperial Chemical Industries PLC, Pharmaceuticals Division, Alderley House, Alderley Park, Macclesfield, Cheshire SK10 4TF.

'Inderal' LA Full 24 hour protection from a single dose.

ICI INDERAL LA

Propranolol hydrochloride BP.

Once daily in hypertension and angina.

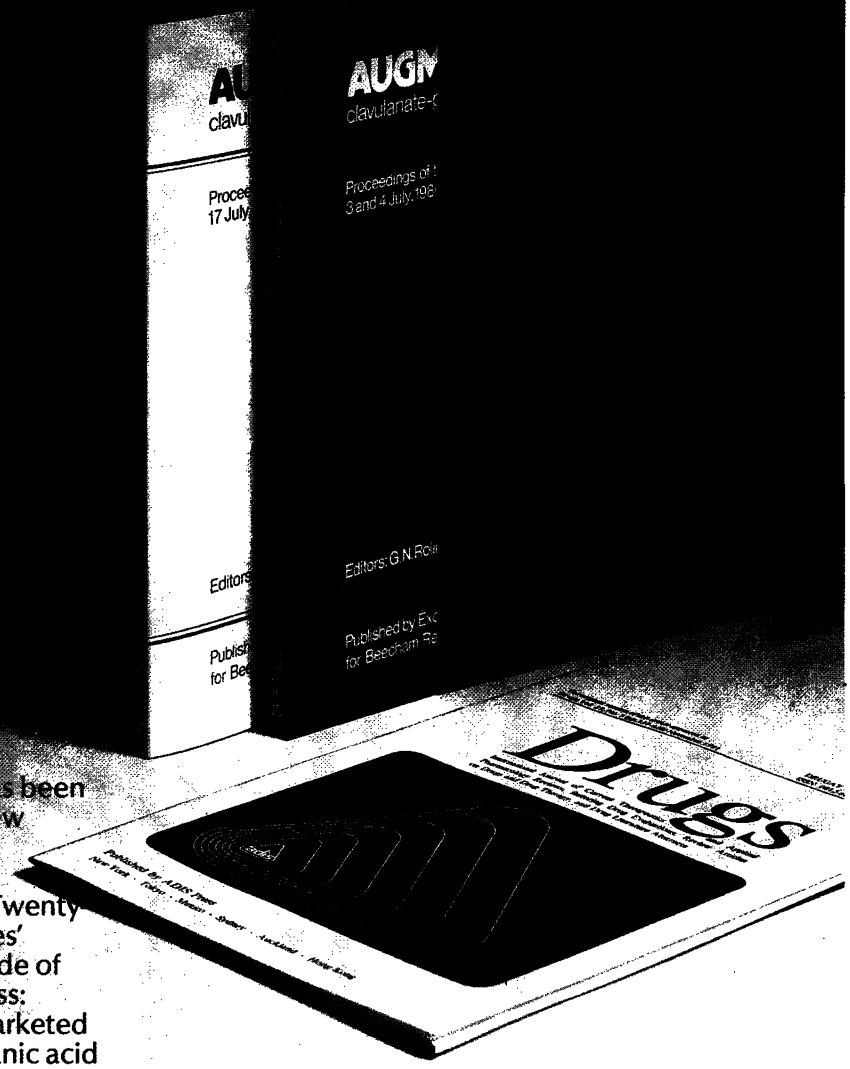
'INDERAL' LA ABRIDGED PRESCRIBING INFORMATION. DOSAGE: 1-2 CAPSULES ONCE DAILY IN HYPERTENSION. **CONTRAINDICATIONS:** HEARTBLOCK. BRONCHOSPASM. PROLONGED FASTING. METABOLIC ACIDOSIS. CO-ADMINISTRATION WITH VERAPAMIL. **PRECAUTIONS:** UNTREATED CARDIAC FAILURE. BRADYCARDIA. DISCONTINUANCE OF CLONIDINE. ANAESTHESIA. PREGNANCY. **ADVERSE REACTIONS:** COLD EXTREMITIES, NAUSEA, INSOMNIA, LASSITUDE AND DIARRHOEA ARE USUALLY TRANSIENT. ISOLATED CASES OF PARAESTHESIA OF THE HANDS. RASHES AND DRY EYES HAVE BEEN REPORTED WITH BETA BLOCKERS. CONSIDER DISCONTINUANCE IF THEY OCCUR. BETA BLOCKERS SHOULD BE WITHDRAWN GRADUALLY. **OVERDOSAGE:** SEE DATA SHEET. **PACK SIZE AND BASIC NHS COST:** £6.66 PER 28 CAPSULES. P.L. NO. 0029/0128 'INDERAL' LA IS A TRADE MARK FOR PROPRANOLOL HYDROCHLORIDE IN LONG-ACTING FORMULATION. FULL PRESCRIBING INFORMATION IS AVAILABLE FROM: IMPERIAL CHEMICAL INDUSTRIES PLC, PHARMACEUTICALS DIVISION, ALDERLEY HOUSE, ALDERLEY PARK, MACCLESFIELD, CHESHIRE.

clavulanate-potentiated amoxycillin

Confidence inspired by outstanding results

Over 6,000 patients treated in clinical trials

Over 100 published papers



Since its launch, Augmentin has been recognised as offering enormous new potential in the treatment of bacterial infections.

A recent *BMJ* leader entitled 'Twenty one years of beating beta-lactamases' referred to Augmentin's unique mode of action and to its clinical effectiveness:

"In the compound recently marketed under the name Augmentin, clavulanic acid is partnered by amoxycillin and the pair evidently correspond well in their pharmacokinetic behaviour, they appear to be well tolerated at the recommended dosage, and have been successfully used to treat infections due to both sensitive and beta-lactamase-producing organisms affecting the respiratory and urinary tracts and the soft tissues." [1]

In practice, this means that you can rely on Augmentin when faced by patients with bacterial infections. [2,3]

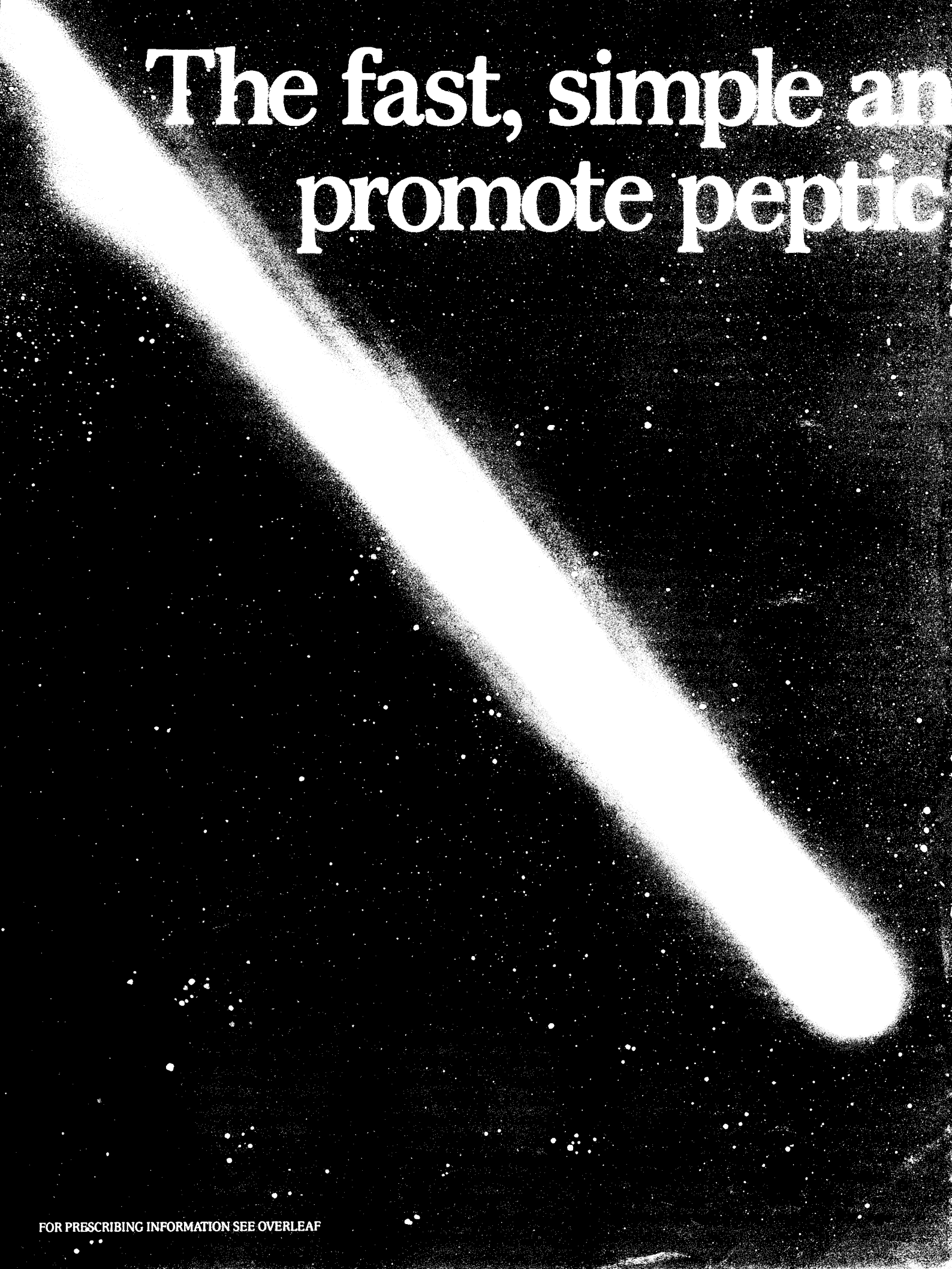
Augmentin has already been the subject of two International Symposia and a *Drugs* review **Focus on Augmentin** which attest both to its antibacterial activity and to its clinical efficacy. A boxed set of the proceedings of these symposia and/or **Focus on Augmentin** can be obtained on request to the Company.

Prescribing Information
Uses: Respiratory tract, genito-urinary tract, skin and soft tissue infections. **Dosage: Adults and children over 12 years of age:** *One Augmentin or Augmentin Dispersible Tablet (375 mg) three times a day.* In severe infections dosage may be doubled. Treatment with Augmentin should not be extended beyond 14 days without review. At present there is insufficient clinical evidence to permit a firm dosage recommendation to be made for younger children. **Contra-indication:** Penicillin hypersensitivity. **Precautions:** Safety in human pregnancy is yet to be established, although high dose animal studies show no teratogenicity. Dosage need not be reduced in patients with renal impairment, unless the condition is severe enough to require dialysis. **Side-Effects:** As with other penicillins, these are uncommon and mainly of a mild and transitory nature, and include diarrhoea, indigestion, nausea, vomiting and candidiasis. If gastro-intestinal side-effects occur they may be reduced by taking Augmentin at the start of meals. Erythematous and urticarial rashes sometimes occur but their incidence has been particularly low in clinical trials. Treatment should be discontinued if either type of rash appears. **Availability and Basic NHS Prices:**(Prices correct at time of printing). Augmentin Tablets and Augmentin Dispersible Tablets, each containing potassium clavulanate (equivalent to 125 mg clavulanic acid) with amoxycillin trihydrate (equivalent to 250mg amoxycillin). ▼Augmentin Tablets (bottles of 30,100). **Cost per tablet - 25p** PL 0038/0270. ▼Augmentin Dispersible Tablets (foil wrapped 30,90). **Cost per tablet - 28p.** PL 0038/0272.

1. Leading article *Brit. Med. J.*, 1982, **284**, 369.
2. *Further analysis of the data presented in summary form in:* A multicentre antibiotic sensitivity survey. *Proceedings of the First Augmentin Symposium.* Rolinson, G.N. and Watson, A (eds), Excerpta Medica, 1980, pp 173-183. Full data available on request.
3. Watson, A. and Mahendra, M., *Ibid.*, pp 187-202.

Further information is available on request from the Company.

Beecham Research Laboratories
Brentford, England.


The fast, simple an
promote peptic
FOR PRESCRIBING INFORMATION SEE OVERLEAF

specific way to ulcer healing

80% ulcers healed in one month[1]

Rapid relief of pain, rapid healing of the ulcer.

No dosage simpler in peptic ulcer treatment

Specifically developed as b.d. treatment.

The benefits of highly specific H_2 blockade

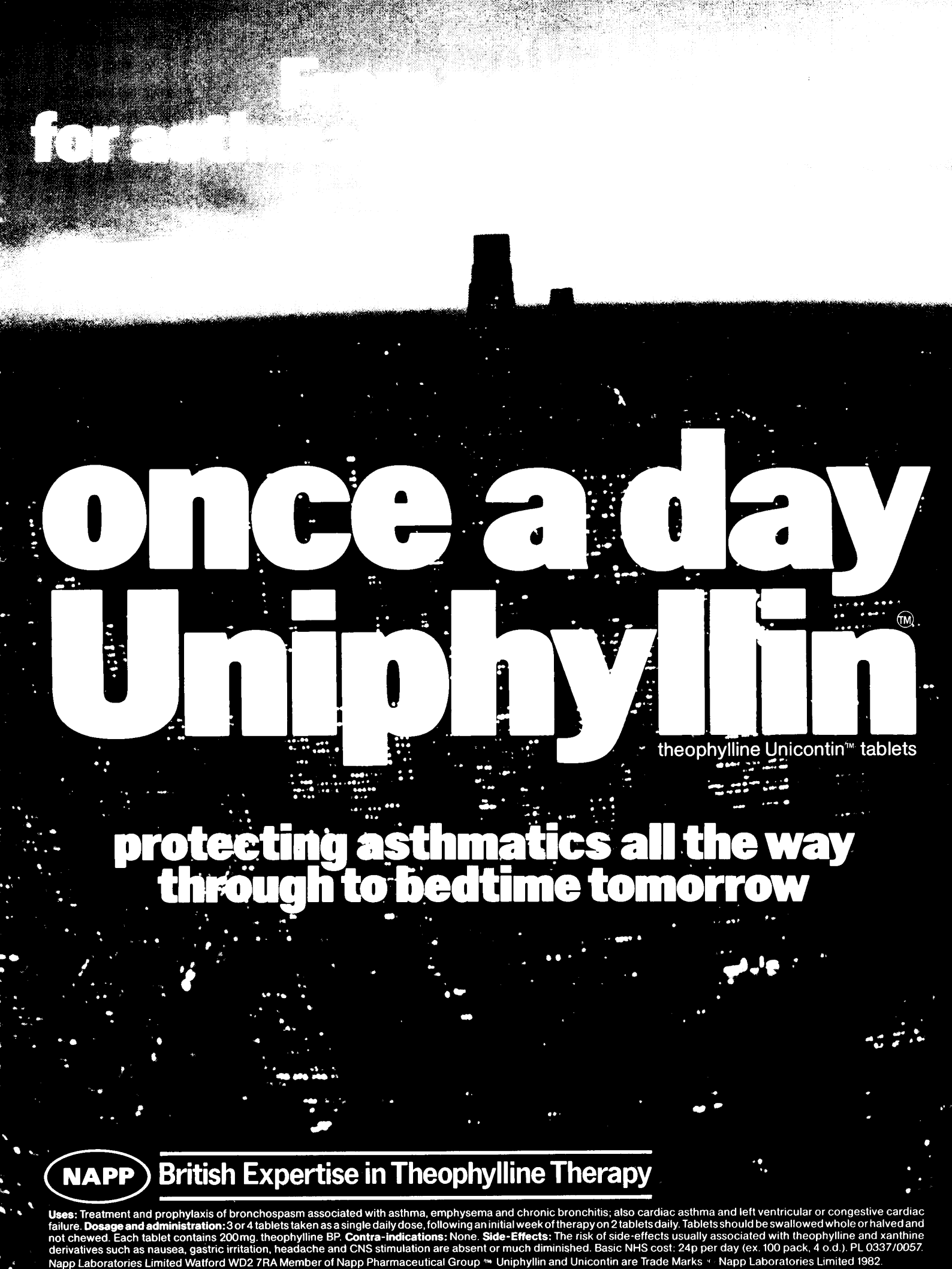
Zantac treatment has not been shown to affect the central nervous system[1,2] to exert anti-androgenic effects[3] or to cause drug interaction[3]

Zantac

RANITIDINE

A British advance from Glaxo

FOR PRESCRIBING INFORMATION SEE *OVERLEAF*


for asthma
once a day
Uniphyllin™
theophylline Unicontin™ tablets
protecting asthmatics all the way through to bedtime tomorrow
NAPP
British Expertise in Theophylline Therapy
Uses: Treatment and prophylaxis of bronchospasm associated with asthma, emphysema and chronic bronchitis; also cardiac asthma and left ventricular or congestive cardiac failure. Dosage and administration: 3 or 4 tablets taken as a single daily dose, following an initial week of therapy on 2 tablets daily. Tablets should be swallowed whole or halved and not chewed. Each tablet contains 200mg. theophylline BP. Contra-indications: None. Side-Effects: The risk of side-effects usually associated with theophylline and xanthine derivatives such as nausea, gastric irritation, headache and CNS stimulation are absent or much diminished. Basic NHS cost: 24p per day (ex. 100 pack, 4 o.d.). PL 0337/0057.
Napp Laboratories Limited Watford WD2 7RA Member of Napp Pharmaceutical Group ™ Uniphyllin and Unicontin are Trade Marks © Napp Laboratories Limited 1982.

"... Teddy's better too, Grandma. Can we come tomorrow?"

Amoxil is increasingly recognised for its outstanding safety profile. It is available in three different oral presentations which offer acceptable and convenient therapy for younger patients.

Amoxil – the leading antibiotic prescription for children in Britain.

Amoxil

amoxycillin

Rapidly resolves young patients' infections.

Prescribing Information
Indications:
Commonly occurring bacterial infections of the upper and lower respiratory tract, urinary tract, skin and soft tissue.
Presentations:
Amoxil syrup: 125mg and syrup forte 250mg per 5ml PL0038/0108/9
Amoxil paediatric suspension: 125mg per 1.25ml PL0038/0107
Amoxil capsules: 250mg and 500mg PL0038/0103/5
▼Amoxil dispersible tablets: 500mg PL0038/0277
▼Amoxil 3g sachet: PL0038/0238
▼Amoxil vials for injection: 250mg, 500mg and 1g PL0038/0221/2/5
The amoxycillin content per dose unit is present as the trihydrate in Amoxil oral preparations and as the sodium salt in Amoxil injections.
Average treatment cost: children 28p/day (125mg syrup t.d.s.) adults 49p/day (250mg capsules t.d.s.).
Dispersible tablet: 35p per tablet (30 pack), 3g Sachet £1.98 per sachet.
Dosage
Children's Dosage (up to 10 years)
Oral: 125mg three times a day.
In severe infections doses should be doubled.
Injectable: 50-100mg/kg bodyweight per day in divided doses.
Adult Dosage
Oral: 250mg three times a day.
In severe infections doses should be doubled.
Injectable: 500mg IM 8 hourly (or more frequently if necessary) in moderate infections. 1g IV 6 hourly in severe infections.
Contra-Indications
Amoxil is a penicillin and should not be given to penicillin hypersensitive patients. Side-effects, as with other penicillins, are usually of a mild and transitory nature: they may include diarrhoea or indigestion. Occasionally a rash may occur, in which case treatment should be discontinued.
Since Amoxil is a penicillin, problems of overdosage are unlikely to be encountered.
Further information on Amoxil (amoxycillin) is available from:

Bencard

Bencard, Great West Road, Brentford.
Telephone: 01-560 5151
Amoxil and the Bencard logo are trademarks.
December 1981 14289

"Tricyclics are extremely dangerous drugs when taken in overdose"

Hollister, L. E., (1981), Drugs, **22,** *129-152.*

Self-poisoning with amitriptyline, and other tricyclic antidepressants is now implicated in some *10,000 hospital admissions*[1] and *400 deaths*[2] per annum–a tragic waste of human life on a scale equivalent to one death every day.

Norval is an effective antidepressant which, in contrast to the tricyclics, has a high safety margin in overdose.[3] In the treatment of depressed patients, where the possibility of deliberate or accidental self-poisoning cannot easily be ruled out, the difference between Norval and the tricyclics can be life-saving.

Norval

mianserin hydrochloride

Effective in depression *without* tricyclic overdose risks.

PRESCRIBING INFORMATION

Indications Endogenous depression, reactive depression and anxiety, agitation and insomnia where associated with depressive illness.

Dosage Treatment should be initiated at 30mg. a day as a single bedtime dose or in divided doses. Dosage may be increased after the first week. The usual effective daily dosage lies in the range of 30-60mg. although divided daily dosages up to 200mg. have been well tolerated.

Contra-Indications, Warnings, Etc. Norval is not yet recommended for use in children or pregnancy. When treating patients with epilepsy, diabetes, hepatic or renal insufficiency, normal precautions should be exercised and the dosages of all medication kept under review. Care should be taken in patients with cardiac conditions, but cardiotoxic effects have not been seen at therapeutic dosage even in patients with pre-existing cardiac disease. Drowsiness may occur during the first few days of treatment and patients should be warned to avoid alcohol and activities that demand constant alertness. Norval may interact with clonidine, but does not interact with bethanidine, guanethidine, propranolol, or coumarin type anticoagulants; nevertheless usual monitoring procedures should be followed. Concurrent use of Norval with MAOI's or barbiturates is not yet recommended.

Side-Effects Serious side-effects are uncommon. A small number of cases of white blood cell depression, reversible on cessation of treatment, have been reported; white blood cell counts are advisable in patients with persistent signs of infection. Jaundice, usually mild, hypomania and convulsions have also been reported. Additional adverse disorders include breast disorders (gynaecomastia, nipple tenderness and non-puerperal lactation), dizziness, postural hypotension and skin rash. Drowsiness may occur initially but no drug related anticholinergic effects have been observed.

Overdosage There is no specific antidote to Norval. Treatment is by gastric lavage with appropriate supportive therapy. Symptoms of overdosage are normally confined to prolonged sedation.

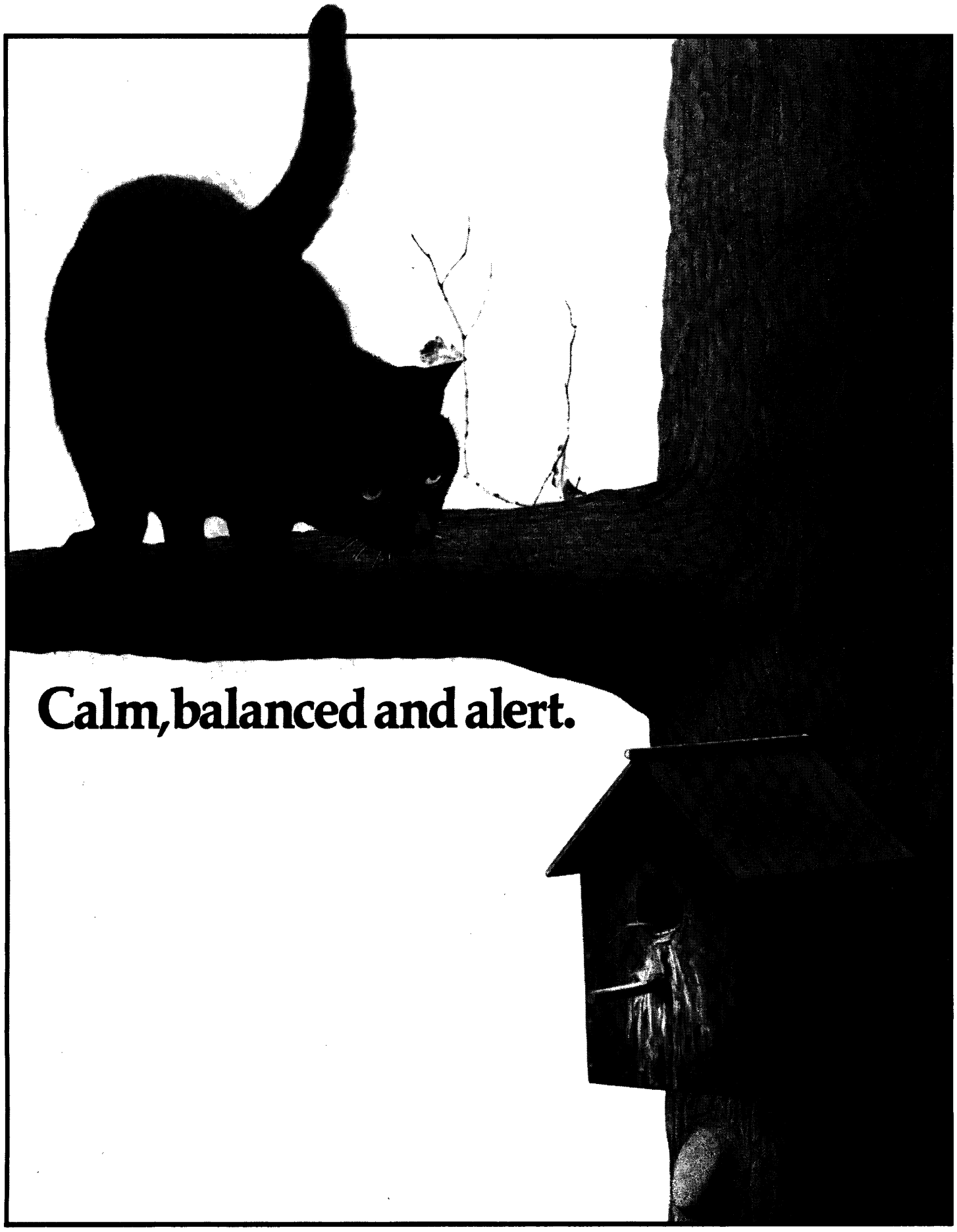
Availability and NHS price 10mg. 20mg. and 30mg. mianserin hydrochloride tablets. Basic NHS cost per day (30mg. dosage) is 21p. (Price correct at time of printing.)

References

1. Crome, P. and Newman, B., (1979), Postgrad. med. J., **55**, 528-532.
2. O.P.C.S., (1979), London.
3. Chand, S., Crome, P. and Dawling, S., (1981), Pharmakopsych., **14**, 15-17.

Bencard

Further information on Norval (mianserin hydrochloride) is available from Bencard, Great West Road, Brentford, Middlesex, TW8 9BE.



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Prescribing information: Dosage: Minor mental and emotional disturbances and vertigo. Adults: 1 x 5 mg tablet T.D.S. increasing if necessary to a maximum of 6 x 5 mg tablets per day. Contra-indications: No absolute contra-indications. Precautions: Usual precautions during pregnancy and lactation. Patients should not drive or operate machinery until initial effect has been ascertained. Side-effects: Stemetil* has been shown to be remarkably free from side-effects. Slight transient drowsiness may occur in some patients during the early stages of treatment. Rare reports of mild skin reactions and dry mouth. Presentation/cost 5 mg tablet (PL0012/5263) £0.53 x 25 (April '82). Further information available on request. May & Baker Ltd., Dagenham, Essex RM10 7XS.

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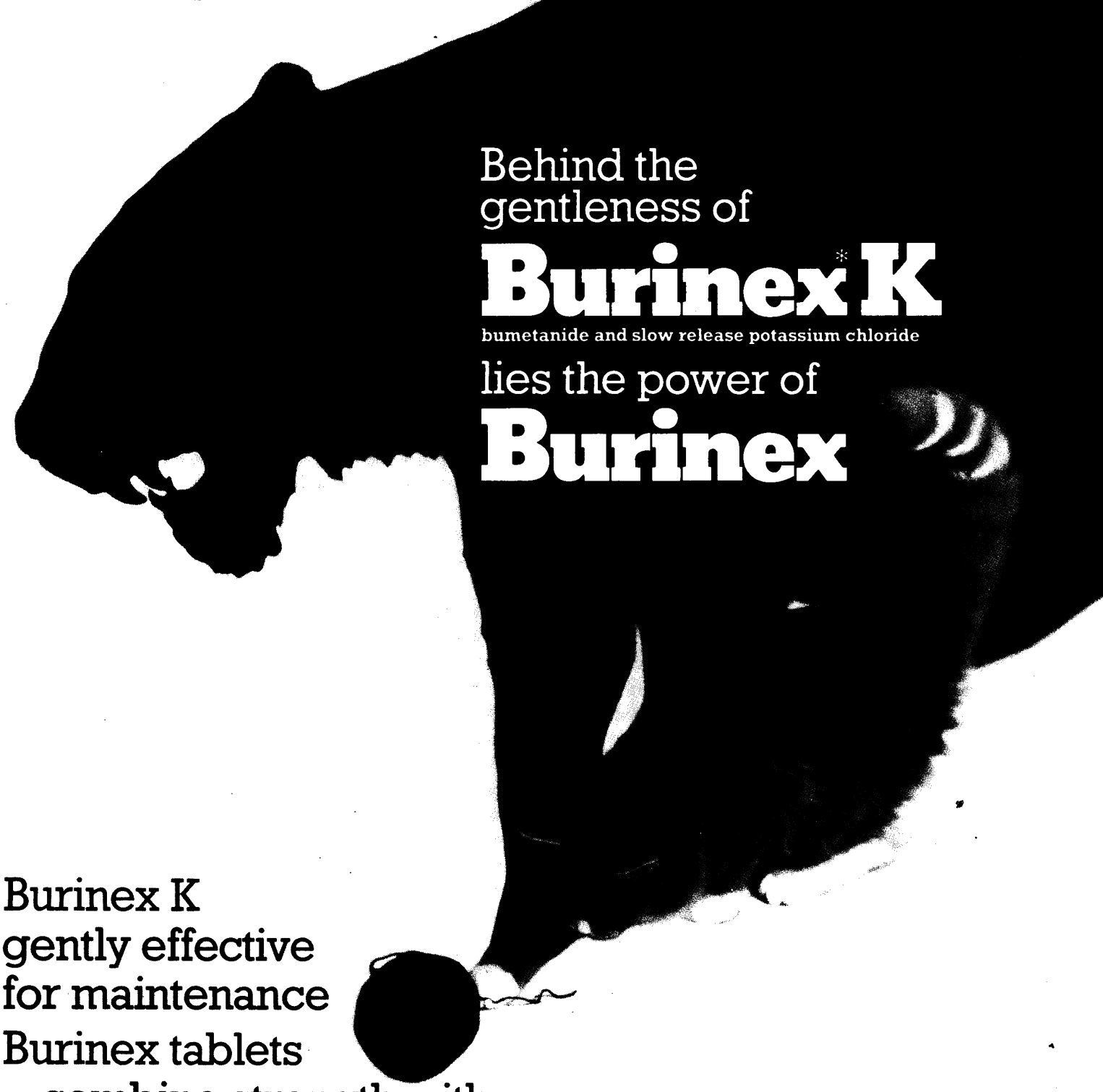

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