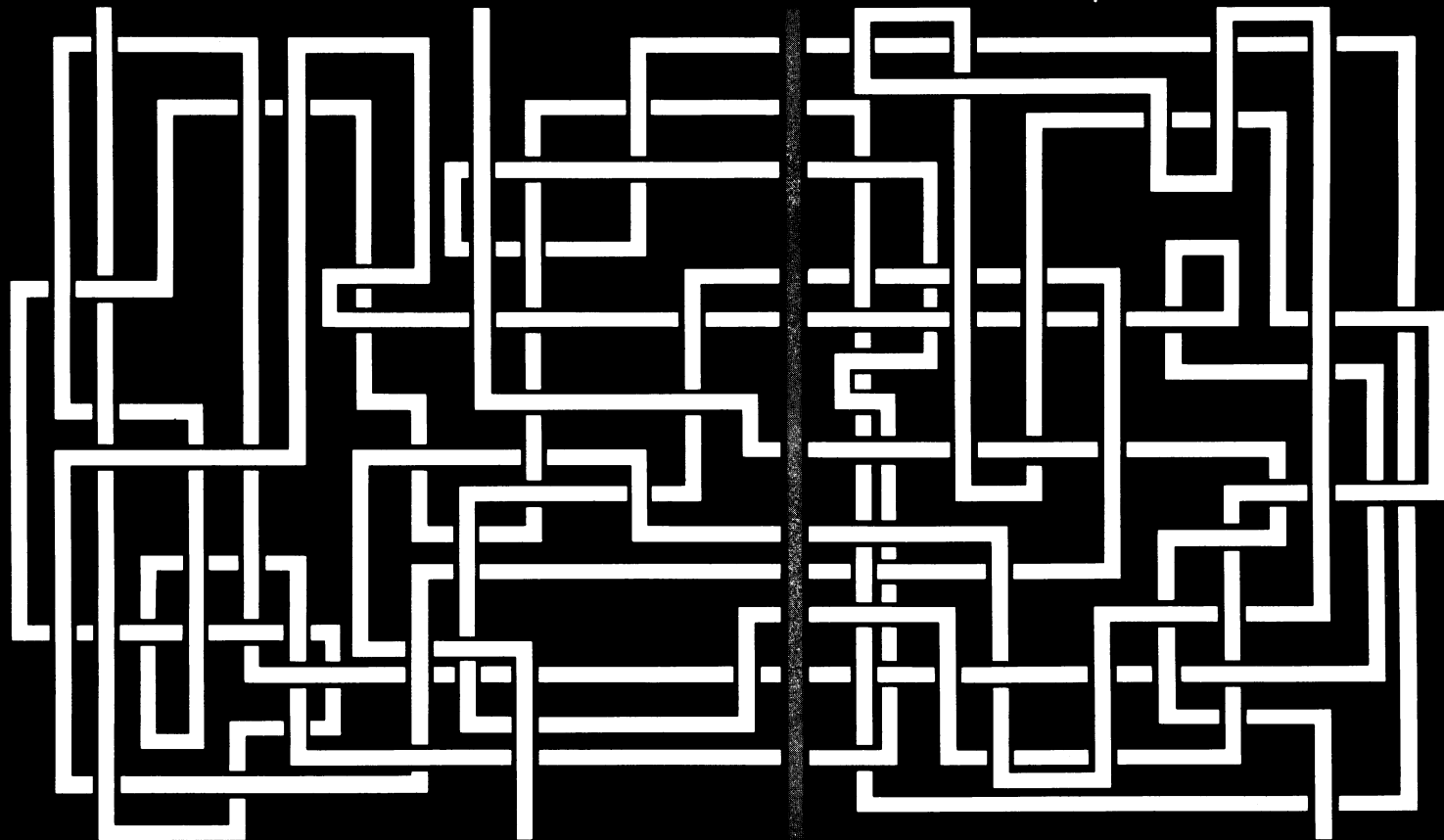


Ativan

lorazepam



The simple solution to the complicated problem of treating anxiety

Whenever advice alone is not enough, you can trust Ativan to relieve the symptoms of anxiety simply and effectively in a wide variety of patients. Ativan tends not to accumulate so sedative effects are less frequent than with diazepam¹. And its direct, one step metabolism makes it useful even in patients with impaired liver function.²

Prescribing Information

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. **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. **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 minimized 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 Treatment in these cases should be withdrawn gradually.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 use 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. This product should be used with caution in patients with impairment of renal or hepatic function. Special care should be taken in the first three months of pregnancy. **Legal Category:** POM. **Product Licence Numbers:** 0011/0034 (1mg), 0011/0036 (2.5mg), 0011/0051 (injection). **Basic NHS Cost:** 1mg x 100, £1.91; 2.5mg x 100, £3.03. Hospital price. As per local contract. Further information is available on request. **Wyeth Laboratories,** John Wyeth & Brother Limited, Taplow, Maidenhead, Berks. **References:** 1. Nanivadekar, A.S. et al., *Curr. Ther. Res.*, 1973, 15, 500. 2. Wilkinson, G.R. *Acta Psych. Scand. Suppl.*, 1978, 274, 56.



trade marks AT/J/38/1182



Anxiety is a perfectly normal response to stress but there are times when it gets out of hand and becomes mentally and physically disabling.

Then, a short course of drug treatment is required to help the patient to cope. New LEXOTAN is a good choice for the short-term treatment of anxiety states offering as it does advantages over its predecessor, diazepam.

LEXOTAN combines the effectiveness of diazepam with less sedation and better patient compliance.¹

1. Royal College of General Practitioners' study, data on file, Roche Products Limited.

WHEN ANXIETY GETS OUT OF PROPORTION

NEW

LEXOTAN

bromazepam

CUTS IT DOWN TO SIZE

Prescribing Information

Indications Short-term treatment of anxiety and associated symptoms such as tension and agitation.

Dosage Dosage should be determined on an individual basis. Some patients may respond to doses as low as 1.5mg three times daily. Usual dose for mild to moderate anxiety is 3mg to 6mg three times daily. Elderly patients are more sensitive to the actions of Lexotan. The safety of Lexotan for use in the elderly has not been established and therefore its use should be avoided. **Contra-indications** Patients with known sensitivity to benzodiazepines; acute pulmonary insufficiency; respiratory depression. **Precautions** Use during pregnancy and lactation should be avoided. Patients should be

advised to avoid alcohol whilst under treatment with Lexotan. Patients' reactions, e.g. driving ability, may be modified. Sedative effects of other centrally-acting drugs may be intensified. The use of high doses of benzodiazepines, especially over prolonged periods, can sometimes lead to dependence, particularly in patients with a history of alcoholism or drug abuse. Treatment in these cases should be withdrawn gradually. **Side-effects** Drowsiness, sedation, unsteadiness and ataxia may occur. They usually disappear after the first few days of treatment or with reduction of dosage. **Presentation** Pink, hexagonal tablets containing 3mg of bromazepam in packings of 100 and 500. **Basic NHS Cost** 3mg three times daily 15p per day ex 500 pack **Product licence number** 0031/0128



Lexotan is a trade mark

IN HYPERTENSION AND ANGINA

Hydrophilic

Reduced risk of drug interaction

Wide range of patients

Few side effects

Cardioselective

Effective anti-anginal

Effective anti-hypertensive

Full 24 hour protection

Increased work performance

...in one tablet daily

TENORMIN

fits the profile of the ideal beta blocker
in hypertension and angina

'Tenormin' Prescribing notes:

Presentation: 'Tenormin' tablets containing atenolol 100mg are round, bi-convex, orange and film coated. **Uses:** Management of hypertension and angina pectoris. **Dosage:** Hypertension: One tablet daily Angina: 100mg daily in single or divided doses. **Contraindications:** Heart block. Co-administration with verapamil. **Precautions:** Untreated cardiac failure, bradycardia, renal failure, anaesthesia and pregnancy. Clonidine withdrawal. **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' 28s £7.05. **Product Licence Number:** 'Tenormin' 0029/0122.

Full prescribing information is available on request to the Company



Stuart Pharmaceuticals Ltd
Carr House, Carrs Road
Cheadle, Cheshire SK8 2EG

'Tenormin' is a trademark.



Quiet please
Intensive care unit

Intensive
care unit

EMERGENCY
BREAK GLASS

LA

*'Inderal' LA, once daily
in hypertension and angina.*



INDERAL LA

Propranolol Hydrochloride BP

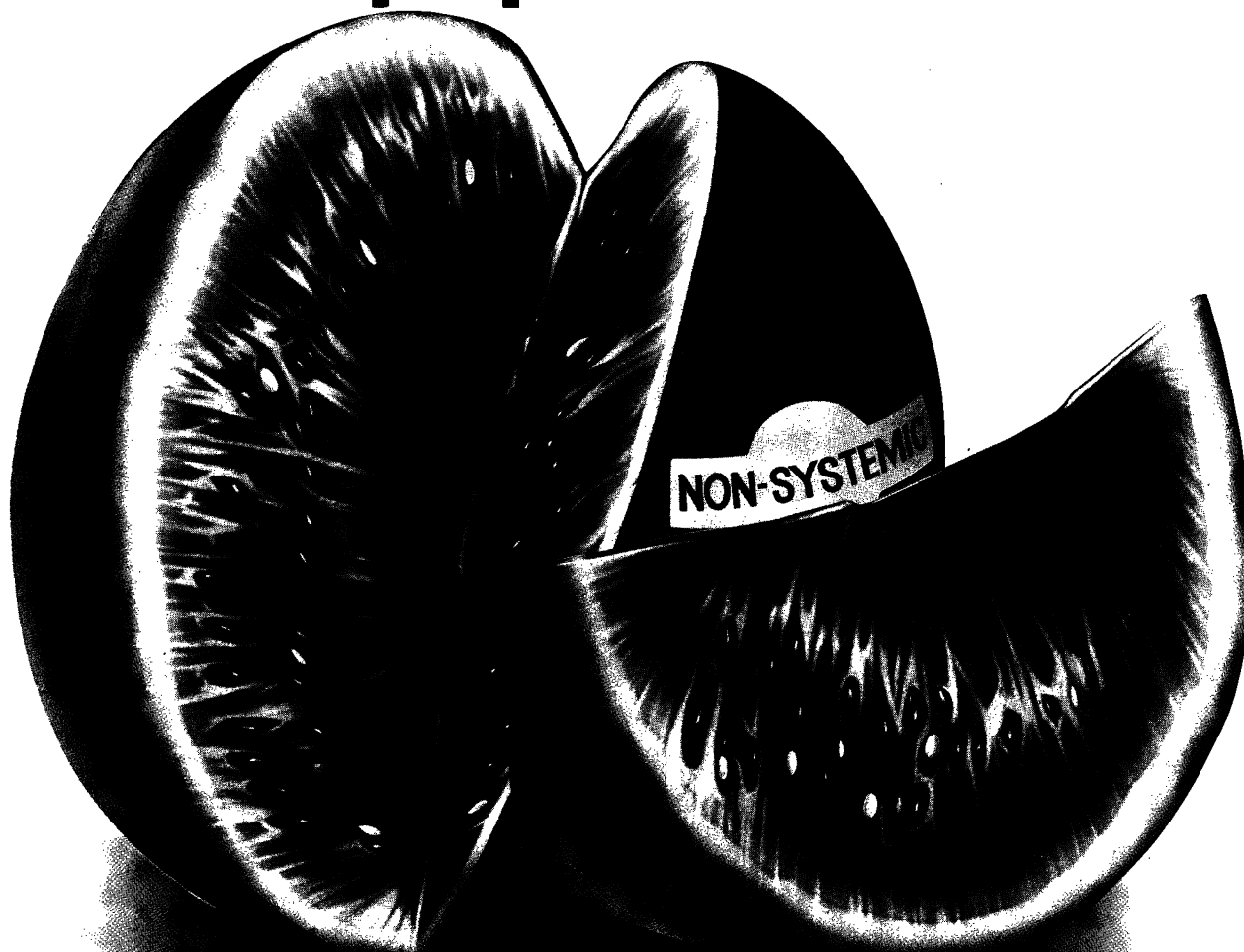
6230 Works a 24 hour day

Abridged prescribing information. Presentation: Long action capsules, each containing 160mg of propranolol hydrochloride BP. **Uses:** Control of hypertension. Management of angina, anxiety and essential tremor. Adjunctive management of thyrotoxicosis. Prophylaxis of migraine. **Dosage:** Adults: 1 or 2 capsules, once daily. Children: Not intended for use in children. **Contraindications:** Heart block. Bronchospasm. Prolonged fasting. Metabolic acidosis. Co-administration with verapamil. **Precautions:** Untreated cardiac failure. Bradycardia. Discontinuation 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. **Basic NHS cost:** 28 day calendar pack £5.66. **PL No:** 0029-0128. 'Inderal' LA is a trademark for

Full prescribing information is available from: Imperial Chemical Industries PLC, Pharmaceuticals Division, Alderley House, Alderley Park, Macclesfield, Cheshire SK10 4TF



A fresh approach to peptic ulcers



New Antepsin sucralfate non-systemic ulcer healer

Prescribing Information

Presentation Antepsin Tablets 1 gram are white, oblong, biconvex, uncoated tablets scored and embossed 1239 on one side and Ayerst on the other. Each tablet contains 1 gram sucralfate. **Uses** For the treatment of duodenal ulcer, gastric ulcer and chronic gastritis. **Dosage and Administration** For oral administration. **Adults** - Usual dose 1 gram 4 times a day. Maximum daily dose 8 grams. Four to six weeks treatment is usually needed for ulcer healing but up to twelve weeks may be necessary in resistant cases. Antacids may be used as required

*ANTEPSIN is a registered Trade Mark.

for relief of pain. **Contra-Indications, Precautions, Warnings, etc.** **Contra-Indications** There are no known contra-indications. **Precautions** 1. Concomitant administration with some oral anti-infectives such as tetracyclines may interfere with absorption of the latter. 2. The product should only be used with caution in patients with renal dysfunction. 3. As with all medicines, Antepsin should not be used in early pregnancy unless considered essential. **Side Effects** A low incidence of mild side effects, e.g. constipation, has been reported. **Legal Category** POM. **Package Quantities** Antepsin 1 gram - Securitainers of 100. **Pharmaceutical Precautions** No special

Further information is available on request to the Company.

requirements for storage are necessary. **Product Licence Numbers** PL No. 0607/0045 PA No. 149/4/2. **Basic N.H.S. Price** Average daily cost 50p



Ayerst International

Ayerst Laboratories Ltd.,
South Way, Andover, Hampshire SP10 5LT.
Telephone: 0264 58711.

Distributors in Ireland: Ayerst Laboratories Ltd.,
765 South Circular Road, Islandbridge, Dublin 8.

CHRONIC ASTHMA

1966 The need is recognised

‘If a drug could be produced that had the anti-asthmatic properties of steroids without their side effects, the trials and tribulations of asthmatic patients would be at an end.’¹

1973 The solution is offered

‘In my experience the aerosol of beclomethasone dipropionate is effective in controlling symptoms and avoiding adrenal suppression both in patients with steroid-independent asthma and in most patients with steroid-dependent asthma and therefore seems to be a notable advance in the treatment of asthma.’²

1983 The promise is fulfilled

‘Inhaled steroids have transformed the management of chronic asthma. All initial promises have been fulfilled and there have been no serious side effects.’³

? A challenge for the future

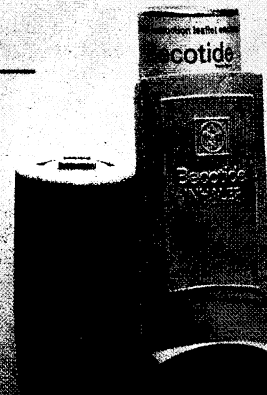
‘In the light of the continuing morbidity of asthma, usually from underdiagnosis and undertreatment, and of too frequent asthma fatalities, there is a compelling case for the much wider use of anti-asthma drugs. The contribution that corticosteroids, especially their prophylactic use by inhalation, can make is not yet fully appreciated or employed.’⁴

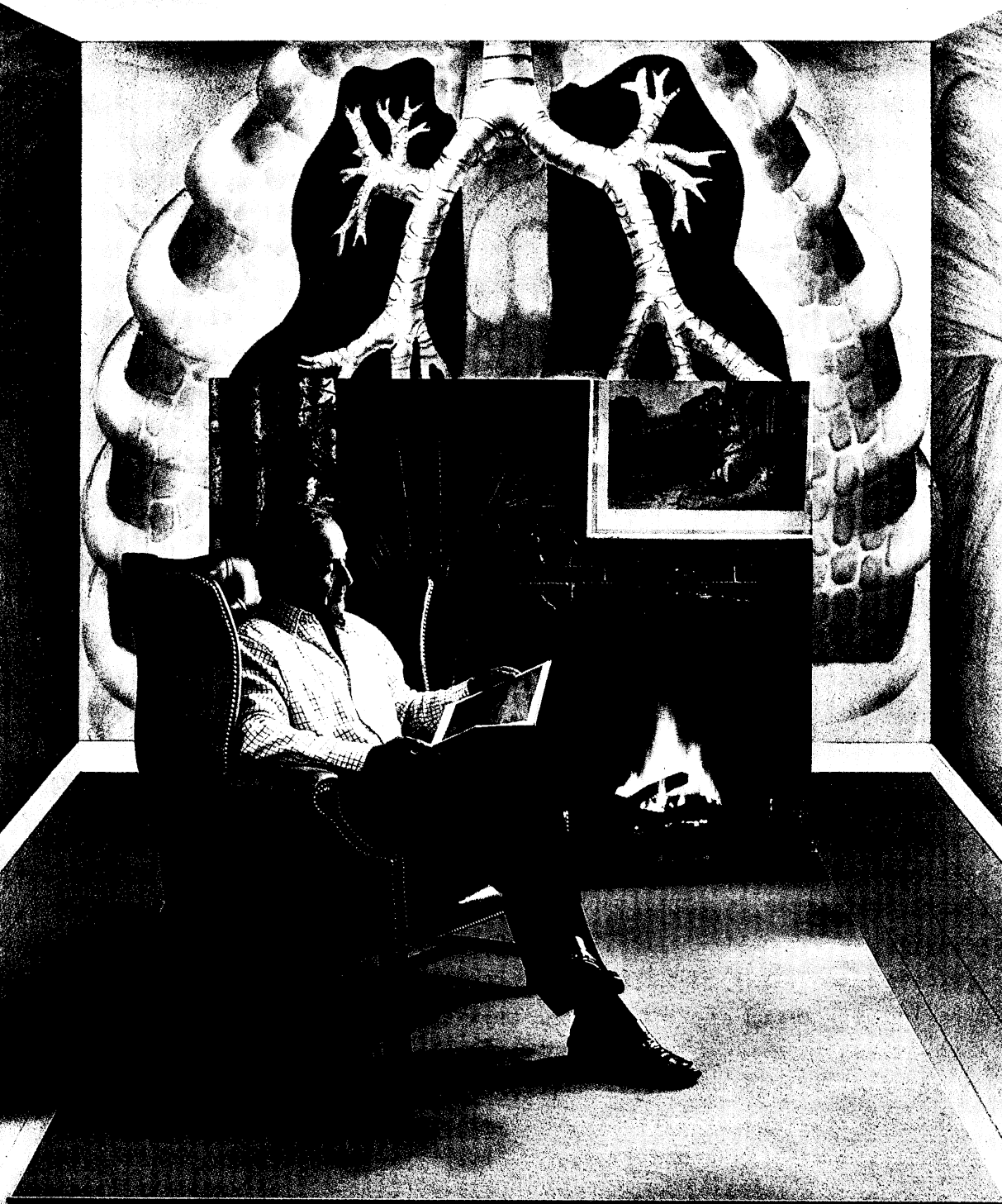
TWICE DAILY
INHALED

Becotide

(Beclomethasone Dipropionate BP)

No doubt!





Seprin Assurance

Prescribing Information

Indications Sensitive bacterial infections of the lower respiratory, urinary and genital tracts, sinusitis, otitis media, skin infections, septicaemia, typhoid and paratyphoid fevers, and other infections caused by sensitive organisms.

Dosage Seprin Forte Tablets. Adults and children over 12 years: 1 forte tablet twice daily. Maximum dosage for particularly severe infections 1½ forte tablets twice daily. In acute infections Seprin should be given for a minimum of five days or until the patient has been symptom-free for two days.

Contra-indications Seprin is contra-indicated in

patients with marked liver parenchymal damage, blood dyscrasias or severe renal insufficiency.

Seprin should not be given to patients hypersensitive to sulphonamides, trimethoprim or co-trimoxazole; should not be given during pregnancy or to neonates.

Precautions In renal impairment a reduced dosage is indicated and an adequate urinary output should be maintained. Regular blood counts are necessary whenever long-term therapy is used. Caution is advised in patients with folate deficiency. Care should be taken when giving Seprin to patients receiving oral anticoagulants of the coumarin group, pyrimethamine or sulphonylureas.

Adverse Reactions Occasionally, nausea, vomiting, glossitis and skin rashes may occur with normal doses and, very rarely, haematological reactions.

Presentation Seprin Forte Tablets each contain 160 mg Trimethoprim BP and 800 mg Sulphamethoxazole BP.

Basic NHS cost £1.47 for 10. PL3/0121.

Seprin^{*} Forte 1b.d. co-trimoxazole

Further information is available on request.
Wellcome Medical Division
The Wellcome Foundation Ltd., Crewe, Cheshire



^{*}Trade Mark

Photographic evidence Using autoradiographical techniques it has been shown that Vibramycin penetrates bronchial pathogens in just one day.

A specimen of bronchial tissue was taken one day after starting treatment with Vibramycin. The slide below shows the presence of Vibramycin in a *Haemophilus influenzae* cell taken from this tissue.

Clinical success The recent evidence correlates well with Vibramycin's clinical success in chronic bronchitis . . . "79% of the infections treated with doxycycline (Vibramycin) were rated by the investigator to have responded with marked to moderate improvement".²

VIBRAMYCIN^{*} PENETRATES doxycycline BRONCHIAL PATHOGENS IN ONE DAY.¹



THE PROOF.

Electron micrograph
(coloured through image tone enhancement technique)

PRESCRIBING INFORMATION:

Indications: Infections due to susceptible strains of micro-organisms including bronchitis, sinusitis and other respiratory infections. **Dosage:** Capsules: Two capsules (200mg) on the first day, taken as a single dose, preferably with a meal. Thereafter, one capsule (100mg) daily. In severe infections two capsules (200mg) daily may be given. Vibramycin-D Dispersible Tablets: Two dispersible tablets (200mg) on the first day, taken as a single dose. Thereafter, one dispersible tablet (100mg) daily. The tablets should be stirred in half a glass of water until dispersed. In severe infections two dispersible tablets (200mg) daily may be given. Syrup: (for detailed dosage recommendations, see data sheet). **Side effects and precautions:** Nausea and vomiting are the side effects most commonly reported. Staining of teeth is a possible sequel of treatment in the latter half of pregnancy or in early childhood (up to the age of eight years). **Contra-indications:** Hypersensitivity to tetracyclines. **Packaging:** Vibramycin is available as opaque green capsules each containing 100mg of doxycycline as the hydrochloride, in packs of 10 and 50. Vibramycin-D dispersible tablets are available as off-white tablets each containing 100mg of doxycycline as the monohydrate, in packs of 10. Vibramycin is also available as a syrup, in bottles of 30ml. Each 5ml spoonful contains the equivalent of 50mg of doxycycline as the calcium chelate. **Basic N.H.S. Cost:** Capsules 100mg (PL57/5059), pack of 10, £5.48; Dispersible tablets 100mg (PL57/0188), pack of 10, £6.48; Syrup 30ml (PL57/5060), bottle £1.72. **References:** 1. Liss R.H. (1981). Data on file. 2. Chodosh S. Respiratory Infections. Postgraduate Medicine Communications(1981) 30-38. Further information is available on request to the Company: Pfizer Limited, Sandwich, Kent.

*Trademark
20490

Pfizer

**NOW
FOR
CHILDREN**

Children's infections deserve Augmentin too



More likely to work first time than other oral antibacterials

Whenever you are dealing with infections in children - acute bronchitis, otitis media and other respiratory infections - it is vital that the antibiotic you choose should work first time to avoid the risk of complications.

A national sensitivity survey has confirmed that Augmentin is active against more of the pathogens likely to occur in general practice infections than other oral antibacterials such as ampicillin, amoxycillin, erythromycin and co-trimoxazole.

Pleasant and easy to take

Children are far more likely to take their medicine if it has a pleasant taste.



Augmentin, with its highly acceptable flavour, is readily taken by children and the simple tds dosage means that there is no late night dose either - a real plus for children and their mothers.

Excellent absorption,^{2,3} rapid action

The safety and tolerance of a penicillin-based therapy

Augmentin is well tolerated,⁴ as would be expected from a penicillin based therapy.

Two Sugar-free Preparations for Children

2-6 years		6-12 years	
Augmentin Paediatric Suspension		Augmentin Junior Suspension	
5 ml tds		5 ml tds	

Under 2 years: See data sheet



**Beecham
Research
Laboratories**
Brentford England

AUGMENTIN

clavulanate-potentiased amoxycillin

WORKING QUICKLY, EFFECTIVELY, EVERYDAY.



Prescribing Information

Uses Respiratory tract - Bronchitis, otitis media, upper respiratory tract infections. Genito-urinary tract infections. Skin and soft tissue infections. **Dosage:** Adults and children over 12 years of age: One Augmentin or Augmentin Dispersible Tablet (875mg) three times a day. Children 6-12 years: 5ml Augmentin Junior Suspension (187mg) three times a day. Children 2-6 years: 5ml Augmentin Paediatric Suspension (156mg) three times a day. As a guide: Children over 31kg should receive Augmentin Junior. In severe infections the above dosages may be doubled. For children under 2 years see data sheet. Treatment with Augmentin should not be extended beyond 14 days without review. **Contra-indications:** 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:** 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 Dispersible Tablets, each containing potassium clavulanate (equivalent to 125mg clavulanic acid) with amoxycillin trihydrate (equivalent to 250mg amoxycillin).

Augmentin Tablets (bottles of 30,100). Cost per tablet - 29p PL0038/0270. Augmentin Dispersible Tablets (foil wrapped 30,90). Cost per tablet - 32½p PL0038/0272. ▼ Augmentin Junior Suspension. Powder to prepare 100ml suspension. Each 5ml contains potassium clavulanate equivalent to 62mg clavulanic acid with amoxycillin trihydrate equivalent to 125mg amoxycillin. PL0038/0274 (Cost -18p per 5ml dose). ▼ Augmentin Paediatric Suspension. Powder to prepare 100ml suspension. Each 5ml contains potassium clavulanate equivalent to 31mg clavulanic acid with amoxycillin trihydrate equivalent to 125mg amoxycillin. PL0038/0298 (Cost -14p per 5ml dose).

References 1. A multicentre antibiotic sensitivity survey. *Proceedings of the First Augmentin Symposium*. Robinson, G.N. and Watson, A. (eds), Excerpta Medica, 1980, pp 173-183. 2. Ball, A.P., et al. *Lancet*, 1980, 1, 620-623. 3. Jackson, D., et al. *Proceedings of the First Augmentin Symposium*. Robinson, G.N. and Watson, A. (eds), Excerpta Medica, 1980, pp 87-105. 4. O'Grady, F., *Proceedings of the Second Augmentin Symposium*. Leigh, D.A. and Robinson, O.P.W. (eds), Excerpta Medica, 1981, p244.

Further information is available on request to the Company.
AUGMENTIN and the BRL logo are trademarks

November 1982 BRL AUG J19

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

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



ISORDIL TEMBIDS®

isosorbide dinitrate



In Angina

restores
the balance
between
coronary
oxygen
demand
and supply
for
prolonged
periods
from

one
capsule
b.d.

Prescribing information

Presentation Isordil Tembids capsules, containing isosorbide dinitrate 40mg in a sustained release formulation, are gelatin capsules with a colourless, transparent body and opaque blue cap for oral administration.

Uses Prophylaxis of angina pectoris.

Dosage and Administration Usual dosage — one Tembids capsule twice a day. Maximum recommended dose — one Tembids capsule three times a day.

Contra-Indications, Warnings, etc.

Contra-Indications Idiosyncrasy to this drug.

Precautions Tolerance to this drug, and cross-tolerance to other nitrates, and nitrites may occur.

Side Effects Side effects due to Isordil are common to all nitrates used for the treatment of angina pectoris.

1. Cutaneous vasodilation with flushing.

2. Headache is common and in some patients may be severe and persistent. Analgesics have been useful in some cases.

3. Transient episodes of dizziness and weakness and other signs of cerebral ischaemia associated with postural hypotension may occur.

4. This drug can act as a physiological antagonist to noradrenaline, acetylcholine, histamine and many other agents.

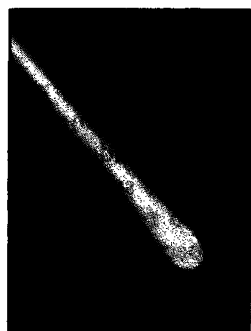
Basic N.H.S. Price — 100 Tembids capsules £7.50.

Product Licence Number: PL0607/0041 PA 149/7/4



Ayerst Laboratories Limited
South Way, Andover, Hampshire SP10 5LT
Telephone: Andover (0264) 58711

Distributed in the Republic of Ireland by:
Ayerst Laboratories Limited
South Circular Road, Islandbridge, Dublin 8
Telephone: 01-772669



**Zantac makes
peptic ulcer treatment
this simple**



150mg b.d.

**and maintenance
this simple**



150mg at night

**and retains its selective
action throughout**

PRESCRIBING INFORMATION: DOSAGE AND ADMINISTRATION: THE USUAL ADULT DOSE IS ONE 150mg TABLET TWICE DAILY. IT IS NOT NECESSARY TO TIME THE DOSE IN RELATION TO MEALS. IN MOST CASES OF DUODENAL ULCER AND BENIGN GASTRIC ULCER, HEALING WILL OCCUR IN FOUR WEEKS. PATIENTS WITH A HISTORY OF RECURRENT ULCER MAY HAVE AN EXTENDED COURSE OF ONE TABLET DAILY AT BEDTIME. FOR REFLUX OESOPHAGITIS THE RECOMMENDED COURSE FOR ADULTS IS ONE TABLET TWICE DAILY FOR UP TO EIGHT WEEKS. **SIDE EFFECTS:** NO SERIOUS ADVERSE EFFECTS HAVE BEEN REPORTED IN PATIENTS TREATED WITH ZANTAC TABLETS. **PRECAUTIONS:** WHERE GASTRIC ULCER IS SUSPECTED, THE POSSIBILITY OF MALIGNANCY SHOULD BE EXCLUDED BEFORE THERAPY IS INSTITUTED. PATIENTS RECEIVING PROLONGED TREATMENT



Simple!

Simply right
in peptic ulcer treatment
Simply right
in maintenance

Zantac

RANITIDINE

"Tricyclics are extremely dangerous drugs when taken in overdose"

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

PRESCRIBING INFORMATION

Indications

Symptoms of depressive illness.

Adult Dosage

For the first few days, 30-40mg/day as a single bed-time dose, or in divided doses. Effective maintenance dosage normally lies between 30mg and 90mg a day. Elderly: initially no more than 30mg a day; thereafter increase with caution under close supervision.

Pregnancy

Do not use unless there are compelling reasons.

Contra-indications

Mania; severe liver disease; during breast feeding.

Precautions

Monitor patients carefully during first 2-4 weeks of antidepressant therapy. Avoid, if possible, in patients with epilepsy. Monitor patients on concurrent antihypertensive therapy, phenytoin or anticoagulants. Do not use with, or until 2 weeks after cessation of, MAOI therapy. Norval may potentiate the central nervous depressant action of alcohol. Care should always be exercised when treating the following: the elderly; suicidal patients; patients with diabetes, hepatic or renal insufficiency, recent or acute myocardial disease. Monitor patients with narrow angle glaucoma or symptoms suggestive of prostatic hypertrophy, even though anticholinergic side-effects are not anticipated with Norval therapy.

Side-effects

Drowsiness may occur initially; alcohol and activities which demand constant alertness should be avoided. Serious adverse effects are uncommon. A small number of cases of bone marrow depression, generally reversible on stopping treatment, have been reported; if a patient develops symptoms of infection, treatment must be stopped and a full blood count obtained. Jaundice (usually mild), hypomania and convulsions have been reported: discontinue treatment under such circumstances. Breast disorders (gynaecomastia, nipple tenderness and non-puerperal lactation), dizziness, postural hypotension, polyarthropathy, skin rash, sweating and tremor may also occur.

Overdosage

There is no specific antidote. Treatment is by gastric lavage with appropriate supportive therapy. Symptoms of overdosage are normally confined to prolonged sedation. Cardiac arrhythmias, severe hypotension, convulsions and respiratory depression are unlikely to occur.

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.



Self-poisoning with amitriptyline, and other tricyclic antidepressants is now implicated in some 10,000 hospital admissions¹ and 400 deaths² 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.

 **Bencard**

Further information is available from Bencard, Brentford, Middlesex TW8 9BD.
Norval and the Bencard logo are trade marks. PL0038/0230R, 0247R, 0248R.

14270(1) Oct 1982



Effective blood levels, achieved within hours of the first administration of Feldene, lead to rapid relief from pain and inflammation. Continuous relief is then maintained with a single daily dose.

Feldene has repeatedly been shown to be at least as effective as indomethacin in rheumatoid and osteoarthritis,¹⁻⁵ whilst being as well tolerated as ibuprofen.^{6,7}



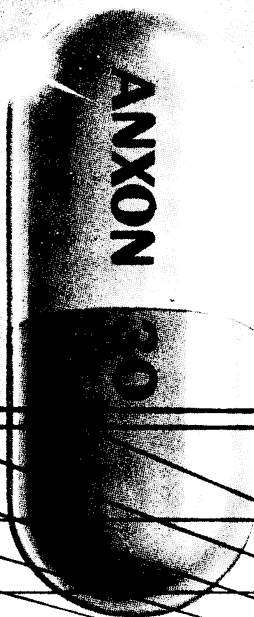
Feldene^{*}

piroxicam *Trade Mark

24 hour relief from a single dose.

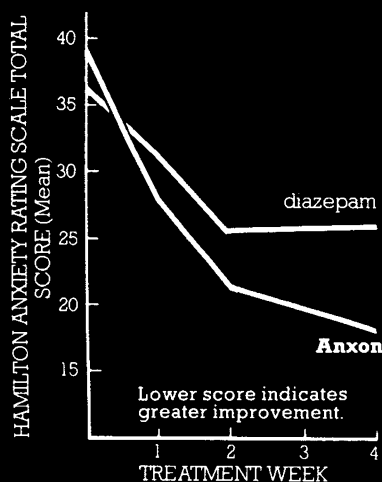
Prescribing Information **Indications:** rheumatoid arthritis, osteoarthritis, ankylosing spondylitis, acute gout, acute musculoskeletal disorders. **Contraindications:** patients with active peptic ulceration or a history of recurrent ulceration. Hypersensitivity to the drug or in patients in whom aspirin or other non-steroidal anti-inflammatory drugs induce symptoms of asthma, rhinitis or urticaria. **Warnings:** the safety of Feldene used during pregnancy and lactation has not yet been established. Dosage recommendations and indications for use in children have also not yet been established. **Side Effects:** Feldene is generally well tolerated. Gastro-intestinal symptoms are the most common, if peptic ulceration or gastro-intestinal bleeding occurs Feldene should be withdrawn. As with other non-steroidal anti-inflammatory agents, oedema mainly ankle oedema has been reported in a small percentage of patients; the possibility of precipitation of congestive cardiac failure in elderly patients or those with compromised cardiac function should therefore be borne in mind; various skin rashes have been reported. **Dosage:** in rheumatoid arthritis, osteoarthritis, ankylosing spondylitis - starting dose of 20mg as single daily dose; the majority of patients will be maintained on 20mg daily. In acute gout, start with a single dose of 40mg followed on the next 4-6 days with 40mg daily in single or divided doses; Feldene is not indicated for long term management of gout. In acute musculoskeletal disorders, start with a loading dose of 40mg daily in single or divided doses for the first 2 days. For the remainder of the 7 to 14 day treatment period the dose should be reduced to 20mg daily. **Basic N.H.S. Cost:** capsules 10mg coded FEL 10, pack of 60 £9.00 (PL 0057 0145). Full information on request. **References** 1. Finstad, R., Brit. J. Clin. Pract., 1981, 35, No. 1, 35. 2. Dixon, A. St. J. et al. Symposium proceedings: "Piroxicam - A new non-steroidal Anti-inflammatory Agent" 14-21, 1979. 3. Sydnos, O. A., Brit. J. Clin. Pract., 1982, 35, No. 1, 40. 4. Osterman, K. and Videman, T., Excerpta Medica, Proceedings of Symposium, Malaga, 1980, 94. 5. Sieigervald, J. C., Eur. J. Rheum. and Inflamm., 1978, 1, No. 3, 360. 6. Makisara, P., Piroxicam, Proceedings of the Royal Society of Medicine, 1978, 65, 7. Turner, R., American Journal of Medicine, Feb. 16, 1982, 34.

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IN ANXIETY **ANXON** ketazolam **CLINICALLY SUPERIOR**

SIGNIFICANTLY MORE EFFECTIVE THAN DIAZEPAM.¹



Curr Ther Res (1980), 28, 3, 425

A recent double-blind study¹ demonstrated that Anxon was more effective than diazepam in the treatment of anxiety. Another study showed "...on the Hamilton Anxiety Rating Scale in direct comparison with diazepam, ketazolam [Anxon] was significantly superior in anxiolytic effect."³

Anxon vs. clorazepate and lorazepam.

Further double-blind studies have compared Anxon with clorazepate and lorazepam and the authors commented...

"Ketazolam [Anxon] appears, therefore, to be more effective than clorazepate in treating symptoms of anxiety..."⁵

In comparison with lorazepam: "Therapeutic effects, although similar for both drugs, showed a slight superiority in favour of ketazolam [Anxon]. Also ketazolam [Anxon] was better tolerated in that patients in that group reported fewer side effects than those in the lorazepam group."⁶

REFERENCES

1. Br. J. Clin. Pract. (1983), In Press
2. Br. J. Clin. Pract. (1980), **34**, 4, 107
3. Curr. Ther. Res. (1980), **28**, 3, 425
4. J. Int. Med. Res. (1980), **8**, 6, 439
5. Abst. of 12th CINP Congress, Göteborg, Sweden, June 1980
6. Curr. Ther. Res. (1981), **29**, 6, 936
7. Curr. Ther. Res. (1982), **31**, 5, 679

▽ PRESCRIBING INFORMATION

Indications

Anxiety, tension, irritability and similar stress-related symptoms.

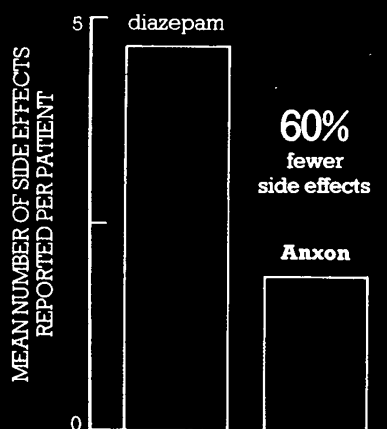
Dosage and Administration For many adult patients a dosage of 30mg nocte is appropriate. This dosage may be adjusted to suit the needs of each individual patient within the range of 15-60mg per day.

Children: Not recommended. Elderly: Reduced dosage initially until tolerance and efficacy have been assessed. Patients undergoing therapy with Anxon should be periodically reviewed.

Contra-indications, Warnings etc. Precautions: Anxon may potentiate other centrally acting drugs. Patients should be warned to exercise care when

TO DIAZEPAM. (Refs 1-4)

FEWER SIDE EFFECTS THAN DIAZEPAM, CLORAZEPATE AND LORAZEPAM.^{2,4,6,7}



J. Int. Med. Res. (1980), 8, 6, 439.

60% fewer than diazepam

"Side effects were markedly less frequent and less severe in patients treated with ketazolam [Anxon] than in those treated with diazepam."⁴

28% fewer than clorazepate

"...ketazolam [Anxon] produced side effects in fewer patients, the overall incidence of side effects was less [28%] and the severity of the side effects tended to be milder than with clorazepate."⁷

14% fewer than lorazepam

"Ketazolam [Anxon] patients reported a total of 124 side effects [30 patients], while the lorazepam patients reported 135 side effects [28 patients]" – 14% fewer side effects on Anxon.⁶

driving or operating heavy machinery. Usage cannot be recommended during pregnancy, labour or lactation. Side effects: Anxon is well tolerated. In clinical trials, the overall incidence of side effects was no greater than observed with placebo. Daytime drowsiness has been reported. Overdosage: Symptomatic treatment only is

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Vacancy for *Research Registrar in General Practice* to work with Dr Julian Tudor Hart at Glyncoirwg Health Centre, South Wales, from 10 July 1983 (but we would wait for a suitable applicant). The person appointed will be a member of the Medical Research Council's Clinical Scientific Staff, under the joint supervision of Dr Hart and Dr T. W. Meade, Director of the MRC Epidemiology and Medical Care Unit at Northwick Park Hospital, Harrow, and will have responsibilities both in the clinical work of the practice and in organizing research projects. These currently include studies of the effects on arterial pressure of dietary sodium restriction in genetically defined groups of the population and descriptive studies on management of high blood pressure in a total screened community over 15 years. The new registrar will also initiate studies on clotting factors and coronary heart disease, and descriptive studies on management of other chronic disease in the practice.

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Please apply as soon as possible to: **Dr T. W. Meade, MRC Epidemiology Unit, Northwick Park Hospital, Harrow HA1 3UJ**, or to **Dr J. T. Hart, Glyncoirwg Health Centre, near Port Talbot, West Glamorgan SA13 3BL**.

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Applicants may be eligible for DHSS Prolonged Study Leave Allowances and it is hoped that a number of supporting Fellowships will be available to selected candidates.

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16 June 1983

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Do we need a new model to research cancer	Dr Peter McGuire Dr Carl Simonton	Mr John Heron
How a GP can use the Simonton technique in his daily practice	Dr Hans Moolenburgh Dr Carl Simonton	Dr Aubrey Hill
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In this video Dr Julian Tudor Hart's arguments for hypertension screening in general practice are presented. There are scenes from Dr Tudor Hart's own practice, and that of a neighbouring doctor. He comments on a number of aspects of high blood pressure, its detection and the implications for practice organization. Also he touches on some of the ethical issues. This is in one sense a polemic, but Dr Hart's pronouncements are most often supported by a formidable grasp of the best empirical research.

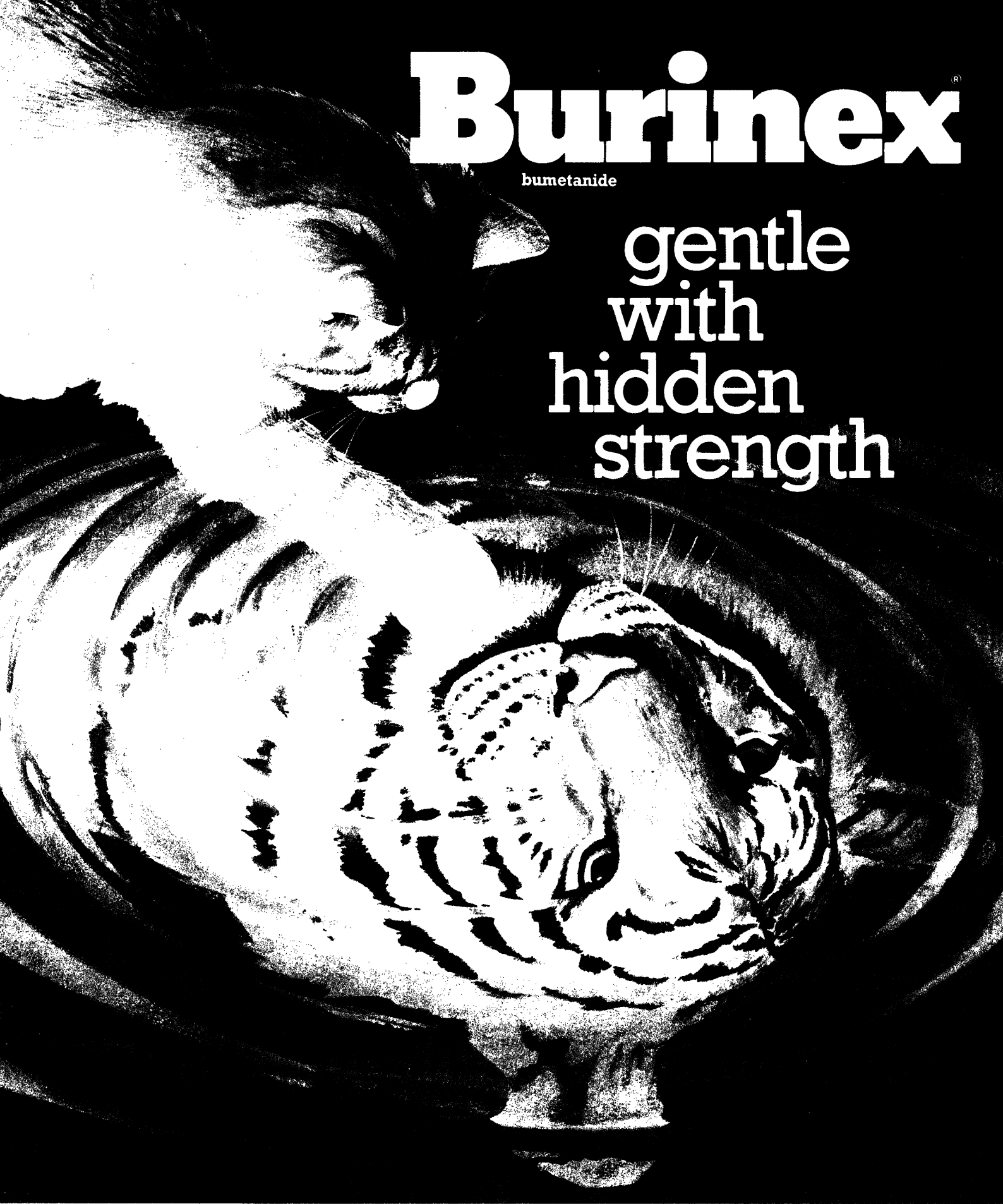
The video cassette is designed to be used with a small group of doctors over one or two 90 minute sessions. A pre-course task is suggested in which information about patients between the ages of 35 and 65 years is collected from the course members' practices. These data are summated and discussed in the first session.

Other tasks involve the group members in presenting the arguments for and against screening for hypertension, in the context of their own practices.

Videocassettes which are part of our teaching programmes are available for sale on U-matic, VHS, Philips 1500 or Betamax formats, and the average cost is about £20-£25. Tape/slide programmes cost about £30 per session.

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