Pain relieving power in harness

When Brufen was first introduced, it soon established a reputation as an effective and exceptionally well tolerated drug.

That was more than ten years ago.

Since then, many new anti-inflammatory agents have become available for the treatment of rheumatic conditions. Brufen has been evaluated against most of them.

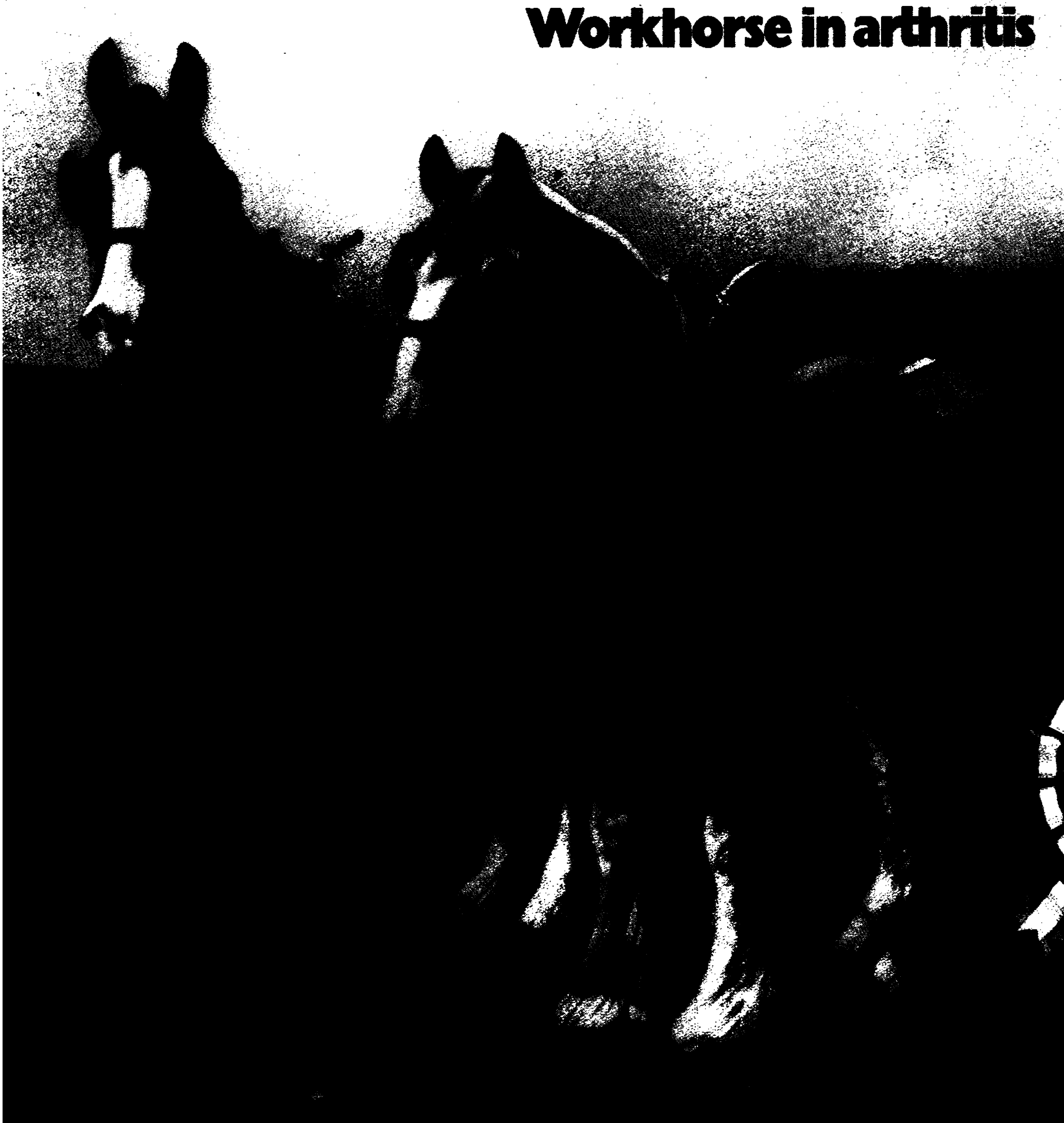
Today, Brufen is prescribed in more than 100 countries across the World; more than 30 million people have been treated with Brufen.

Experience has confirmed that Brufen is one of the most efficient, reliable and best tolerated drugs available for the treatment of arthritis.

BRUFEN 400

Ibuprofen B.P.

The Great British Workhorse in arthritis



Prescribing Information:
Presentation [illegible] **Uses** [illegible] **Dosage and Administration** [illegible] **Contra-indications** [illegible] **Use in Pregnancy** [illegible] **Warnings and Adverse Effects** [illegible] **Treatment of Overdosage** [illegible] **Pharmaceutical Precautions** [illegible] **Legal Category** [illegible] **Package Quantities** [illegible] **Further Information** [illegible] **Basic NHS Price** [illegible] **Product Licence Number:** [illegible]

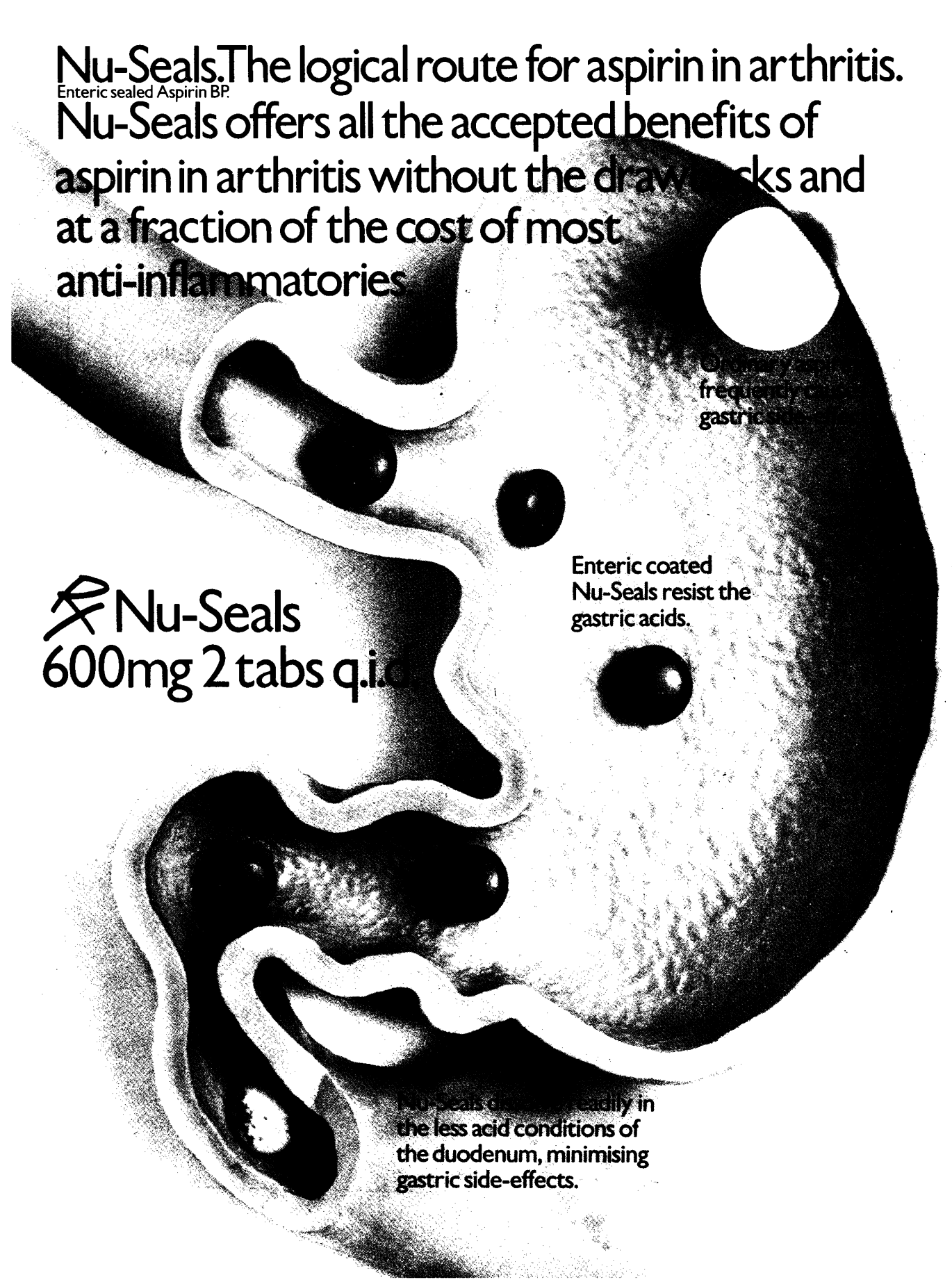
BRUFEN is a registered trade mark

The Boots Company Ltd.
Nottingham

Nu-Seals. The logical route for aspirin in arthritis.

Enteric sealed Aspirin BP.

Nu-Seals offers all the accepted benefits of aspirin in arthritis without the drawbacks and at a fraction of the cost of most anti-inflammatories



Ordinary aspirin frequently causes gastric side-effects.

Enteric coated Nu-Seals resist the gastric acids.

℞ Nu-Seals 600mg 2 tabs q.i.d.

Nu-Seals dissolve readily in the less acid conditions of the duodenum, minimising gastric side-effects.

VOLTAROL®

diclofenac sodium

100mg suppositories

Especially suited for treating night pain and morning stiffness

In rheumatoid arthritis and osteoarthritis

Geigy

Full prescribing information is available from Geigy Pharmaceuticals, Horsham, West Sussex.

METHRAZONE HAS THE STRENGTH

feprazone

There's a strong case for including Methrazone in your armamentarium of anti arthritic agents. Methrazone reinforces your choice of treatment, providing effective relief from the chronic problem of pain, stiffness, inflammation and immobility.

Unlike many other anti-arthritic agents introduced in recent times, Methrazone is founded on strength. Chemically its starting point lies in phenylbutazone. But Methrazone is a whole generation different from phenylbutazone - chemically and clinically. Its one strong similarity to phenylbutazone is a high degree of anti inflammatory activity.

As befits a modern anti arthritic, Methrazone has a low incidence of major adverse effects - and has stood up strongly to a particularly searching scrutiny of its safety in short and long term monitored programmes. Adding Methrazone to the armamentarium can only strengthen your choice.

[illegible] Methrazone
Action and Indications.
Contra-indications
Precautions, Warnings and Side effects
Dosage
Packs and basic NHS price
PL [illegible]
WB Pharmaceuticals Ltd.

REALLY ACTIVE IN ARTHRITIS

Arthritis

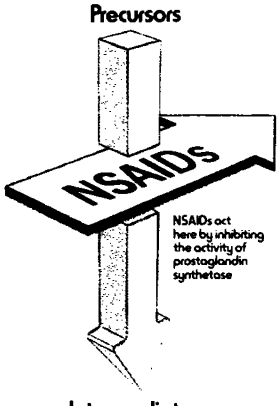
When a nonsteroidal anti-inflammatory agent is indicated...

...a potent antiprostaglandin must be considered as first line treatment

See overleaf for prescribing information.

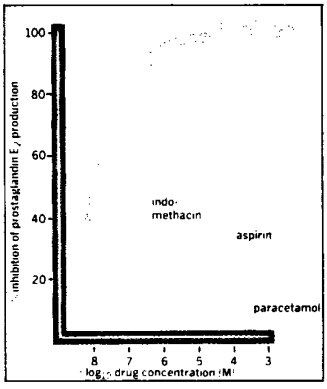
Froben is a potent antiprostaglandin

It is now accepted that the analgesic and anti-inflammatory effect of nonsteroidal anti-inflammatory drugs (NSAIDs) is due mainly to their inhibitory action on prostaglandin synthetase activity. It has also been well demonstrated that the level of antiprostaglandin activity exhibited by these drugs correlates closely with their clinical analgesic and anti-inflammatory potency.



Since the antiprostaglandin activity of a drug bears a relationship to its clinical potency, the higher the level of this activity, the more likely it is that the drug will be effective in reducing pain and inflammation.

"...the study *in vitro* of the inhibitory effect of a drug on prostaglandin synthetase activity may be used to predict, in most cases, its anti-inflammatory activity..."[1]



A potent antiprostaglandin must be considered as first line treatment in arthritis.

"Concurrent studies in our department have shown flurbiprofen to be one of the most powerful of the anti-inflammatory drugs in inhibiting the action of prostaglandin synthetase from rheumatoid synovium..."[2]

Froben is a potent antiprostaglandin.

In the treatment of osteoarthrosis, rheumatoid disease and ankylosing spondylitis, Froben provides the powerful analgesic and anti-inflammatory action needed to effectively relieve the pain and stiffness of arthritis and so provide a progressive improvement in the mobility of the arthritic patient.

Prescribing Information

Presentation: Sugar-coated tablets each containing either 50mg or 100mg of flurbiprofen.
Uses: Froben is indicated in the treatment of rheumatoid disease, osteoarthrosis and ankylosing spondylitis.
Dosage: 150mg to 200mg daily in 3 or 4 divided doses. In patients with severe symptoms of disease of recent origin, or during acute exacerbations, the total daily dose may be increased to 300mg in divided doses.
Contra-indications, Warnings etc: Froben should not be given to patients with peptic ulceration. Care should be taken when administering the drug to patients with asthma or who have experienced bronchospasm with other anti-inflammatory or analgesic agents. The safety of Froben during pregnancy or lactation has not been established. In animal experiments, no teratogenic effects were demonstrated but parturition was delayed and prolonged. Side-effects: dyspepsia, heartburn and headache are the commonest encountered. Occasional skin rashes have been reported. Treatment of overdosage: gastric lavage and, if necessary, correction of serum electrolytes. There is no specific antidote.
Basic NHS Price: 50mg tablets, 100 £8.24; 100mg tablets, 100 £15.65.
Product Licence No: 50mg tablets PL0014/0167; 100mg tablets PL0014/0168.

References: 1. Garcia-Rafanell, J. and Form, J. Arzneim-Forsch. Drug Res. 1979, **29**, 630
2. Bacon, P.A. *et al.* Curr. Med. Res. Opin. 1975, **3**, Suppl. 4, 20

Froben
flurbiprofen

Arthritis: tomorrow there may be a cure. Today, there's Froben.

Further information is available on request from:
The Boots Company Ltd., Nottingham, England.

Arthritis

★ 24 hour cover

★ Highly effective

★ Low level of side effects

2 capsules at night Lederfen* fenbufen

Prescribing Information

Presentation *300 mg Capsules* Dark blue capsules each containing 300 mg of fenbufen and printed Lederfen 300 mg on both the cap and body. **Uses** Lederfen is a potent non-steroidal anti-inflammatory and analgesic agent indicated for the symptomatic treatment of rheumatoid arthritis and osteoarthritis. **Dosage and Administration** *Adults.* 2 or 3 capsules (600-900 mg) daily in single or divided doses. Many patients can be adequately controlled on a daily dosage of 2 capsules (600 mg) taken at night, whereas some may require an extra capsule in the morning. The daily dosage should not exceed 600 mg in a single dose or 900 mg in divided doses. *Children.* Not recommended for administration to children under the age of 14. **Contra-indications, Warnings, etc.** *Contra-indications:* Hypersensitivity to fenbufen and anti-inflammatory drugs or aspirin. *Precautions:* Lederfen should be used with great caution in patients with a history or evidence of peptic or intestinal ulceration and only when considered essential in pregnant and nursing women. *Warnings and Adverse Effects.* Adverse effects may include gastrointestinal intolerance. Other reactions have occurred infrequently including skin rash, dizziness, drowsiness and headache. Slight increases in blood leucocytes, haemoglobin and haematocrit as well as slight increases in blood urea and creatinine have occasionally been recorded. Transient elevations of liver function tests have occurred in some patients. *Drug Interactions:* When single doses of aspirin 900 mg and Lederfen 500 mg are administered together, serum concentrations of Lederfen and its metabolites are reduced by 10% - 20%. Concomitant use of aspirin may require adjustment of dosage of Lederfen. Lederfen is strongly protein bound. Although no clinically significant interactions have been noted as yet, practitioners should be aware of this possibility. *Overdosage:* There is no experience with overdosage, consequently no signs, symptoms and/or treatment have been identified. There is no specific antidote. **Pharmaceutical Precautions.** Store at a temperature not exceeding 15°C in the original container. Keep tightly closed. **Legal Category.** POM. **Package Quantities.** Bottles of 100. Basic NHS cost £16.24 per 100 capsules. **Further Information** Lederfen's long duration of action is attributable to the prolonged half-life of its active metabolites (10-17 hours). Major metabolites are detectable 48 hours after oral administration. Single oral doses of Lederfen may therefore provide adequate plasma levels to provide symptomatic relief for 24 hours or more in the majority of patients. **Product Licence Number** 0095 0043

Further information is available on request from the address below.

Lederle Laboratories, a division of Cyanamid of Great Britain Limited
Fareham Road, Gosport, Hants PO13 0AS Tel: (0329) 236131.

*TRADE MARK