Pain relieving power in harness

BRUFEN 400

Ibuprofen B.P.

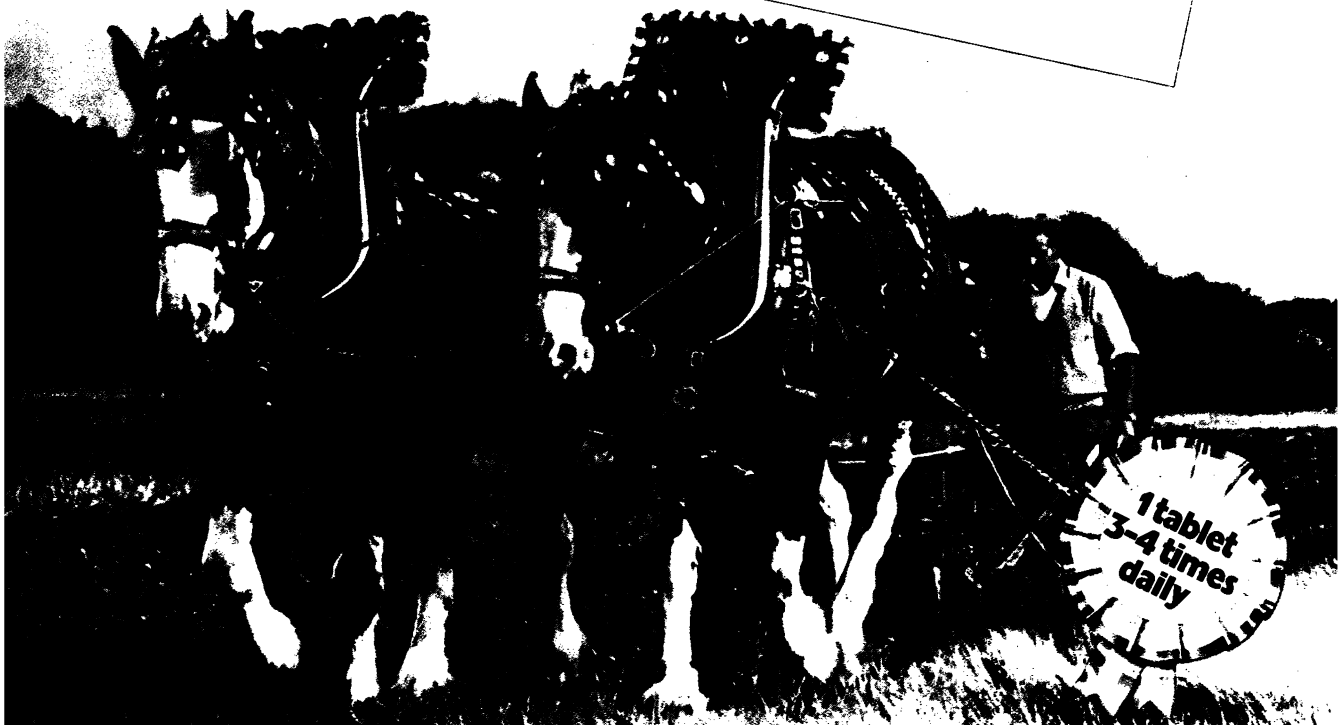
The Great British Workhorse in arthritis

PUZZLED PRESCRIBER:

'Pain Relieving Power in Harness? Horses! Is not your hippic advertising more for the MRCVS than the MRCP?'

ANALOGISTIC ADVERTISER:

'It seemed to us that, as a Physician, you would regard portraiture of archetypal patients and other familiars as somewhat prosaic. Our epigram with equine overtones is intended to convey to you the entirely relevant information that not only is Brufen one of the most efficient and reliable drugs for the treatment of painful rheumatic conditions it is, almost certainly, the best tolerated.'



Prescribing Information. Presentation Brufen 400 are sugar-coated tablets each containing 400mg of Ibuprofen B.P. The tablets are light magenta in colour and bear the overprint 'Brufen 400' in black. **Uses** Brufen is indicated for its anti-inflammatory and analgesic effect in the treatment of rheumatoid arthritis (including Juvenile rheumatoid arthritis or Still's disease), ankylosing spondylitis, osteoarthrosis and other non-rheumatoid (seronegative) arthropathies. In the treatment of non-articular rheumatic conditions, Brufen is indicated in periarticular conditions such as frozen shoulder, capsulitis, bursitis, tendinitis, tenosynovitis and low back pain; it can also be used in soft tissue injuries such as sprains and strains. **Dosage and Administration** Adult: The recommended initial dosage of Brufen is 1200 mg daily in divided doses. Some patients can be maintained on 600 to 1200 mg daily. It can be advantageous in severe conditions to increase the dosage to 1600 mg daily in divided doses until the acute phase is brought under control. Children: 20 mg of Brufen per kg of body weight daily, except that in children weighing less than 30 kg, the total dose of Brufen given in 24 hours should not exceed 500 mg. **Contra-indications** Brufen should not be given to patients with severe or active peptic ulceration. **Use in Pregnancy** No teratogenic effects have been demonstrated in animal experiments. Nevertheless, the use of Brufen during pregnancy should be avoided if possible. **Warnings and Adverse Effects** Brufen should be prescribed with caution for patients with asthma and especially for those who have developed bronchospasm with other non-steroidal agents. The adverse effects reported include dyspepsia, gastrointestinal ulceration and bleeding and skin rashes of various types. Less frequently, thrombocytopenia has occurred. A very rare occurrence can be toxic amblyopia but in reported cases recovery occurred upon cessation of treatment. **Treatment of Overdosage** Gastric lavage if necessary, correction of blood electrolytes. There is no specific antidote to Brufen. **Pharmaceutical Precautions** Recommended storage conditions 5 °C to 20 °C. **Legal Category** POM. **Package Quantities** 400 mg tablets (Brufen 400): tin of 100, tin of 250. **Further Information** When Brufen is taken on an empty stomach, the peak serum levels occur 45 minutes after ingestion, whereas when taken after a meal the peak is delayed to 90 minutes. Consequently, as most patients can take Brufen on an empty stomach without gastric discomfort, if the first daily dose is taken on awakening with a drink, the rapid absorption of the drug will help relieve morning stiffness. **Basic NHS Price** Brufen 400: 250 Pack £11.54. **Product Licence Numbers** 400 mg tablets (Brufen 400): PL0014/0158.

The Boots Company Ltd, Nottingham

BRUFEN is a registered trade mark

®

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.

PRESCRIBING INFORMATION: **Methrazone** feprazone capsules 200mg. **Action and Indications:** Non-steroidal anti-inflammatory agent for rheumatoid arthritis and osteoarthritis. **Contra-indications:** Where there is a danger of cardiac decompensation; hepatic disease; history of peptic ulceration; blood dyscrasia; drug rash or known sensitivity to pyrazoles. **Precautions, Warnings and Side effects:** Concurrent therapy with plasma protein bound agents; as for all pyrazole drugs, blood monitoring and surveillance for sodium and water retention are advised; caution in pregnancy during organogenesis. Mild gastric intolerance, rashes, and occasional headache have been reported. **Dosage:** Adults only: 200-600mg daily in divided doses by mouth after food. **Pack size and basic NHS price** (UK only) 100 capsules, £9.90. **PL** 0015 0071▼ For full prescribing information please see data sheet. **WB Pharmaceuticals Ltd** PO Box 23 Bracknell Berkshire RG12 4YS.

WBP

REALLY ACTIVE IN ARTHRITIS

WBP.53

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 fenbufen. **Uses** *Uses* **Dosage and Administration** *Adults* *Children* **Contra-indications, Warnings, etc.** *Contra-indications* *Precautions* *Warnings and Adverse Effects* *Drug interactions* *Overdosage* **Pharmaceutical Precautions** **Legal Category** **Package Quantities** **Further Information** **Product Licence Number**

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

*TRADE MARK

Arthritis

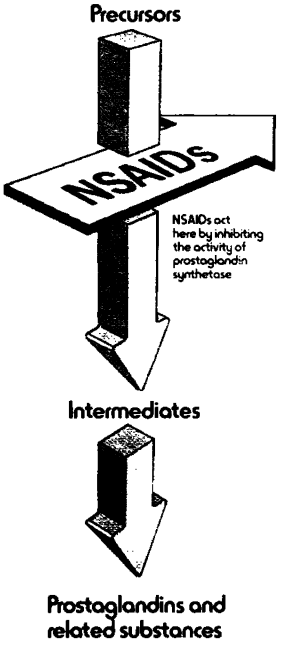
When a nonsteroidal anti-inflammatory agent is indicated...

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

See overleaf for prescribing information.

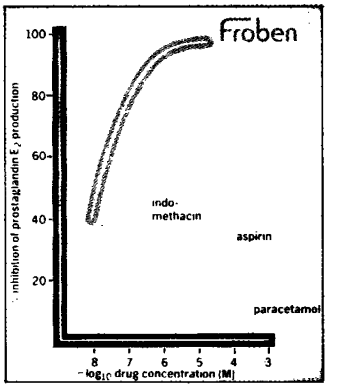
Froben is a potent antiprostaglandin

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 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 4 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 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 the necessary correction of serum electrolytes. There is no specific antidote.
Basic NHS Price: 50mg tablets 100, £12.24; 100mg tablets 100, £15.65
Product Licence No: 50mg tablets PL 0034/0057; 100mg tablets PL 0034/0058
References: 1 Garcia-Rafanell, J. and Form, J. Arzneim-Forsch. Drug Res. 1979, **29**, 610
2 Bacon, P.A. *et al.* Curr. Med. Res. Opin. 1975, **3**, Suppl 4, 20

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

Froben

flurbiprofen

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

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.

A preliminary study reported at the IXth European Congress of Rheumatology at Wiesbaden[1] indicates that there may be an important addition to that select group of drugs which can actually alter the disease profile of rheumatoid arthritis. This agent is Flenac, already known for its analgesic and anti-inflammatory properties, but now also shown to exhibit anti-rheumatoid effects comparable with those of D-penicillamine.

anti-rheumatoid effects demonstrated in recent study

The report described a single-blind trial, conducted in two British hospital centres, comparing the effects of Flenac, D-penicillamine and placebo in three groups of patients (47 in all) with severe rheumatoid disease. All patients were maintained on their existing anti-inflammatory/analgesic treatment throughout the study.

Clinical and laboratory parameters of disease activity were assessed three, four and six months after treatment began.

Flenac significantly improved all clinical parameters of disease activity – the duration of early morning stiffness was reduced and severity of pain decreased, joint size, grip strength and articular index all improved.

Laboratory parameters of rheumatoid activity – E.S.R., C-reactive protein and immunoglobulins – all showed decreases. In seven out of the eight seropositive patients in the Flenac group a fall in rheumatoid factor titre was observed during the trial.

In the context of this preliminary study, Flenac was comparable with, or superio to, D-penicillamine in the majority of measured parameters. In contrast, 13 of the 15 patients on placebo had to be withdrawn from the trial, 12 of them because of lack of effect.

The total number of side-effects reported in the Flenac group (7) was not significantly different from that reported in the placebo group (5), whilst a total of 18 side-effects was reported in the group receiving D-penicillamine.

Changes in clinical and laboratory parameters during therapy

	Flenac			**D-penicillamine**		
	after 3 months	after 4 months	after 6 months	after 3 months	after 4 months	after 6 months
Early morning stiffness (minutes)	−25	−36*	−37*	+20	−26	−60**
Articular index	−3.8	−7.9	−9.2*	−1.6	−1.9	−0.9
Ring size	−6	−14**	−18**	−3	−6	−16**
Grip strength (mm Hg)	+20	+58	+68*	+2	+23	+37
Pain – visual analogue scale	−13	−22**	−35**	−1	−6	−14
C-reactive protein (mg 100ml⁻¹)	−0.02	−1.7*	−1.6*	+1.3	−0.04	−0.5
ESR (mm/hr⁻¹)	−8	−18**	−9	−18**	−13*	−20*
IgM (mg 100ml⁻¹)	−30*	−12	−15	−8	−4	+3
IgG (mg 100ml⁻¹)	−32*	−300*	−240**	+179	−62	+80

*significance $p < 0.05$ **significance $p < 0.01$

FLENAC®

fenclofenac

analgesic, anti-inflammatory and now shown to exert demonstrable anti-rheumatoid effects

Presentation Tablets of 300mg fenclofenac.

Indications Chronic and sub-acute rheumatological conditions such as osteoarthrosis, rheumatoid arthritis, ankylosing spondylitis.

Dosage and administration Adults 600-1200mg (2-4 tablets) daily in divided doses (morning and night) with or after food. Flenac is not recommended for children.

Contra-Indications Active peptic ulceration or gastric bleeding.

Warnings Flenac should not at present be prescribed for children or for pregnant or lactating women. Flenac should not be co-administered with anti-coagulants. Care should be taken when treating patients with known renal or hepatic dysfunction, eczema, asthma, or sensitivity to other non-steroidal anti-inflammatory drugs.

Note Flenac interferes with thyroid function tests.

Side effects Gastro-intestinal symptoms sufficient to require discontinuing treatment are rare. Rashes have occurred but have resolved shortly after withdrawal of the drug.

N.H.S. Price £11.24 pack of 100.

1. Paper presented at IXth European Congress of Rheumatology, Wiesbaden, Germany, Sept. 1979.

Additional information is available from Reckitt & Colman Pharmaceutical Division, Hull HU8 7DS. Tel 0482 26151. Distributors in Republic of Ireland: Reckitts (Ireland) Ltd., Dublin 12. Flenac is a registered trademark. PL 44/0061 [illegible] PA [illegible]