

**International opinion endorses the new leader of the leaders in hypertension : Sotacor.**

**Contributors**

Bristol Laboratories

**Publication/Creation**

[1975?]

**Persistent URL**

<https://wellcomecollection.org/works/nv3vphms>

**License and attribution**

Conditions of use: it is possible this item is protected by copyright and/or related rights. You are free to use this item in any way that is permitted by the copyright and related rights legislation that applies to your use. For other uses you need to obtain permission from the rights-holder(s).

**wellcome  
collection**

Wellcome Collection  
183 Euston Road  
London NW1 2BE UK  
T +44 (0)20 7611 8722  
E [library@wellcomecollection.org](mailto:library@wellcomecollection.org)  
<https://wellcomecollection.org>



THE NEW LEADER  
OF THE LEADERS  
IN HYPERTENSION

sotacor\*

Sotalol Hydrochloride



A Product of **BRISTOL** Research

INTERNATIONAL  
OPINION  
ENDORSES

# sotacor

Sotalol Hydrochloride

The following points on sotalol hydrochloride (Sotacor) were highlighted at an International Symposium on "Clinical Advances in Beta-Adrenergic Blocking Therapy" held in Rome during May 1974.

## PREFERABLE TO METHYLDOPA BECAUSE...

**gives equal therapeutic response at lower dosage**

● It (Sotacor) appears to be of the same order of potency as methyldopa ●

## IN ADDITION sotacor HAS THESE ADVANTAGES OVER METHYLDOPA

Sotacor induces a remarkable feeling of well-being in most patients thus allowing them to lead a full, active and normal life.  
Sotacor does not produce postural or exercise hypotension.  
Sotacor does not interfere with sexual function.

er Islands or N.  
BUSINESS REPLY SERVICE  
Licence No. SL434

INTERNATIONAL  
OPINION  
ENDORSES

# sotacor

Sotalol Hydrochloride

## EFFECTIVE FOR ALL GRADES OF HYPERTENSION

- Thirty-four patients (11 males, 23 females) aged 34 to 61 years with essential hypertension of 6 months to 17 years duration were treated with . . . sotalol alone for 3-4 months. Four patients were classified as mild hypertension, 17 as moderate and 13 as severe hypertension. The response to sotalol therapy was good in all 4 cases of mild hypertension . . . good in all 17 cases of moderate hypertension . . . and good in 10 cases (out of 13) of severe hypertension . . . Sotalol therapy was also effective in producing a marked reduction in post-exercise systolic and diastolic blood pressures and pulse rates. ●

## CONTROLS BLOOD PRESSURE EVEN DURING EXERCISE

- The results obtained with 6 severely and 4 moderately hypertensive patients showed that sotalol has a marked effect in reducing the post-exercise blood pressures and pulse rates compared with results obtained when the patients were on their previous antihypertensive treatment. ●

## GIVES SMOOTH, GENTLE, CONTROLLED REDUCTION OF BLOOD PRESSURE

- Sotalol shows evidence of a delayed onset hypotensive effect. Following two weeks administration of sotalol there was a significant fall in blood pressure compared to the levels on placebo. However, by six weeks active treatment (at the same dose) there was a further significant fall compared with the levels after two weeks active treatment. ●

Please send me full  
information about Sotacor

name

\_\_\_\_\_

position

\_\_\_\_\_

address

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



## sotacor

**THE NEW  
LEADER OF THE  
LEADERS IN  
HYPERTENSION**

\* Trade Mark

Bristol Laboratories,  
Division of Bristol-Myers Co. Ltd.,  
Stamford House, Langley,  
Slough, SL3 6EB

INTERNATIONAL  
OPINION  
ENDORSES

# sotacor

Sotalol Hydrochloride

- ★ Reduces blood pressure in up to 91% of hypertensive patients
- ★ Effective in all grades of hypertension – mild, moderate & severe
- ★ As effective as methyldopa – with none of the disadvantages
- ★ Reduces supine and standing blood pressure
- ★ Controls blood pressure even during exercise
- ★ Predictable effect through uniform absorption
- ★ Smooth, gentle dose-related reduction in blood pressure
- ★ No acute hypotensive episodes
- ★ Effective in convenient simple twice-a-day dosage
- ★ No paradoxical increases in pulse rate or blood pressure
- ★ Suitable even for patients with impaired cardiac function
- ★ Lowers blood pressure safely regardless of plasma renin levels
- ★ Remarkably free from side effects – defaulting is unlikely
- ★ May be used with or without diuretics
- ★ Counteracts the rise in plasma renin produced by diuretics
- ★ Induces a remarkable feeling of well-being in most patients

**BRISTOL**

Bristol Laboratories  
Division of Bristol-Myers Co Ltd  
Stamford House, Langley, Slough SL3 6EB

\*Trade Mark

Postage  
will be  
paid by  
licensee

Do not affix Postage Stamps if posted in  
Gt. Britain, Channel Islands or N. Ireland.

BUSINESS REPLY SERVICE  
Licence No. SL434

The Medical Information Department  
Bristol Laboratories  
Division of Bristol-Myers Co Ltd  
Stamford House, Langley  
SLOUGH SL3 6EB

| 2 |

MAR 175