

The order of the day... : the order of the day is 'Lanoxin' for unfailing control.

Contributors

Burroughs Wellcome and Company

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The order of the day...



the order of the day is
'LANOXIN'
for **unfailing** control

'Lanoxin' for the better
comfort of the patient

'Lanoxin' Tablets or
Solution for initial
digitalisation and
maintenance

'Lanoxin' Paediatric
Elixir for the younger
patient

'Lanoxin' Injection for
emergencies

'LANOXIN' FOR INITIAL DIGITALISATION

Use 'Lanoxin' Tablets (bottles of 25, 100, 500 and 1000) or 'Lanoxin' Solution (bottles of 10 c.c. and 250 c.c.)

Oral

A dose of 1.0 to 1.5 mgm. (4 to 6 tablets, 2 to 3 c.c. Solution), followed by 0.25 mgm. every 6 hours until ventricular rate is between 70 and 80 per minute.

Use 'Lanoxin' Injection (2 c.c. ampoules in boxes of 6) undiluted.

Parenteral

A dose of 0.5 to 1 mgm. (1 to 2 ampoules) by slow injection, intravenously, every 2 to 4 hours as required.

'LANOXIN' FOR MAINTENANCE

Use 'Lanoxin' Tablets or Solution.

The average dose is 0.5 mgm. (2 tablets or 1 c.c. Solution) in divided doses by mouth each day.

'LANOXIN' FOR CHILDREN

Use 'Lanoxin' Paediatric Elixir (bottles of 2 fl. oz. with dropper).

The average dose is 0.01 mgm. (0.2 c.c. of Paediatric Elixir) per lb. bodyweight daily. Initially, this is given every 6 hours.



Compare 'Lanoxin' with Prepared Digitalis

	'LANOXIN'	DIGITALIS
Composition	A pure glycoside of exact nature	Indefinite
Potency	Never varies	Can vary within wide limits
Method of administration	Oral, intravenous	Oral only
Duration of toxicity	1 - 2 days, often only a few hours	3 - 14 days
Onset of action	Rapid <i>Parenteral:</i> 5 - 30 mins. <i>Oral:</i> 1 hour	Slow — <i>Oral:</i> 3 - 4 hours
Maximal effect	<i>Parenteral:</i> 1 - 2 hours <i>Oral:</i> 6 - 7 hours	— <i>Oral:</i> 12 - 24 hours
Absorption from gut	Rapid and fairly complete	Slow and incomplete
Elimination	Fairly rapid—3 days	Slow—14 - 21 days
Maintenance dosage	Once or twice a day	Once a day; intermittent therapy often necessary because of cumulative toxicity

for a
regular beat
prescribe

'LANOXIN'

the original
Digoxin



BURROUGHS WELLCOME & CO., LONDON
(THE WELLCOME FOUNDATION LTD.)