

Give your hypertensive patient the "royal" treatment at the working man's price : prescribe Rexigen (propranolol hydrochloride) - the kind of β -blockers - at a price your patients can more easily afford!.

Contributors

CAPS

Publication/Creation

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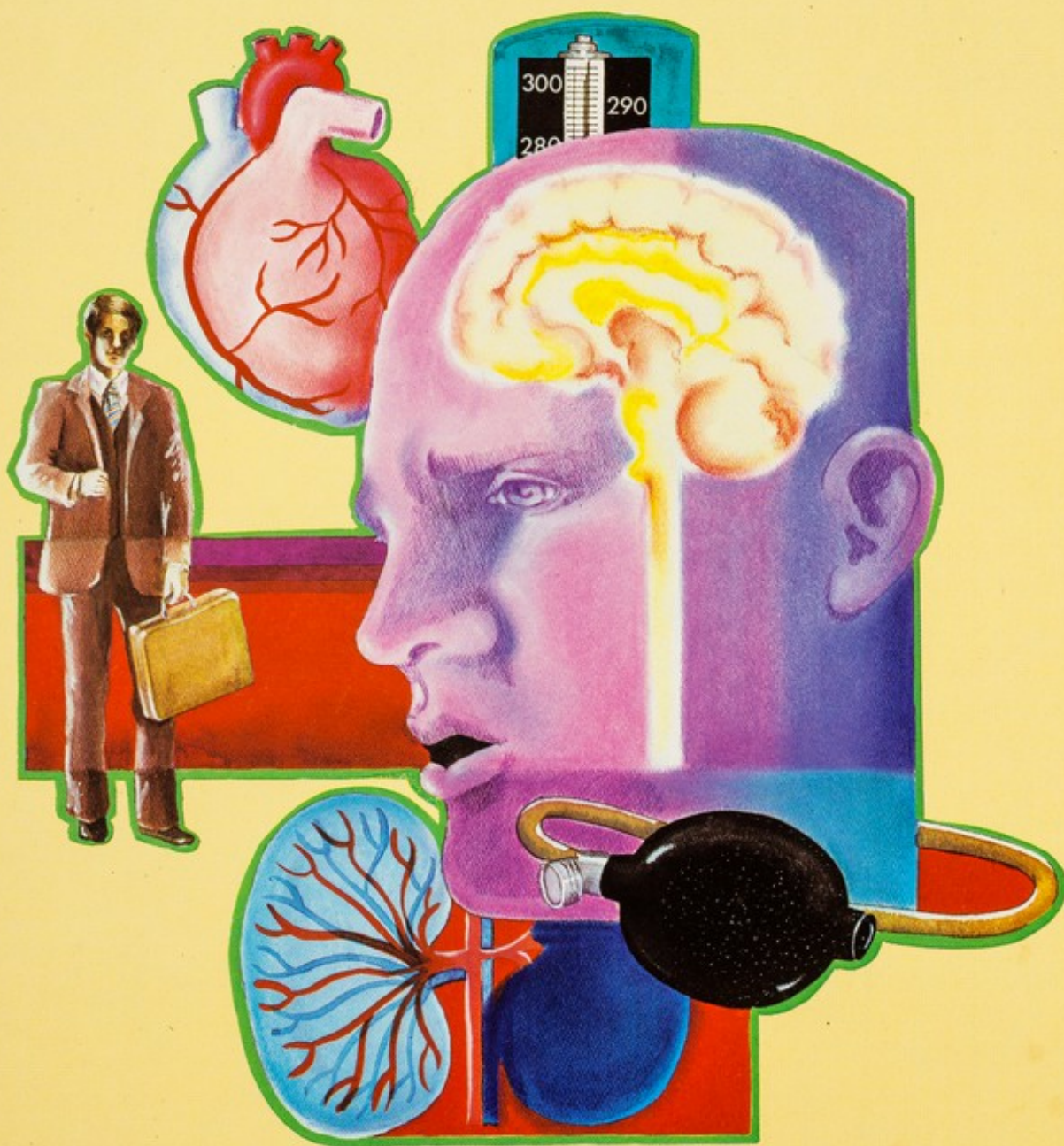
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Give your hypertensive patient
the "ROYAL" treatment




at the working man's price


PRESCRIBE REXIGEN (propranolol hydrochloride)
 — THE KING OF β -BLOCKERS —
AT A PRICE YOUR PATIENTS CAN MORE EASILY AFFORD!


REXIGEN is highly effective in controlling mild to severe hypertension:

Equally effective in both standing and supine positions, REXIGEN provides smooth day-and-night control of blood pressure; REXIGEN provides a smooth and gradual blood pressure reduction in essential and renal hypertension, and is particularly indicated when it is important there should not be any interference with mental, physical or sexual activity. REXIGEN establishes control in inadequately controlled hypertension. Either alone or substituted in (or added to) the regimen, REXIGEN effectively lowers blood pressure in many cases where diuretics, reserpine or potent antihypertensive agents such as methyldopa are unable to provide sufficient antihypertensive effect. Tolerance has not been observed with REXIGEN. In fact, with REXIGEN more hypertensive patients are more manageable.


REXIGEN provides greater freedom from certain side effects which may interfere with active patients' lifestyles and prevent compliance:

By blocking beta-adrenergic activity only, REXIGEN does not tend to have the side effects seen with other potent antihypertensive agents.

Exercise or postural hypotension: not a problem —

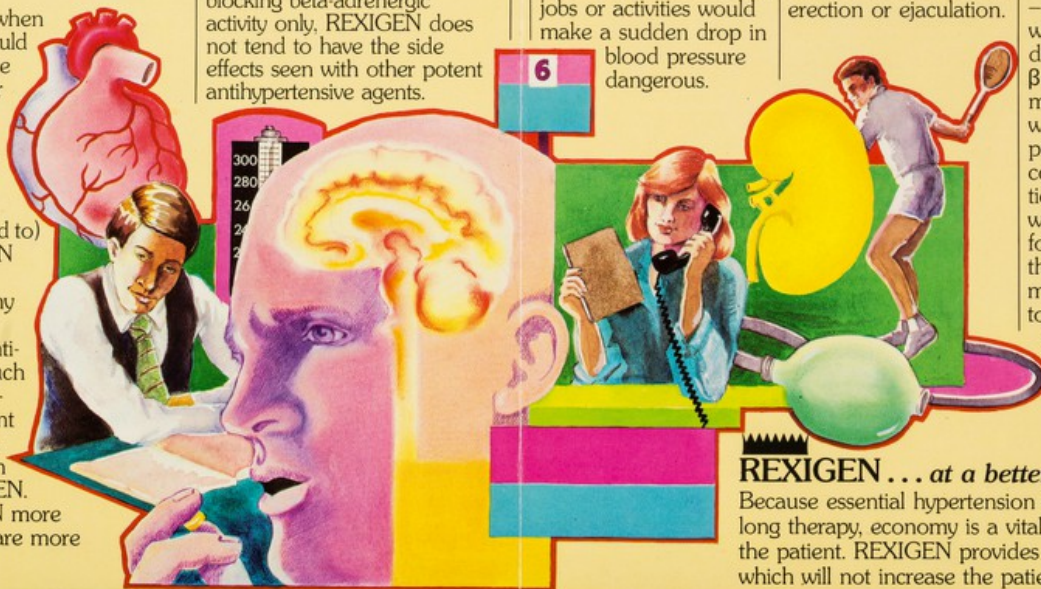
REXIGEN does not usually cause exercise or postural hypotension and therefore has been selected as a drug of choice in patients whose jobs or activities would make a sudden drop in blood pressure dangerous.


Sexual dysfunction: rarely, if ever, a problem —

REXIGEN allows patients to enjoy their normal sex life since therapy has not been associated with side effects such as failure of erection or ejaculation.

Patient compliance: greatly enhanced —

REXIGEN can be expected to gain favourable patient compliance since it is generally well tolerated, particularly when compared to potent antihypertensive agents — as in one clinical trial, where combinations of diuretic with β -blockers, reserpine methyldopa or others were employed, patients preferred the β -blocker combination so emphatically that "no patient wished to return to former medication after the trial concluded, and many rated their general tolerance of treatment as considerably improved."¹




REXIGEN . . . at a better price

Because essential hypertension usually requires life long therapy, economy is a vital consideration to the patient. REXIGEN provides economy at a price which will not increase the patient's blood pressure.



REXIGEN

THE KING OF β -BLOCKERS AT A BETTER PRICE

Registration Number

7/52/827 10 mg tablets

7/52/828 40 mg tablets

Reg. No. 160 mg tablets

Pharmacological Classification

5.2 adrenolytic

Distribution Category

PP

Approved Name

propranolol hydrochloride

Trade Name

REXIGEN

COMPOSITION

10 mg, 40 mg and 160 mg propranolol hydrochloride per tablet.

IDENTIFICATION

10 mg: pink convex scored tablet.

40 mg: pink flat scored tablet.

160 mg: pink scored tablet.

PHARMACOLOGICAL ACTION

Propranolol is a beta-adrenergic antagonist without intrinsic-sympathomimetic activity. It reduces the response of the heart to stress and exercise and also lowers blood pressure in patients with hypertension.

INDICATIONS

Hypertension: including that arising from pheochromocytoma.

Cardiac arrhythmias: including that associated with anxiety and thyrotoxicosis.

Angina pectoris.

CONTRA-INDICATIONS

Bronchial asthma.

Bronchospasm.

Metabolic acidosis.

Partial heart block.

Pregnancy.

DOSAGE AND DIRECTIONS FOR USE

Hypertension: 20 mg four times a day before meals with gradual increase to an effective maintenance dose (usually 240-320 mg daily).

Arrhythmias: 10-30 mg three or four times a day before meals.

Angina pectoris: initially 20 mg four times a day before meals increasing gradually to 40 mg four times a day.

SIDE EFFECTS AND SPECIAL PRECAUTIONS

Nausea, vomiting, diarrhoea, insomnia, lassitude and unsteadiness.

Note: Side effects may be minimised by gradually increasing a small initial dose.

In congestive heart failure propranolol should only be administered when the patient is fully digitalised.

In diabetes mellitus propranolol may reduce blood-sugar levels.

Propranolol should be withdrawn twenty-four hours before anaesthesia with chloroform or ether.

KNOWN SYMPTOMS OF OVERDOSAGE AND PARTICULARS OF ITS TREATMENT

Bradycardia and severe hypotension.

1-2 mg atropine IV: immediately followed (if necessary) by 25 microgram isoprenaline.

CONDITIONS OF REGISTRATION OF THE MEDICINE

None.

PRESENTATION

100 and 250 tablet packs of both 10 mg and 40 mg strengths.

100 tablet packs of 160 mg strength.

STORAGE DIRECTIONS

Keep well closed in a cool dark place beyond the reach of children.

References: 1. M. C. Laver, P. Fang, P. Kincaid-Smith: Medical Journal of Australia 1:174 (Feb.) 1974.

Further information is available on request.



A PHARMACEUTICAL HALLMARK FOR
QUALITY, EFFICACY AND ECONOMY.