

Hypertensive heart failure with bundle branch block treated with Ismelin.

Contributors

Ciba Laboratories

Publication/Creation

[between 1960 and 1969?]

Persistent URL

<https://wellcomecollection.org/works/nst7r2jk>

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
<https://wellcomecollection.org>

To the Medical Profession

C I B A

Hypertensive heart failure with bundle
branch block treated with **Ismelin**

Ismelin

the established treatment of hypertension



Before treatment B.P. 170/110



After treatment B.P. 140/90

Leads V5

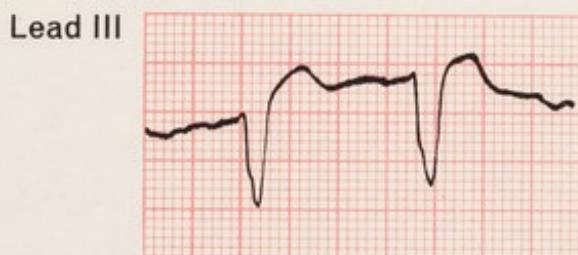
See inside for Electrocardiographic details

Please use the enclosed reply card for further information,
samples, or wallets for E.C.G. cards; one of which is enclosed.

Patient J. G. (Male) Aged 54.

Admitted to hospital with mild hypertension and cardiac failure.

Before treatment B.P. 170/110



*** Interpretation of E.C.G.s**

The leads I and III, V.1, V.3, V.5, show the characteristic changes of left bundle branch block.

***Please use enclosed reply card for wallet for E.C.G. cards.**

After treatment with Ismelin B.P. $140/90$

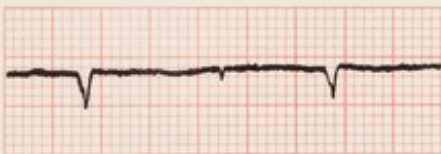
Lead I



V3



Lead III



V5




V1



*** Interpretation of E.C.G.s**

Blood pressure reduced to an average of $140/90$ and, in a repeat E.C.G. some three months later it will be noted that the left bundle branch block has now disappeared although changes of left ventricular hypertrophy are still present.

Advantages of relying on **Ismelin**


Alone or in combination  **Ismelin** controls almost **all forms and grades** of hypertension—80 to 90% of patients respond satisfactorily.

Over 4 years of clinical experience has confirmed the value of **Ismelin**.

Ismelin need be taken only **once daily**.

Ismelin lowers both **diastolic and systolic** pressures.

More than **370 published papers** support its use.

 **Ismelin-Navidrex K** is an ideal combination containing a diuretic and unique slow release KCl supplement. This simplifies the treatment of hypertension in general practice.

C I B A

Packs and N.H.S. Prices

Ismelin 10 and 25 mg. tablets of guanethidine sulphate in 25's, 100's and 500's. Basic N.H.S. price of 100 x 10 mg.—27/8d.

Ismelin-Navidrex K tablets containing 10 mg. Ismelin, 0.15 mg. cyclopentiazide + 400 mg. KCl. Packs of 25's, 100's and 500's. Basic N.H.S. price of 100 is 31/4d.

CIBA Laboratories Limited, Horsham, Sussex.

Tele: Horsham 4321. Telegrams: Cibalabs.

D357