

Ismelin.

Contributors

Ciba Laboratories

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Simple Dosage in Milder Hypertension

In general, milder states of hypertension require smaller doses of Ismelin—and side effects are minimal. (Some 50% of all GP prescriptions are for only 20-30mg daily.) The regime is straightforward and convenient for physician and patient alike.

Increased Life Expectancy

To ensure the maximum regression of reversible changes in the blood-vessels, antihypertensive therapy should commence at the earliest possible stage. Adequate treatment may be expected to prolong life, particularly in the young and middle-aged, and avert the complications associated with hypertension.

Ismelin[®] guanethidine sulphate BP

Ismelin has a unique combination of properties which offers a degree of convenience in administration unmatched in any other effective antihypertensive agent. It has proved effective in up to 90% of patients, representing all forms and grades of hypertension, and drug resistance and true tolerance have not proved a problem. There have been no reports of toxic effects. A major advantage is the essential simplicity of the regime, allowing steady symptomatic relief and continuous stable control of blood pressure with a minimum of side effects. Being a long-acting drug, Ismelin may be administered just once daily if so desired. With only one daily dose to remember, concern about forgotten tablets, and the risk of confusion with any concurrent treatment are reduced. There is also the advantage over shorter-acting drugs that all control is not lost if one dose—or even two—should be accidentally omitted.

Dosage

Initial dosage—two 10mg tablets daily. Frequent adjustment is unnecessary during stabilisation; depending on individual assessment, intervals between consultations may be up to one month. Should 20mg daily prove insufficient, increase daily dosage by one 10mg tablet. As the action of Ismelin is gradual and prolonged, allow at least one week before any increase, to observe full effect. The majority of patients will be symptom-free and adequately controlled on 40mg daily or less.

Prescribing notes

Ismelin is contra-indicated in the presence of pheochromocytoma. Side effects attributable to postural hypotension normally reflect overdosage. Patients should be advised to avoid sudden changes of posture or violent exertion, and if morning faintness persists, to reduce the daily dosage by one 10mg tablet until the next consultation. If diarrhoea is troublesome, reduce or divide dose, or add $\frac{1}{2}$ gr codeine phosphate t.d.s. Failure of ejaculation has been reported and, rarely, exertional dyspnoea, nasal congestion, shivering, muscle weakness, paraesthesiae (due to latent cerebral arterial insufficiency), aggravation of intermittent claudication, and exacerbation of peptic ulcer. In heart failure, any tendency to fluid retention may be increased. As with any antihypertensive, prescribe cautiously for patients with renal failure and urea retention. Allowance should be made for the antagonistic action of some antidepressants (MAOI), appetite suppressants and stimulants of the amphetamine class if administered concurrently.

Further information is available on request.

Presentation and Prices

Presentation: 10 & 25mg tablets guanethidine sulphate BP, in 100's & 500's. Basic NHS price—100: 27s 8d. Also ampoules for i.m. injection. 10mg in 1ml. Basic NHS price—6: 17s 4d.

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Sustained Continuous Control

Continuous control of blood pressure throughout the 24 hours is most conveniently attained with a long-acting drug. If desired, Ismelin may be given in a single daily dose. The long duration of action means that accidental omission of one (or even two) doses does not mean all control is lost.

Long Term Safety

During seven years' worldwide use, there have been no reports of anaemia, jaundice, liver dysfunction, febrile reactions or Parkinsonism with Ismelin. Absence of toxic activity, vital when a patient is undergoing therapy which may be lifelong, also means that frequent attendances for laboratory investigation of liver function and blood picture are unnecessary.





C I B A



Out of strength—gentleness

Samurai Warrior

The military elite of feudal Japan, the Samurai were renowned and respected for ferocity and prowess in combat, yet governed by a strict code of chivalry. Today, simplified and formalised, their fighting techniques and rules of conduct have developed into the more peaceable physical and philosophical recreation known as Kendo.

Ismelin

Seven years ago Ismelin established a standard for the reliable and consistent reduction of severely raised blood pressure which has not since been surpassed. Effective in up to 90% of cases, Ismelin is distinguished by an absence of toxic activity which makes it especially suitable for long-term therapy.

Today, it is accepted that these very qualities make Ismelin equally appropriate for the firm yet smooth control of milder states of hypertension.

Ismelin in simple dosage for milder states of hypertension