

Hormone 'Linguets' : the direct route from mouth to target organs.

Contributors

Ciba Laboratories

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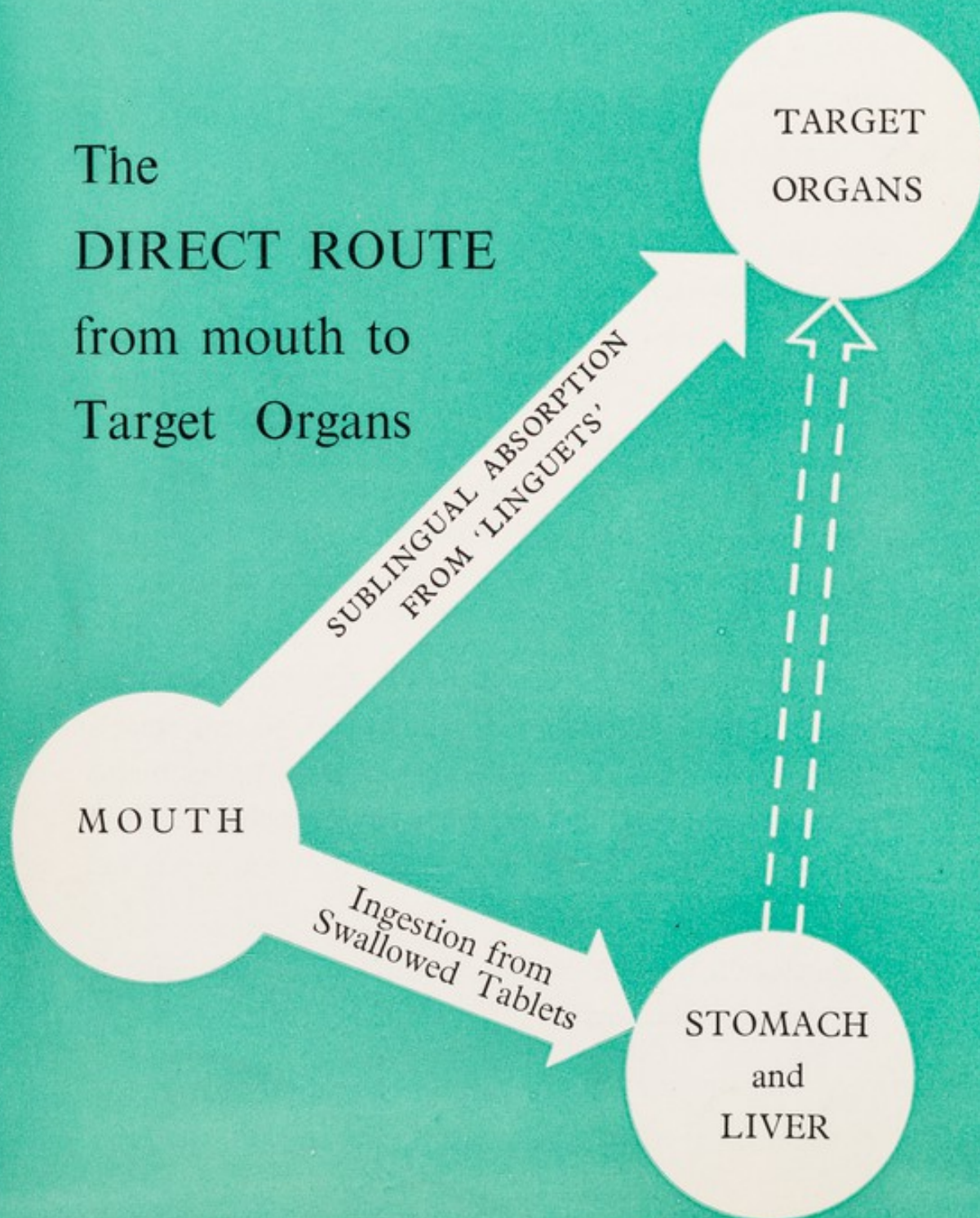


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Hormone 'Linguets'

The
DIRECT ROUTE
from mouth to
Target Organs



THE 'Linguet' ROUTE THE Direct ROUTE for Oral Hormone Therapy

You would never dream of going from London to Edinburgh by way of Land's End, especially if the London—Land's End road was beset by hazards and pitfalls.

Yet that is just the kind of indirect, hazardous journey a steroid hormone is doomed to follow when it is swallowed in common tablet form. Its passage is necessarily diverted through stomach and liver, though it is an established fact that up to one-half of such swallowed hormone is destroyed and inactivated by these organs.

In the form of 'Linguets' (specially prepared sublingual tablets) steroid hormones follow a DIRECT route from mouth to target organs via transbuccal absorption. Their *safe passage* is assured, as they completely by-pass the hormone-destroying stomach and liver.

'Linguets' are *simply* and *conveniently* deposited beneath the tongue or between cheek and gum by the patient, who is instructed to refrain from swallowing saliva. Owing to the special composition of 'Linguets,' the hormone is gradually absorbed through the buccal capillary network into the blood stream and thence direct to the target organs.

Because the 'Linguet' route avoids loss by inactivation it is the most *economical* route.

As gastro-hepatic inactivation of up to 50 per cent is avoided, hormones in the form of 'Linguets' will accomplish *up to twice as much as* the ordinary oral hormone tablet. In fact, to cite a specific instance, the official dosage for sublingual methyltestosterone given by the XIIIth edition of the U.S. Pharmacopoeia is *only half that of the oral (swallowed) dose*.

Obviously, then when oral hormone therapy is indicated, the 'Linguet' hormone route *is the one to rely on for safe, economical, DIRECT passage of hormone from mouth to target organs*.

PERANDREN (methyltestosterone* B.P.)	5, 10, 25 and 50 mg.
LUTOCYCLIN (ethisterone* B.P.)	5, 10 and 25 mg.
ETICYCLIN (ethinyl oestradiol*)	0.01 and 0.05 mg.
PERCORTEN (deoxycortone acetate* B.P.)	1 mg.

In bottles of 25, 100, and 500.

The majority of the steroid hormones are included in the National Formulary which refers (p.10) to the advantages of sublingual absorption.

*It is essential to specify 'Linguets' to ensure satisfactory sublingual absorption as ordinary oral tablets have been shown to be much less effective by this route. (See *J. clin. Endocrinol.*, 1950, 10, 248).

MAIN INDICATIONS	'LINGUET' THERAPY
In the Male :- Hypogonadism, eunuchism, cryptorchidism, male climacteric. Carcinoma of the prostate.	Perandren Eticyclin
In the Female :- Habitual and threatened abortion. The climacteric, pruritus vulvae, suppression of lactation, leucorrhoea, induction of labour. Carcinoma of the breast (cases over 60). Amenorrhoea, functional uterine bleeding, certain cases of sterility. Dysmenorrhoea, intermenstrual bleeding. Metropathia haemorrhagica. Carcinoma of the breast, mastopathia.	Lutocyclin Eticyclin Eticyclin and Lutocyclin combined Eticyclin or Lutocyclin Lutocyclin or Perandren Perandren
In conditions common to both sexes :- Prematurity, enuresis, Simmonds's disease, Cushing's syndrome. Cardiovascular diseases. Acne, buccal leukoplakia. Addison's disease and other conditions associated with adrenal cortical deficiency.	Perandren Perandren or Eticyclin Eticyclin Percorten

By specifying 'Linguets' maximum economy is ensured since they cost no more than tablets.

More detailed literature and a sample are available on request.

'Perandren,' 'Lutocyclin,' 'Eticyclin,' 'Percorten,' and 'Linguets' are registered trade marks. Reg. user :

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