

Singoserp lowers J.M.'s blood pressure without the usual rauwolfia side effects.

Contributors

Ciba Laboratories

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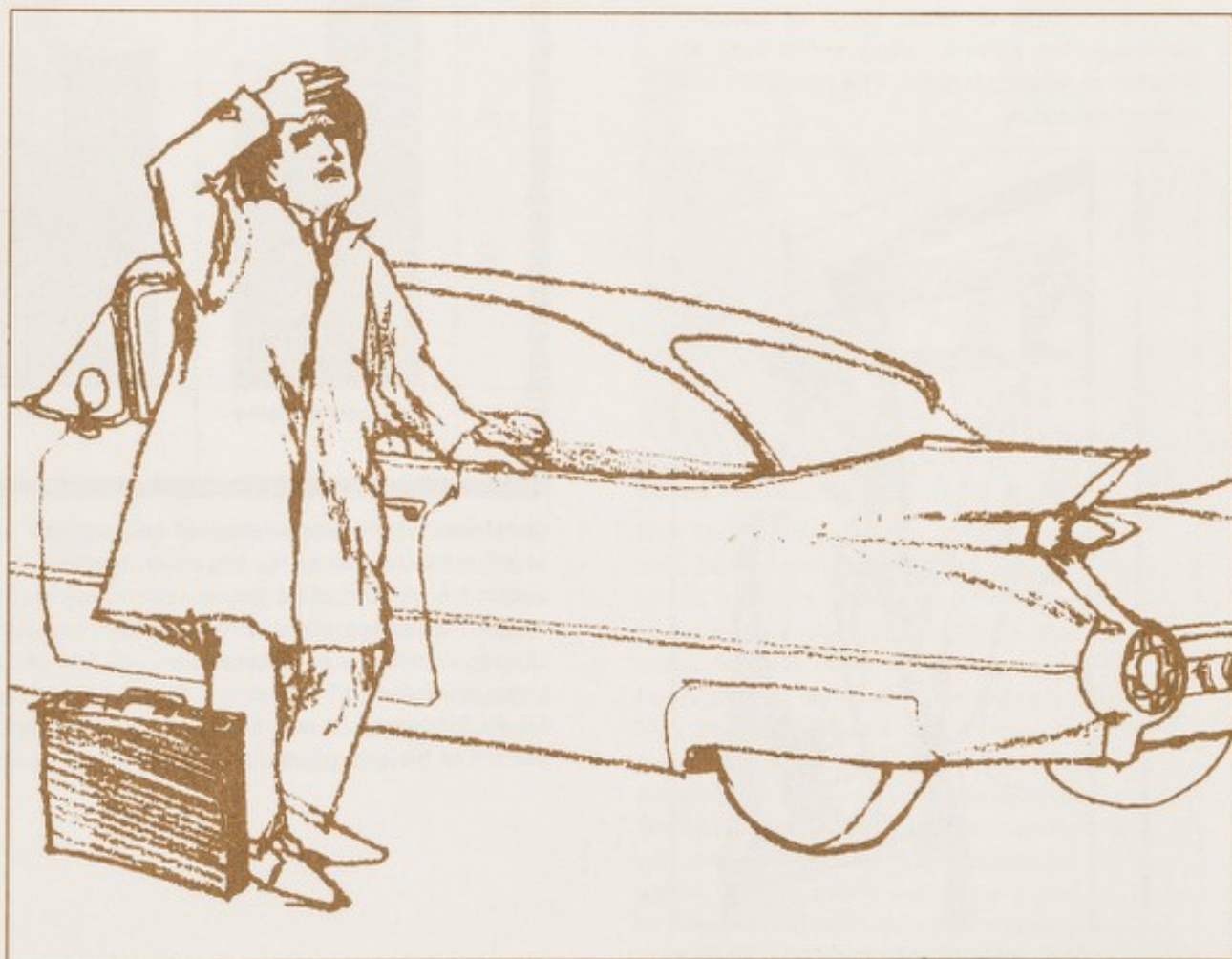
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**Singoserp[®] lowers J.M.'s blood pressure
without the usual rauwolfia side effects***

*Case history from the files of a Boston internist.



Singoserp

first to try in new hypertensive patients

first to add in patients taking other antihypertensive drugs

DOSAGE

New Patients: Average initial dose is 1 to 2 tablets (1 to 2 mg.) daily. Some patients may require and will tolerate 3 or more tablets daily. Maintenance dose will range from $\frac{1}{2}$ to 3 tablets (0.5 to 3 mg.) daily. When necessary for adequate control of blood pressure, more potent agents may be used adjunctively with Singoserp in doses below those required when they are used alone.

Patients Taking Other Antihypertensive Drugs: Add 1 to 2 Singoserp tablets (1 to 2 mg.) daily. Dosage of other agents should be revised downward to a level affording maximal control of blood pressure and minimal side effects.

SIDE EFFECTS AND PRECAUTIONS

The side effects of Singoserp are less frequent and milder than those of conventional rauwolfia drugs. Reports of emotional depression associated with the use of Singoserp have been rare. A number of patients manifesting symptoms of depression during treatment with conventional rauwolfia drugs either have not had a recurrence of those symptoms or have actually been relieved of them when given Singoserp in doses producing adequate control of blood pressure.

Since rauwolfia preparations are known to stimulate the secretion of gastric fluids, caution should be exercised in administering Singoserp to patients with peptic ulcer or with histories suggestive of this disorder.

SUPPLIED

Tablets, 1 mg. (white, scored); bottles of 100.

Singoserp[®]
(syrosingopine CIBA)

C I B A
SUMMIT • NEW JERSEY



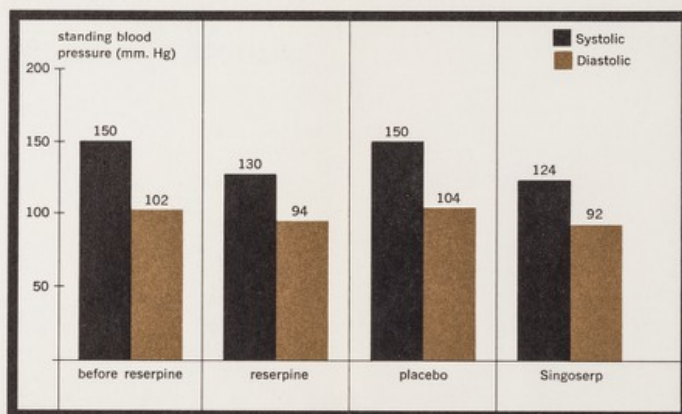
J.M., a warm, outgoing, vigorous man of 38, is a very successful salesman. But in spite of his success, Mr. M. worries—about his family, his job, and especially about his health. Three years ago attacks of dizziness led him to consult a physician. Examination revealed that diastolic blood pressure was approximately 20 mm. Hg above normal. There were no eye-ground changes or other signs of vascular pathology; the patient's dizzy spells were attributed to anxiety-tension. The physician prescribed reserpine.



Mr. M.'s blood pressure was well controlled by reserpine, but he developed severe nasal congestion. He found the rauwolfia-induced nasal stuffiness a great handicap in his work: "My customers thought I had a cold and would try to end our interviews as fast as possible."

DOUBLE BLIND STUDY SHOWS:

Singoserp spares J.M. from rauwolfia-induced nasal congestion



Convinced of the importance of keeping Mr. M.'s blood pressure down, his physician decided to try Singoserp. A controlled therapeutic study was arranged in cooperation with another physician. During successive three-week periods, Mr. M. was given reserpine (0.5 mg. daily), then a placebo, and finally Singoserp (1 mg. b.i.d.). At no time did the patient or his own physician know what medication

was being given. Reserpine controlled Mr. M.'s blood pressure adequately, as it had before, but again caused severe nasal stuffiness. On the placebo, blood pressure rose to pretreatment levels, and the patient became increasingly nervous and apprehensive. Singoserp brought his blood pressure down to near-normotensive levels—without causing nasal congestion or other side effects.



Now that his blood pressure is under control and he's free of drug side effects for the first time, Mr. M. is able to work at top efficiency. With much of his anxiety dissipated by the successful treatment, he gets more pleasure from evenings at home playing with his three young children. Mr. M.'s physician makes this comment about his case: "Singoserp is an ideal drug for hypertensive patients like J. M.—patients whose blood pressure is elevated but in whom vascular damage has not yet occurred. Usually these people are tense and active. I believe they should be treated in order to forestall vascular changes, but they won't accept drugs that curb their drive or interfere with their daily activities. That's why I prescribe Singoserp. It's an effective antihypertensive in early hypertension, but in our experience has decidedly fewer side effects than other rauwolfia compounds."