"Doctor, I feel awful": once, she might have been diagnosed as "anxiety state": 'Aventyl' lightens the troubled mind.

Contributors

Eli Lilly and Company

Publication/Creation

[between 1964 and 1967?]

Persistent URL

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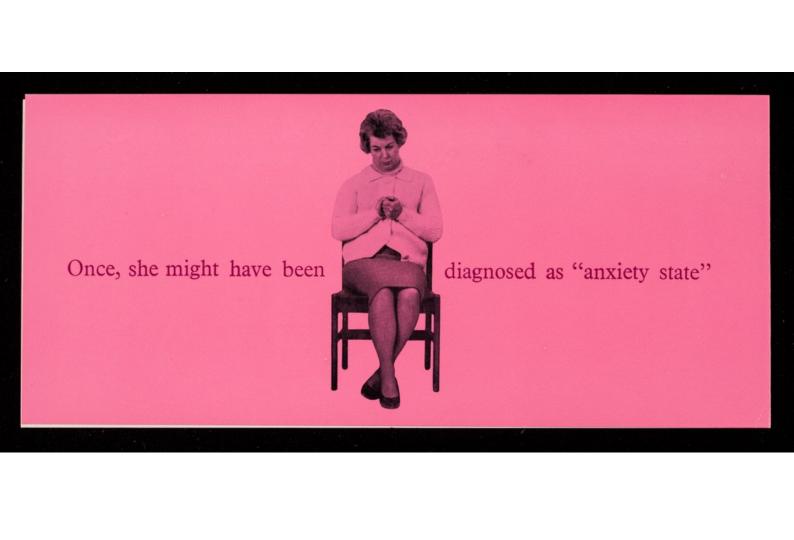
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'AVENTYL'™ lightens the troubled mind

Today, you know that she might be a depressive but it doesn't seem as simple as all that. The truth of the matter is that patients don't always fit neatly into diagnostic categories. They may suffer from such diverse symptoms as depression, agitation, loss of appetite and tension-fatigue at the same time. The great strength of 'Aventyl' is that its beneficial actions range widely over the symptoms which plague these problem patients.

'Aventyl' is not merely an antidepressant, nor is it a combination of drugs. It is a single substance which relieves a constellation of mental and emotional symptoms embracing depression, anxiety and their effects on awareness and mood.

'Aventyl' is not a monoamine oxidase inhibitor and no serious side-effects have been reported at normal dosage.

Indications

Depression
Anxiety
Psychoneuroses
Psychosomatic disorders
Behaviour disorders in children
As a supplement to other treatment in senile
psychoses, mental retardation and
schizophrenia.
Whether the patient's mental illness is due
to depression or anxiety or a combination
of both, there is a strong likelihood that
there will be an encouraging response to
'Aventyl'; for 'Aventyl' shows not only a
powerful antidepressant effect but also
marked tranquillising action. This prompt
calming effect appears to come into play,
relieving anxiety-tension and hostility even
when depression as such is not a factor.

Contra-indications

'Aventyl' should not be given with monoamine oxidase inhibitors or within 10–21 days of their being discontinued. This is to avoid possible potentiation of M.A.O.I. side-effects.
Because of its anticholinergic activity,
'Aventyl' should be used cautiously in
patients with glaucoma or a tendency
towards urinary retention. Care should be
employed when 'Aventyl' is given with
sympathomimetic drugs.

Side-effects

Side-effects are generally mild and infrequent, e.g. dry mouth, drowsiness, constipation, dizziness.

Dosage

Usual recommended dosage (in divided doses):—
Adults: 20–100 mg. daily.
Children: 10–75 mg. daily (1–2 mg./kg. bodyweight).

Although the dose should be adjusted to the needs of the individual patient, most adults respond well to 25 mg. three times daily. In mildly anxious or depressed patients, and in psychosomatic conditions, 10 mg. three or four times daily, has been found satisfactory.

Presentation

'Pulvules' of 10 mg. and 25 mg. Liquid containing 10 mg. per 5 ml. teaspoonful in bottles of 120 and 480 ml.

Basic Net Cost to N.H.S.

F Ma 21 HBR

'Pulvules' 10 mg. 25 cost 2/8 from pack 25 mg. 25 cost 5/4 of 100 Liquid: 120 ml. costs 4/8 (subject to Purchase Tax)

Descriptive literature available on request.

'AVENTYL' wide spectrum mood enhancer

ELI LILLY AND COMPANY LIMITED

BASINGSTOKE

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