When pollen springs into life...: Rynacrom: disodium cromoglycate for hay fever.

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## When pollen springs into life...





sodium cromoglycate for hay fever

In the form of Intal, Sodium Cromoglycate BP is already proven as avaluable anti-allergic therapy. \*\*Theintroduction of Rynacrom now makes sodium cromoglycate available for the control of symptoms of hay fever. Administration is by a specially designed nasal insufflator that is recharged with a Rynacrom capsule at each application.

Clinical trial results show that Rynacrom significantly reduces rhinorrhoea and nasal

obstruction in hay fever and that the treat-ment is easy and well accepted by patients. A characteristic feature of SCG therapy is the extremely low incidence of side effects. <sup>1,2,3</sup> For this reason many of the problems of conventional hay fever therapy do not arise with

### At the first sneeze of summer

Rynacrom is supplied as capsules containing Sodium Cromoglycate BP 10 mg together with an inert carrier (Lactose BP 10 mg), for use in a specially designed Rynacrom insuf-

flator.

References: 1. Altounyan REC, and Howell JBL, Treatment of Asthma with Sodium Cromoglycate (FPL 670, 'Intal'). Respiration, 1969, 26, 131 (Suppl).

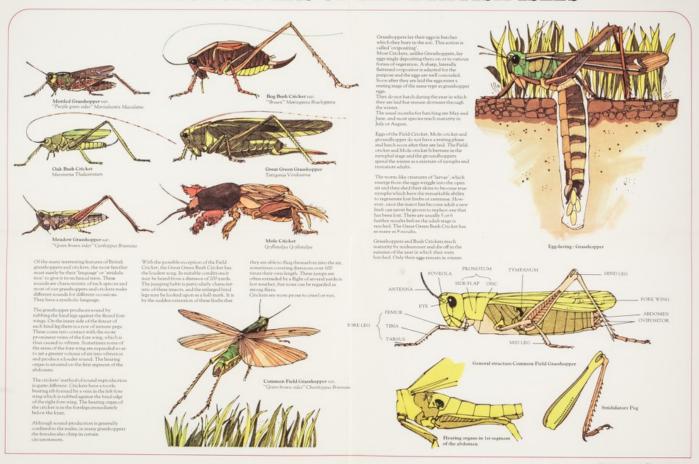
2. Kennedy MCS, Sodium Cromoglycate in the Control of Asthma. A Double-BlindTrial. Brit J Dis Chest, 1969, 63, 96.

3. Backman A, Holopainen E, and Salo OP, Effect of Sodium Cromoglycate on Seasonal Allergic Rhinitis. Lancet, 1971, i, 55.

4. Capel LH, and McKelvie P, Sodium Cromoglycate in Hayfever, Lancet, 1971, i, 575.

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## **GRASSHOPPERS OF THE BRITISH ISLES**



# RYNACROM for hay fever

**Description:** Rynacrom is a presentation for insufflation of Sodium Cromoglycate BP, 10 mg in powder form, together with an inert carrier (Lactose BP 10 mg).

Sodium cromoglycate has no anti-inflammatory or decongestant activity. Its principle action is to inhibit the release of inflammatory agents (such as histamine, bradykinin) from sensitised cells in the nose. This property offers a new approach to the management of seasonal allergic rhinitis – prophylactic rather than symptomatic therapy.

Indication: Seasonal allergic rhinitis.

Administration: Rynacrom is presented in a single dose hard gelatin capsule for use in a specially developed nasal insufflator.

Dosage: 2 capsules 4 times daily.

Since sodium cromoglycate therapy is prophylactic, it is important that the patient be instructed to maintain regular dosage, as distinct from insufflating the drug intermittently to relieve symptoms.

Concomitant therapy: Concomitant antihistamine therapy can often be reduced or discontinued when the allergic rhinitis has been brought under control.

Withdrawal of Rynacrom therapy: As the action of sodium cromoglycate is prophylactic rather than curative, continuity of therapy is important in patients who have gained benefit. It should be borne in mind that symptoms of allergic rhinitis may recur when Rynacrom is discontinued.

Contra-indications: There are no specific contra-indications. As with all new drugs, it is advisable, where possible, to avoid use during pregnancy, especially in the first trimester.

Side effects: No serious side effects attributable to sodium cromoglycate have so far been reported. Occasionally, slight irritation of the nose may occur on insufflation of the powder.

Pack and Price: Rynacrom is presented as capsules, supplied in packs of 100\*. Basic NHS cost £3.15.
Rynacrom insufflators are supplied in individual containers.\*
Basic NHS cost 47p.

\*Instructions are supplied with each pack.



Further information is available from: FISONS LIMITED – PHAR MACEUTICAL DIVISION Loughborough, Leicestershire, England.