

Glaxo brief : a few minutes reading from Glaxo.

Contributors

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Glaxo brief

a few minutes reading
from Glaxo

Ceporex has given
a clinical success rate
of over 85% in
pneumonia

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Ceporex is rapidly and virtually completely absorbed and gives high blood levels within an hour of administration. Its wide range of activity includes most gram-positive organisms (including penicillin-resistant staphylococci) and most of the gram-negative organisms which can be responsible for respiratory tract disease. Its kill of sensitive bacteria and low toxicity make Ceporex ideally suited to the treatment of pneumonia and other respiratory infections. And it can be considered in patients hypersensitive to the penicillins.

Ceporex has given similar success in urinary tract, skin and soft-tissue infections and otitis media.

Successful treatment starts with
Ceporex (cephalexin)
the more completely absorbed *oral* antibiotic

Ceporex— a presentation to suit almost every patient-need

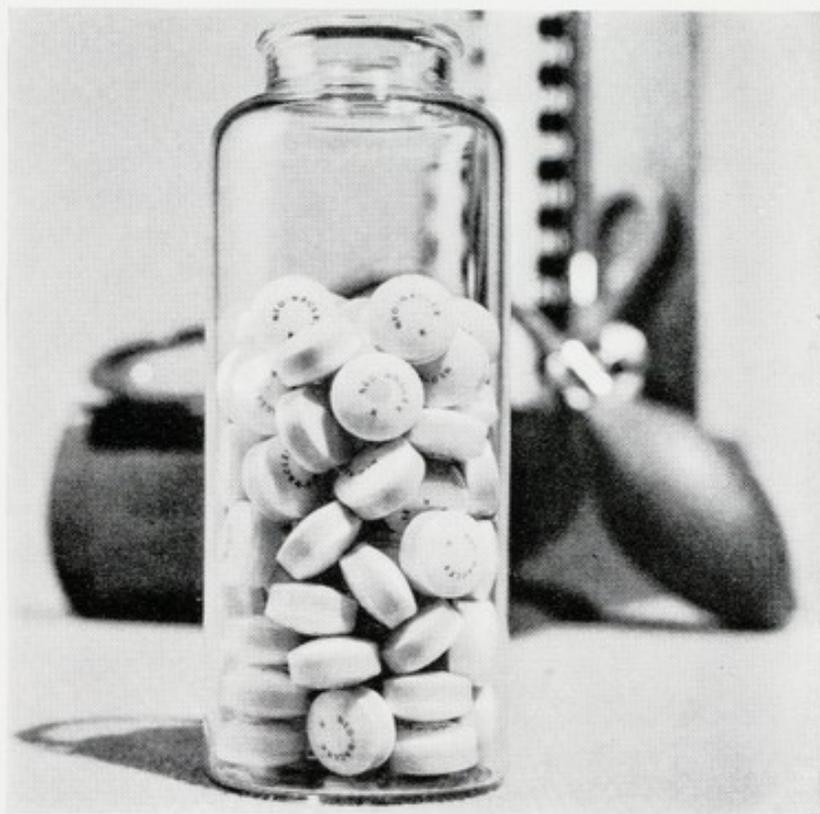
Ceporex 250 mg tablets and capsules are the smallest cephalixin presentations available, so they're easy to swallow. They are suitable for the treatment of such infections as acute cystitis, bacterial pharyngitis and tonsillitis.

Ceporex 500 mg tablets or capsules are the only cephalixin presentations available in this strength. They provide a convenient means of administering the higher dosage required for more serious infections such as pyelonephritis and acute bronchitis, because it means patients take fewer capsules or tablets.

The 250 mg/5 ml syrup is the first cephalixin syrup available in this strength. Its pleasant fruit flavour makes it very acceptable to children and the elderly. And the syrup is the answer for those not able to swallow capsules or tablets. Successful treatment starts with Ceporex.

Presentation	Net hospital price		
	£	£	s d
 250 mg : 20 tablets	3.75		3/15/0
250 mg : 100 tablets	18.00		18/0/0
 500 mg : 20 tablets	7.37		7/7/6
500 mg : 100 tablets	35.50		35/10/0
 250 mg : 20 capsules	3.75		3/15/0
250 mg : 100 capsules	18.00		18/0/0
 500 mg : 20 capsules	7.37		7/7/6
500 mg : 100 capsules	35.50		35/10/0
 250 mg/5 ml syrup : 100 ml	3.75		3/15/0
	Prices are expressed in decimal and £ s d currencies		

Unique tablet for the safer management of hypertension— Neo-NaClex-K



Neo-NaClex-K is a unique two-layered tablet for use in all grades of hypertension. The white layer contains 2.5 mg bendrofluzide which lowers the blood pressure in mild hypertension by an average of 10 to 15 mm Hg and maintains this fall on a low dosage. In severe hypertension, the addition of a more potent drug will produce an adequate fall with a dosage up to 50% less than that required without the thiazide treatment. This leads to a corresponding reduction of side effects from the more potent drug. The coloured layer of each Neo-NaClex-K tablet contains 630 mg potassium chloride which is normally adequate to replace any potassium loss associated with thiazide therapy.

Presentation	Net hospital price		
	£	£	s d
100 tablets	0.82 $\frac{1}{2}$		16/6
500 tablets	3.75		3/15/0

Quantity rates are available on request
Prices are expressed in decimal and £ s d currencies

One Neo-Cytamen injection treats pernicious anaemia for two to three months



Laboratory reports have shown that higher and more persistent B₁₂ serum levels are obtained with hydroxocobalamin (Neo-Cytamen) than with cyanocobalamin.¹ A report of a study of patients on maintenance treatment for pernicious anaemia concluded that "1,000 micrograms of hydroxocobalamin every three months should be adequate."² "From both biological and therapeutic aspects, hydroxocobalamin is preferable to cyanocobalamin and should therefore become the standard preparation for the treatment of vitamin B₁₂ deficiency."¹

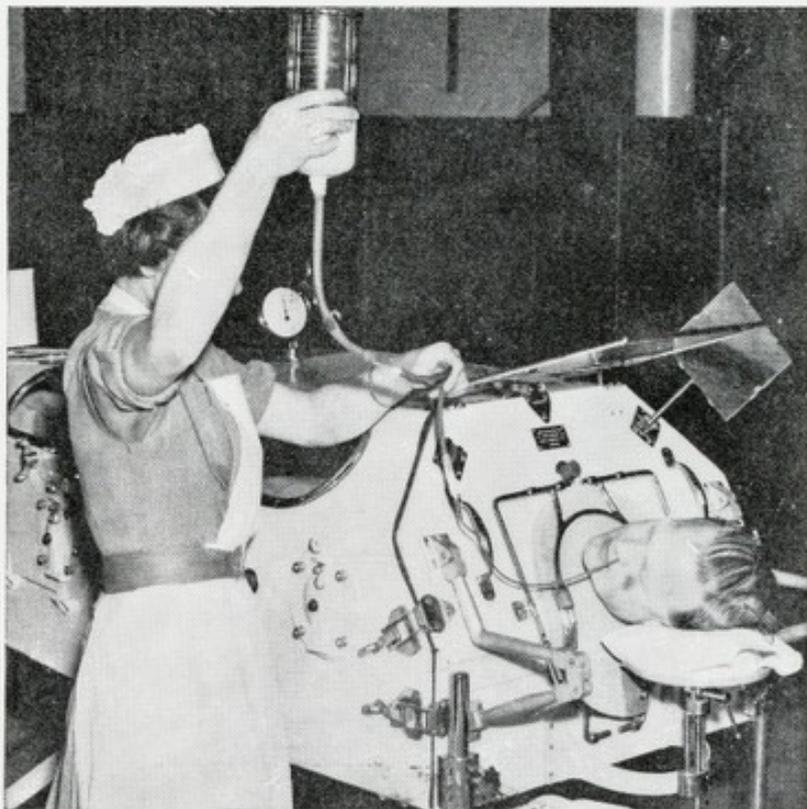
1. *Lancet* (1965) 2, 1,305

2. *Practitioner* (1966) 196, 859

Presentation	Net hospital price		
	£	£	s d
250 micrograms per ml : 6 x 1 ml ampoules	0.14		2/9
1,000 micrograms per ml : 100 ampoules	2.10		2/2/0

Prices are expressed in decimal and £ s d currencies

Complan— when nutrition is a problem



Complan greatly simplifies nutritional problems in hospitals and nursing homes. Complan contains the protein, carbohydrates, fats, vitamins and minerals necessary to maintain a nutritional state in the patient as near the normal as possible. Patients who are unable or unwilling to swallow solid food may be completely nourished by Complan alone — administered as a drink or as a tube feed. The ingredients are in the form of a powder which forms a stable emulsion when mixed with water.

A detailed leaflet is available on request.

Presentation	Net hospital price		
	£	£	s d
1 lb (454 gram) cartons	2.55	2/11/0	
		per doz	
14 lb (6,350 gram) tin	2.97	2/19/6	
		each	

Prices are expressed in decimal and £ s d currencies

Tinaderm Cream and Powder the effective answer to athlete's foot

Tinaderm Cream and Powder — combined medication that provides the effective answer to athlete's foot. Tinaderm Cream and Powder, containing 1% tolnaftate, set a new standard of success in the treatment of acute and chronic dermatophyte infections of the skin, like tinea pedis (athlete's foot). Tolnaftate is not a keratolytic agent. It does not cause desquamation but penetrates lesions to kill the infecting fungi.

Tinaderm Cream brings relief from burning, itching and discomfort — often within 48 hours — followed by prompt clearance of lesions. The anti-fungal Powder completes the treatment. Tinaderm Powder assists the action of tolnaftate by drying up perspiration and improving the patient's foot hygiene. It also guards against re-infection and the spread of infection to the family.

Presentation	Net hospital price		
	£	£	s d
Tinaderm Cream :			
15 gram tube	0.19		3/9
Tinaderm Powder :			
50 gram sprinkler tin	0.22½		4/6

Quantity rates are available on request
Prices are expressed in decimal and £ s d currencies
Tinaderm preparations are manufactured and distributed for Schering Corporation, USA

In bronchitis— you can rely on Ceporin

Only an injectable antibiotic penetrates quickly to the infected tissues, giving rapid, high blood levels and a better and more reliable response. And Ceporin (cephaloridine) is the injectable antibiotic to use. It gives a rapid kill of sensitive bacteria — so important when the respiratory tract is weakened by chronic disease. It is highly active against most gram-positive organisms (including penicillin-resistant staphylococci) and many gram-negative organisms, especially *E. coli*, many strains of *Klebsiella pneumoniae* and *Haemophilus influenzae*. In addition Ceporin has very low toxicity, little cross-sensitisation with penicillin and is virtually painless on injection.

When you need the better response of an injectable antibiotic for acute or acute on chronic bronchitis, you can rely on Ceporin.

Presentation	Net hospital price		
	£	£	s d
5 x 100 mg vials	1.17	1	3/6
5 x 250 mg vials	1.75	1	15/0
5 x 500 mg vials	3.37	3	7/6
5 x 1 gram vials	6.60	6	12/0

Quantity rates are available on request

Prices are expressed in decimal and £ s d currencies

Glaxo 

Glaxo Laboratories Ltd, Greenford, Middlesex

Ceporex, Ceporin, Complian, Cytamen, NaClex and Tinaderm are trade marks

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