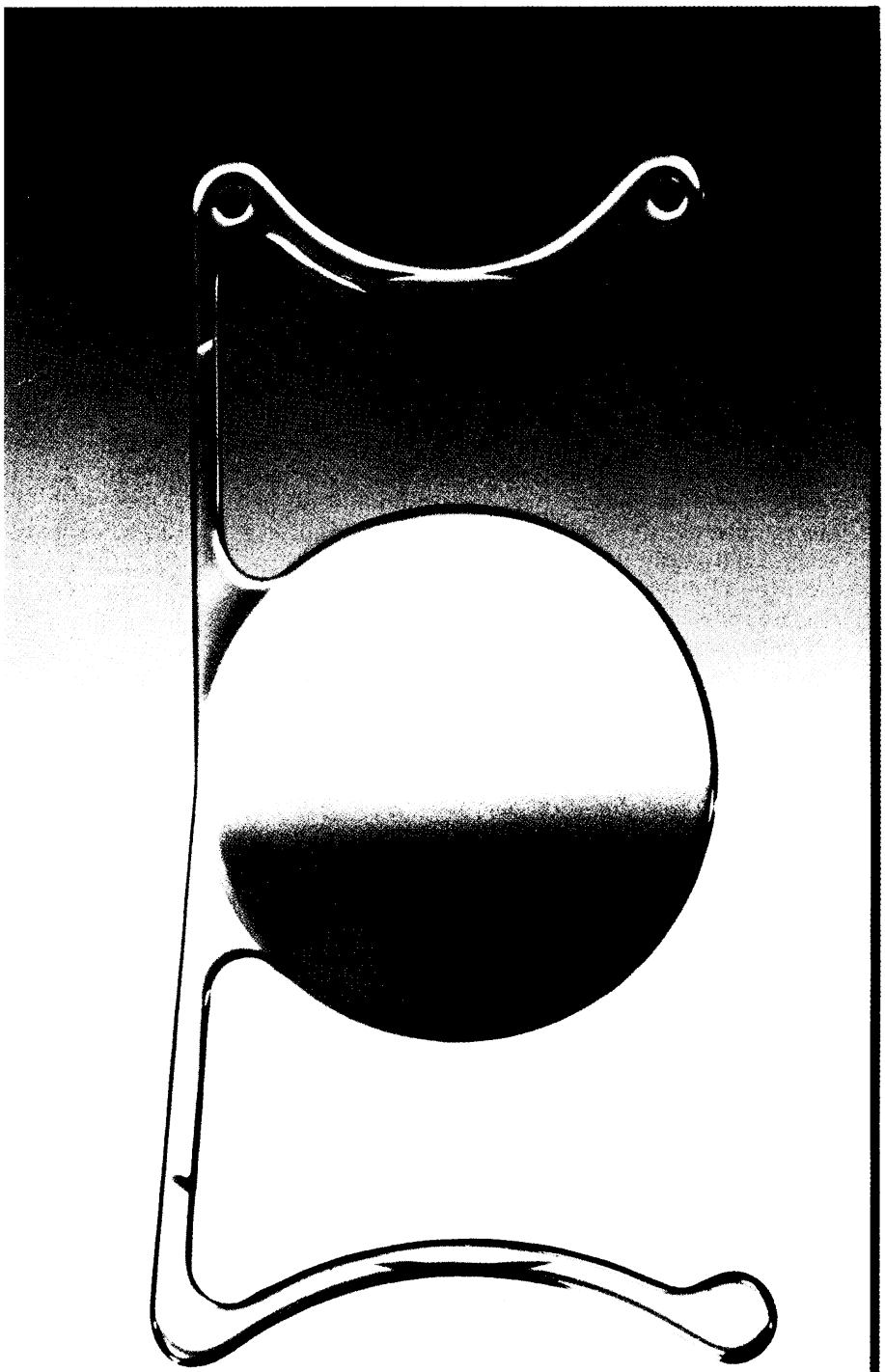
The Kelman™ Quadraflex™* anterior chamber lens from CILCO.™



The Kelman™ Quadraflex™ anterior chamber lens is designed by Charles D. Kelman, M.D. and is lathe cut in a single piece from Perspex® CQ polymethylmethacrylate.

Diameter of the optic is 5.0 mm. The full range of diopter powers is available. Width of the superior footplate is 5.0 mm. Width of the inferior footplate is 6.0 mm. Sizes (overall diagonal length) range from 11.5 mm to 13.5 mm in 0.5 mm increments.

Videotape on implantation of the Kelman Quadraflex lens is available for loan from CILCO's United Kingdom office. Write or telephone for further information.

CILCO™

England: CILCO, Inc., 3 Waterdene House, Water Lane, Leighton Buzzard, Bedfordshire LU77AW
Telephone: (0525) 381122
TLX: 848 507

Europe, Middle East and Africa: CILCO SARL, 99 rue Georges Clemenceau, Cannes, France 06400
Telephone: (93) 38 06 99
TLX: 470 900

Australia: A.O. Medical Company
51 Stead Street
South Melbourne 3205, Victoria
Telephone: Melb. 690 2608
TLX: SLE MED 35763

Canada: CILCO Canada, Simcoe Building
Suite 206, 345 Kingston Road
Pickering, Ontario L1V1A1
Telephone: 416/286-1416

U.S.A.: CILCO, Inc., 1616 13th Avenue
Huntington, West Virginia 25701
Telephone: 304/697-4422
TLX: 886 453

*Patented

AN IMPORTA
IN THE TR
OF HERPES SIMP

ZOVIRAX is a highly selective antiherpes agent with a fundamentally different mode of action, and extremely low toxicity.

● Unique mode of action
A Wellcome discovery, ZOVIRAX is the first antiherpes agent that is activated to any significant extent only when the herpes simplex virus is present. ZOVIRAX is converted to a monophosphate form by a herpes-specific thymidine kinase enzyme. This starts a chain of events resulting in the active compound, the triphosphate form, which inhibits viral replication. In chemically signalling its presence the virus thus seals its own fate.

● Highly effective with rapid action
In clinical studies ZOVIRAX has been shown to be superior to idoxuridine.[1] In the trial, healing time was quicker with ZOVIRAX.

Antiviral activity has been well demonstrated in *in vitro* studies. ZOVIRAX ".. was found to be between 5 and 10 times more active than cytarabine, idoxuridine and trifluorothymidine, and more than 100 times more active than vidarabine."[2]

● Greater selectivity
Because of its unique mode of action, ZOVIRAX can be regarded as an ultra-selective agent. Once "bioactivated" it has a 10 to 30-fold greater affinity for viral DNA polymerase than for cellular polymerase. In tissue culture experiments it was 3,000 times more active against the herpes simplex virus than it was against the host cell.[3]

● Low toxicity in normal cells
Because of its ultra-selectivity, ZOVIRAX has extremely low toxicity. A report on this selectivity describes ZOVIRAX as ".. a new class of antiviral agent that has extremely low toxicity for normal cells while having an inhibitory activity against HSV which is greater than that of any hitherto known compound."[3]

● An agent of promise
Wellcome take particular pride in introducing ZOVIRAX, a preparation which we believe heralds a new era in antiviral chemotherapy.

1. Collum, L M T *et al Brit. J. Ophthalmol.*, (1980), **64**, 766 **2.** *J. Antimicrob. Chemother.*, (1979), **5**, 431 **3.** *Proc Natl Acad Sci USA.*, (1977), **74**/12, 5716

PRESCRIBING INFORMATION **Presentation** Acyclovir 3 per cent w/w in a white soft paraffin base. **Uses** Treatment of herpes simplex keratitis. **Dosage and administration** A 1 cm ribbon of ointment should be placed inside the lower conjunctival sac five times a day at approximately four-hourly intervals. Treatment should continue for at least 3 days after healing is complete. **Contra-indications** Patients with a known hypersensitivity to acyclovir. **Warnings and adverse effects** For ophthalmic use only. Transient mild stinging immediately following administration occurs in a small proportion of patients. Superficial punctate keratopathy has been reported but has not resulted in patients being withdrawn from therapy, and healing has occurred without apparent sequelae. (PL 3/0150)

Further information is available on request. Wellcome Medical Division, The Wellcome Foundation Ltd., Crewe, Cheshire

NT ADVANCE
:ATMENT
.EX INFECTIONS

NEW ZOVIRAX* OPHTHALMIC OINTMENT

ACYCLOVIR

The effective, more selective antiviral

* Trade Mark

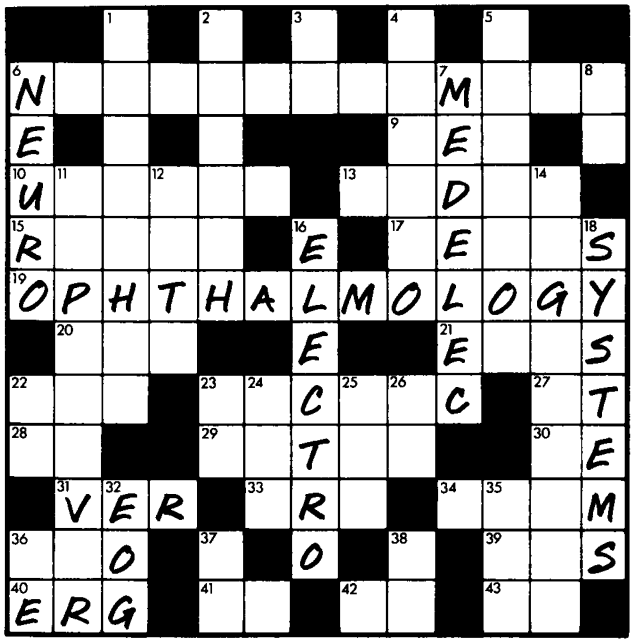
Wellcome

TEARS Naturale

An artificial tear drop for dry eye syndrome
High tear retention – low viscosity

Alcon

Alcon Laboratories (U.K.) Limited Imperial Way Watford Hertfordshire England WD2 4YR. Tears Naturale is for the treatment of dry eye syndromes associated with deficient tear secretion of deficient mucous.
Dosage and administration: Tears Naturale is a clear colourless sterile solution containing Dextran70 USP 0.1% and Hydroxypropyl Methylcellulose (Hypromellose) 0.3% preserved with Benzalkonium Chloride 0.01% and Disodium Edetate 0.05%. The normal dose is one to two drops into the eye(s) as frequently as required to relieve eye irritation symptoms.
Contra-Indications: Known hypersensitivity to Benzalkonium Chloride. This product should not be used when soft contact lenses are being worn.
Basic NHS cost £1.60 P.L. 0649/0031. Full prescribing information available on request.

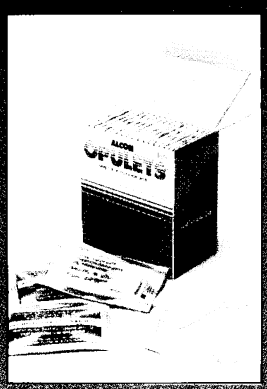


Non-returnable

new from ALCON

OPULETS

true, single-dose, sterile eye drop system



Snap-off non-returnable cap

Minimal risk of contamination

Dose measurement simplified

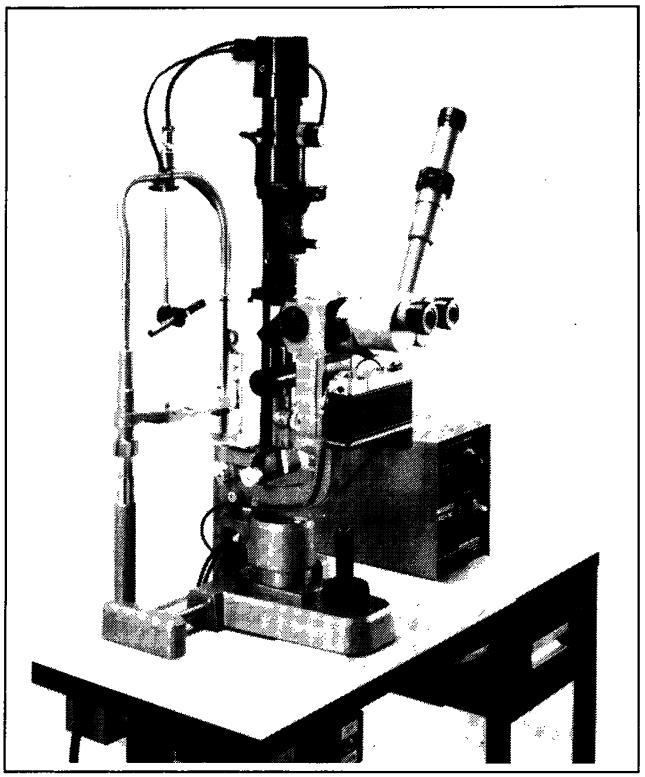
Simplicity of application assured

Economical

Opulets from Alcon—a true single dose, sterile eye drop system. Each sterile unit contains sufficient solution for just one dose and the non-returnable cap makes disposal essential. The risk of contamination is minimized, dose measurement is simplified and ease of use is assured. Now available in packs of twenty: Chloramphenicol 0.5%, Cyclopentolate 1.0%, Fluorescein 1.0%, Sodium Chloride 0.9%, Atropine 1.0%, and Benoxinate 0.4%. Future additions to the range will be made at regular intervals.

ALCON

topcon
photo slit lamp
SL-5D



Camera can be attached without cluttering microscope area and without hampering Slit Lamp Operations.
Unit design photographic system and monocular tube makes attachments and exchanges very simple.
Stereo-photographs can be taken easily with one shot.
Three magnification changes for observation and photography.
Camera operated by depressing the release button on joystick control lever and utilizing auto-wind system.

TOPCON

European Distribution Centre: Topcon Europe B.V.
Groothandelsgebouw, P.O. Box 29039. 3001 GA Rotterdam
The Netherlands. Tel. 010 - 127279/147691. Telex: 23783

Keeler

Exclusive distributor in
United Kingdom:
Keeler Instruments Ltd., Academic House. 24/28 Oval Road.
London NW1 9 ND Tel. 01-2676157. Telex: 847565.

MAXIDEX

(DEXAMETHASONE 0.1%)

Intensive care steroid for severe ocular inflammations

● the most potent ocular steroid

Dexamethasone has anti-inflammatory effects 30 to 50 times that of cortisone.[1]
Dexamethasone is the most potent of the corticosteroids available for ophthalmic use.

● the ideal ophthalmic vehicle

The Isopto® Vehicle of MAXIDEX:
provides extended activity[2] by prolonged contact time in the eye, increasing opportunity for absorption of the anti-inflammatory agent.

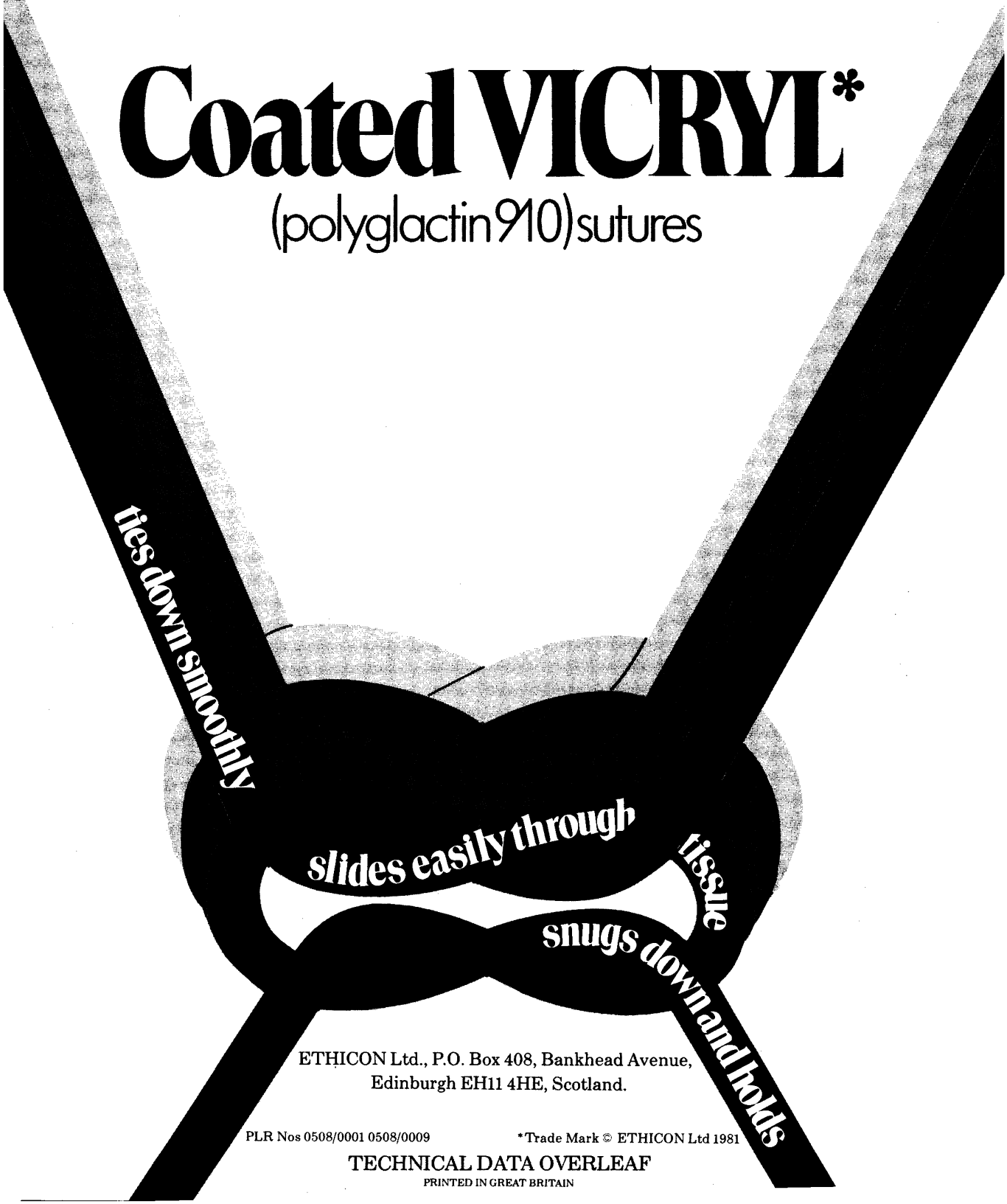
References:
1. Havener, W. H.: Ocular Pharmacology, St. Louis, C. V. Mosby Co., p. 290-1, 294, 1966.
2. Linn, M. T. and Jones, L. T.: Rate of Lacrimal Excretion of Ophthalmic Vehicles, Amer. J. Ophthal. *65*:76, 1968.

ALCON LABORATORIES (U.K.) LIMITED
Imperial Way Watford Hertfordshire England WD2 4YR
Telephone Watford 46133 Telex 923709 Cable Alcon Watford

ETHICON

Coated VICRYL*

(polyglactin 910) sutures



ETHICON Ltd., P.O. Box 408, Bankhead Avenue,
Edinburgh EH11 4HE, Scotland.

PLR Nos 0508/0001 0508/0009

TECHNICAL DATA OVERLEAF

PRINTED IN GREAT BRITAIN

TECHNICAL DATA

STERILISED ABSORBABLE SYNTHETIC SUTURE COATED POLYGLACTIN 910 VICRYL*

Presentation The basic VICRYL (Polyglactin 910) Suture is prepared from a copolymer of glycolide and lactide. The substances are derived respectively from glycolic and lactic acids. The empirical formula of the copolymer is $(C_2H_2O_2)m(C_3H_4O_2)n$.

Coated VICRYL (Polyglactin 910) Sutures are obtained by coating the braided suture material with a mixture composed of a copolymer of glycolide and lactide and an equal amount of calcium stearate. This coating does not affect the biological properties of the suture.

VICRYL (Polyglactin 910) Sutures are coloured by adding D & C Violet No 2 during polymerisation of the lactide and glycolide. Suture may also be manufactured in the undyed form.

These sutures are relatively inert, nonantigenic, nonpyrogenic and elicit only a mild tissue reaction during absorption.

Action Two important characteristics describe the in vivo behaviour of absorbable sutures. The first of these is tensile strength retention and the second absorption rate or loss of mass.

Subcutaneous tissue implantation studies of both VICRYL and Coated VICRYL Suture in rats show at two weeks post-implantation approximately 55% of its original tensile strength remains, while at three weeks approximately 20% of its original strength is retained.

Intramuscular implantation studies in rats show that the absorption of these sutures is minimal until about the 40th post-implantation day. Absorption is essentially complete between the 60th and 90th days.

Uses VICRYL and Coated VICRYL synthetic absorbable sutures are intended for use where an absorbable suture or ligature is indicated.

Dosage and Administration
By implantation.

Contraindications, Warnings, etc.
These sutures, being absorbable, should not be used where extended approximation of tissues under stress is required.

Sutures placed in skin and conjunctiva may cause localised irritation if left in place for longer than 10 days and should be removed as indicated.

The safety and effectiveness of VICRYL (Polyglactin 910) and Coated VICRYL Sutures in neural tissue and in cardio-vascular tissue have not been established.

Pharmaceutical Precautions
Do not re-sterilise.

Legal Category P Pharmacy medicine sold to surgeons and hospitals through surgical dealers.

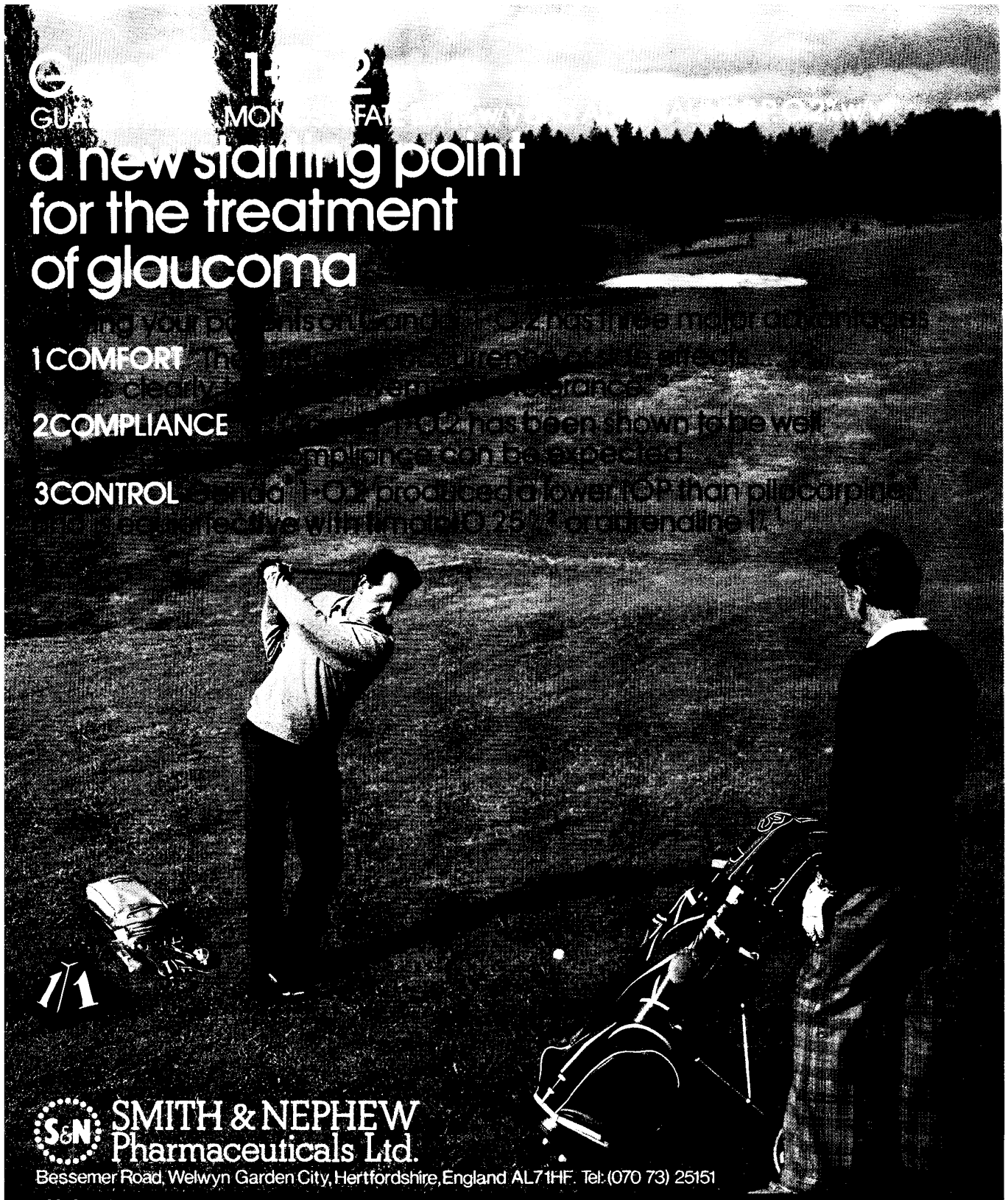
Package Quantities Various lengths of material packaged in sealed aluminium foil sachets. This primary pack is contained in a peel-apart secondary pack. The unit of sales is 12 packs contained in a film wrapped drawer style carton.

Adverse Reactions No suture related adverse reactions were reported during clinical trials, although a number of minor reactions were classified as being of unknown cause.

Product Licence Nos PL 0508/0001
PL 0508/0009

ETHICON LTD.
PO BOX 408, BANKHEAD AVE
EDINBURGH EH11 4HE

*Trademark



SMITH & NEPHEW
Pharmaceuticals Ltd.
Bessemer Road, Welwyn Garden City, Hertfordshire, England AL7 1HF. Tel: (070 73) 25151

DOSAGE AND ADMINISTRATION *Adults:* One drop to be instilled into the eye once or twice daily or at the discretion of the physician. *Children:* At the discretion of the physician.

CONTRA-INDICATIONS, WARNINGS ETC. Ganda 1+0.2 should not be used in the case of a narrow angle between the iris and cornea as pupillary dilation may precipitate angle closure. Occasionally, orbital discomfort or red eye (hyperaemia) may occur. Other side effects, such as local irritation and headache are rare. When used in conjunction with miotics, Ganda 1+0.2 should follow the miotic after an interval of 5-10 minutes. Ganda 1+0.2 should not be used if the solution has become dark amber. The contents of the bottle should be discarded one month after the pouch has been opened. Ganda 1+0.2 is fully potent for two years providing the pouch remains unopened.

PRODUCT LICENCE NUMBER 0033/0075 Full prescribing information is available on request

References 1 Romano J., Nagasubramanian S., and Poinoosawmy D. Double-masked cross-over comparison of Ganda 1.02 (Guanethidine 1% and Adrenaline 0.2% mixture) with Guttae Adrenaline 1% (Simplene 1%) and with Pilocarpine 1% (Sno-Pilo 1%). British Journal of Ophthalmology – in press.
2 Mills K. B. Personal communication. 3 Urner-Bloch U., Aeschlimann J. E., and Gloor B. P. (1980) Treatment of Chronic Simple Glaucoma with an Adrenaline/Guanethidine Combination at Three Different Dosages (Comparative Double-Blind Study) Albrecht v. Graefes Arch. klin. exp. Ophthal. 213, 175-185.

Improve on your most frequent choice

This blue nozzle† makes it easier to apply

Chloromycetin

chloramphenicol eye ointment BP

Ophthalmic ointment

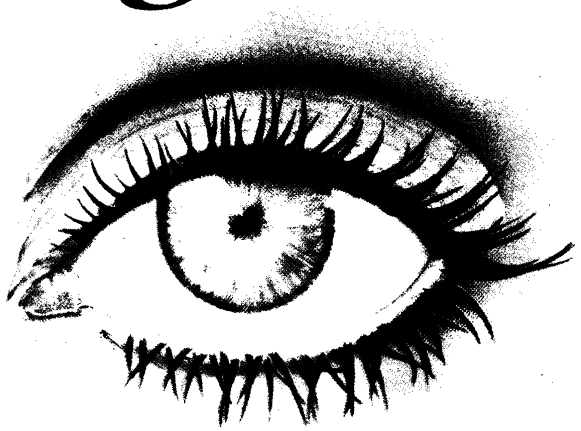
Further information (including data sheet) is available on request:
Parke, Davis and Company, Usk Road, Pontypool, Gwent NP4 0YH. Tel: Pontypool (04955) 2468.

Chloromycetin and the device showing a tube having a blue nozzle are the trade marks of Parke, Davis and Company for ophthalmic preparations containing chloramphenicol. † Blue Nozzle patent no. 8018334 pending.

P456-UK-May 81

PARKE-DAVIS

Many pilocarpine patients don't see the light of day



How many of your glaucoma sufferers still take pilocarpine and see life through a miotic haze?

Today, thanks to 'Timoptol', there's no good reason why they should. 'Timoptol' not only gives superior control of intra-ocular pressure in more patients than pilocarpine[1] but it does so without miosis and with a minimum of blurring, spasm or irritation[2].

Understandably, patients on lifetime glaucoma therapy really appreciate the change[3] and they show it by being more ready to comply with treatment.

'Timoptol' is presented in a special Ocumeter® Dispenser which delivers a metered sterile dose.

One drop of 'Timoptol' twice daily gives day long control of glaucoma without the miotic problems of pilocarpine, helping glaucoma patients to view life in a dramatically different light.

References:
1. *Proceedings of the International Symposium on glaucoma* XXIII International Congress of Ophthalmology, Kyoto, Japan, May 12, 1978, p.41. 2. ibid., p.29. 3. Doig, W.M. *Res & Clin. Forums.*, 1980, 2 (1), p.167.

Ophthalmic Solution

Timoptol®

Timolol maleate, MSD

The bright one

MSD MERCK SHARP DOHME Merck Sharp and Dohme Limited, Hoddesdon, Hertfordshire, EN11 9BU

®denotes registered trademark

6.82TOT81GB7924J

For prescribing information see next page.

New from Glaxo

With significantly less effect on intra-ocular pressure

Eumovate Eye Drops have significantly less effect on intra-ocular pressure than hydrocortisone, betamethasone, prednisolone or dexamethasone eye drops.

'It is therefore of some significance that with clobetasone butyrate it has been possible to dissociate the adverse intra-ocular pressure effect from the advantageous anti-inflammatory effects, and thus we may well have a "safer" steroid for use in ophthalmology.'

Ramsell TG, Bartholomew RS, Walker SR. Br J Ophthalmol 1980; 64: 43-5.

Eumovate Eye Drops
(clobetasone butyrate)

Eumovate-N Eye Drops
(clobetasone butyrate and neomycin)

A new standard of safety in ophthalmology

Prescribing information

Indications
Eumovate Eye Drops are indicated for the treatment of non-infected inflammatory conditions of the eye. Eumovate-N Eye Drops are indicated for inflammatory conditions of the eye where secondary bacterial infection is likely to occur

Dosage and administration
The usual dosage is one to two drops four times a day: for severe inflammatory conditions one or two drops should be instilled into the eye every one or two hours until control is achieved, when the frequency may be reduced

Contra-indications
Viral, fungal, tuberculous or purulent conditions of the eye, hypersensitivity to any component of the preparation. Use is contra-indicated if glaucoma is present. Eumovate Drops and Eumovate-N Drops contain benzalkonium chloride as a preservative and therefore should not be used to treat patients who wear soft contact lenses

Precautions
Although Eumovate Eye Drops have been shown to have little effect on intra ocular pressure in most patients, those receiving long term treatment should have their intra-ocular pressure monitored frequently
Cataract is reported to have occurred after unduly prolonged treatment with some topical corticosteroids and in those diseases which cause thinning of the cornea, perforation has been known to occur
In general, topical steroids should not be used extensively in pregnancy, i.e., in large amounts or for prolonged periods

Side effects
Rises in intra-ocular pressure have been reported in susceptible patients but these are generally much less than with other corticosteroid eye preparations, including hydrocortisone.

Product Licence numbers

Eumovate Drops	4/0260
Eumovate-N Drops	4/0276

Presentation		**Basic NHS cost** (exclusive of VAT) £
Eumovate Eye Drops (in plastic dropper bottles)	5ml	1·80
	10ml	3·33
Eumovate-N Eye Drops (in plastic dropper bottles)	5ml	1·80
	10ml	3·33

Glaxo

Further information on Eumovate Eye Drops and Eumovate N Eye Drops is available from Glaxo Laboratories Limited Greenford, Middlesex UB6 0HE
Eumovate is a Glaxo trade mark

Published by British Medical Association, Tavistock Square, London WC1H 9JR.
Typesetting by Bedford Typesetters Ltd., Bedford, England. Printed by Paramount Printing Co. Ltd., Hong Kong