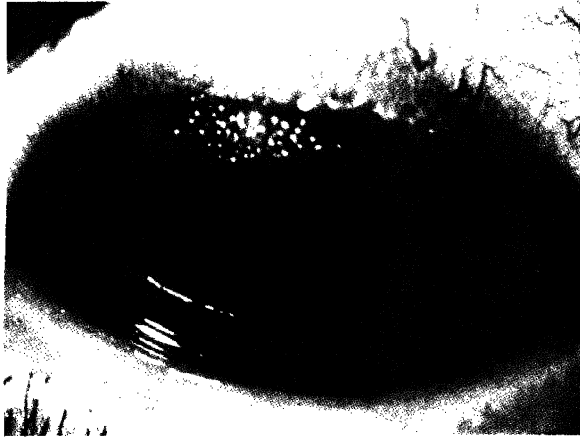
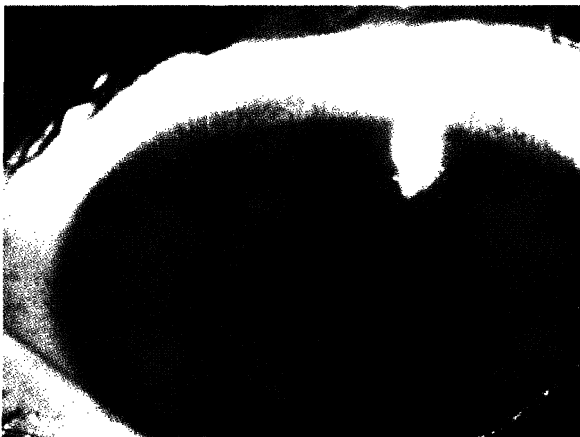


# In his eyes, allergy is much more than a minor irritation.



The superior limbus in a placebo treated eye of a patient suffering from vernal kerato-conjunctivitis, stained with fluorescein. Note the limbal oedema and swelling and the irregularity of the corneal surface.



The opposite eye of the same patient treated with sodium cromoglycate eye drops. Before treatment, both eyes appeared similar.

Allergic diseases of the eye may have extremely distressing symptoms. In the worst cases, itching, soreness, photophobia or blepharospasm can cause such severe discomfort that otherwise strong and healthy patients may become severely incapacitated.

Opticrom (sodium cromoglycate 2% w/v) provides a unique, prophylactic approach to the treatment of allergic eye diseases such as vernal kerato-conjunctivitis and hayfever conjunctivitis.

A recent clinical trial in allergic conjunctivitis due to hayfever showed a 70% success rate—12 cases out of 17.

"Improvement of the complaints was most marked as regards itching. It seems that cromoglycate is a useful contribution to the medical therapy of allergic conjunctivitis as not only did it prove to be effective in the majority of the patients but it did not have any of the ocular side effects which can be so dangerous in corticosteroid treatment."\*

We have produced an illustrated guide showing some of the most common diseases of the external eye. We believe it will provide a useful aid to diagnosis for General Practitioners. If you would like a copy, fill in and post the coupon to Fisons Limited, Pharmaceutical Division, Derby Road, Loughborough, Leicestershire, LE11 0BB.

\*Photographs first published in *Clinical Allergy* [1977] 2: 107-110 and reproduced by kind permission of the publishers.

\*"Atopic conjunctivitis, conjunctivitis vernalis and the cromoglycate effect." In R. Voornorst et al (eds): "The Atopy Syndrome and Organ-Challenge Procedures" (1973); Fisons BV, Zeist, p 71-73.

-----  
Please send me a copy of "External eye disease in General Practice."

Name \_\_\_\_\_

Address \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

JO 2

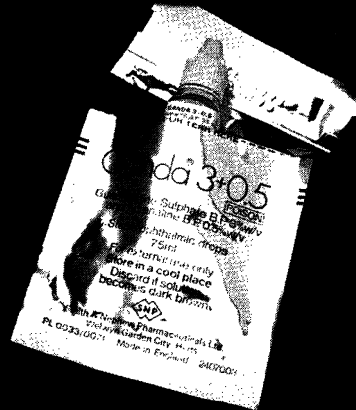
Full prescribing information is available on request from:  
Fisons Limited, Pharmaceutical Division, Loughborough, Leicestershire LE11 0BB.

 **FISONS** Leaders in Allergy Research  
REGISTRED TRADE MARK

(2% w/v SODIUM CROMOGLYCAT E B.P.)



SMITH & NEPHEW PHARMACEUTICALS LTD.  
P.O. Box 7, Bessemer Road, Welwyn Garden City, Hertfordshire, England



# Ganda<sup>®</sup>

**The new effective  
non-miotic therapy for  
open angle glaucoma**

As a combination of guanethidine sulphate and adrenaline in a single bottle, Ganda constitutes a complete therapy.

The potentiation of adrenaline by guanethidine forms the rational basis for this combination. The three formulations offer the clinician flexibility in treatment, and the twice daily dosage contributes to patient acceptability.