



SMITH & NEPHEW PHARMACEUTICALS LTD. OPHTHALMOLOGICAL PRODUCTS

Simplene®

Adrenaline B.P.

EFFECTIVELY REDUCES INTRA-OCULAR
PRESSURE IN OPEN ANGLE, PRIMARY
AND SECONDARY, GLAUCOMA

Simplene, supplied as a sterile ophthalmic solution of adrenaline B.P., is presented in a 7.5ml plastic dropper bottle, designed to ensure patient convenience: available in two strengths, Simplene 0.5% and Simplene 1.0%

DOSAGE AND ADMINISTRATION:

Adult: One drop to be instilled into the eye once or twice daily.

Children: At the discretion of the physician.

CONTRA-INDICATIONS, WARNINGS, etc.:

Simplene should not be used when the diagnosis of open angle glaucoma has not been verified. It is contra-indicated in patients with a narrow-angle because pupillary dilation may precipitate angle-closure glaucoma. Occasionally patients may complain of orbital discomfort or red eye. Rarely, headache, irritation and local skin reactions occur. As with other adrenaline preparations, melanosis may occasionally occur, but this has no pathological significance. Systemic effects are rare but include tachycardia, extrasystoles, and elevation of blood pressure.

When used in conjunction with miotics, Simplene should follow the miotic after an interval of 5-10 minutes.

PL 33/57,72.



Further information is available from

SMITH & NEPHEW PHARMACEUTICALS LTD.

Welwyn Garden City, Herts, England Tel. WG 25151



MAXIDEX

The intensive care steroid for severe ocular inflammations

Maxidex dexamethasone—0.1 %: a potent ophthalmic steroid: the Isopto vehicle to give increased absorption and maximum delivery of the anti-inflammatory agent to the affected area.

MAXIDEX—especially useful in such conditions as iritis, acute and chronic anterior uveitis, cyclitis, thermal and chemical burns, and also post-operatively to reduce inflammatory reactions.

One or two drops of Maxidex, prescribed in accordance with the severity of the condition, will soothe and ease the pain and discomfort of most acute inflammatory eye conditions.

Contraindicated in acute herpes simplex, vaccinia, varicella and most other viral diseases of the cornea and conjunctiva, tuberculosis, fungal disease, acute purulent untreated infections, which like other diseases caused by micro organisms, may be masked or enhanced by the steroid.



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