



Valium advertisement.

[s.l.]: [s.n.], 1984

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From Roche

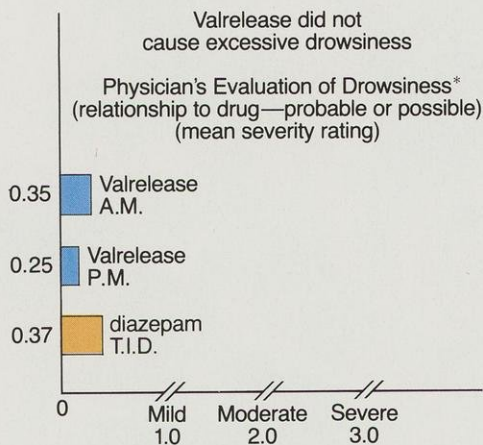
A totally different dosage form of Valium® (diazepam/Roche)... steady in release, smooth in onset.

Featuring a Hydrodynamically Balanced System—HBS™—for once-a-day dosage

Valrelease uses a drug delivery system so revolutionary it's patented. Here's how it works: The gelatin capsule is filled with a dry powder—a mixture of filler, active diazepam and something brand new: a special formulation of hydrocolloids.

As the liquids in the stomach permeate and dissolve the capsule shell, they come into contact with these hydrocolloids, causing them to form a gelatinous mass. Active diazepam is distributed throughout the gel's structure, as the diagram demonstrates.

Initially, only the outer portions of the powder turn into a layer of gel, leaving the center dry. In

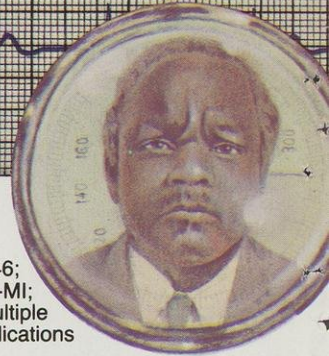


* Consistent with patient ratings

John J., 38; anxious, hypertensive; skips doses



Charles M., 46; anxious, post-MI; takes multiple medications



Valrelease™ (diazepam/Roche) offers patients like these the convenience of once-a-day dosage for anxiety disorders and adjunctively for skeletal muscle spasm due to local pathology.