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Valium advertisement.

[s.l.]: [s.n.], 1970

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Anxious.Tense. And all the symptoms of G.I. disease.

Symptoms:

Recurrent cramping pains
in lower abdomen.

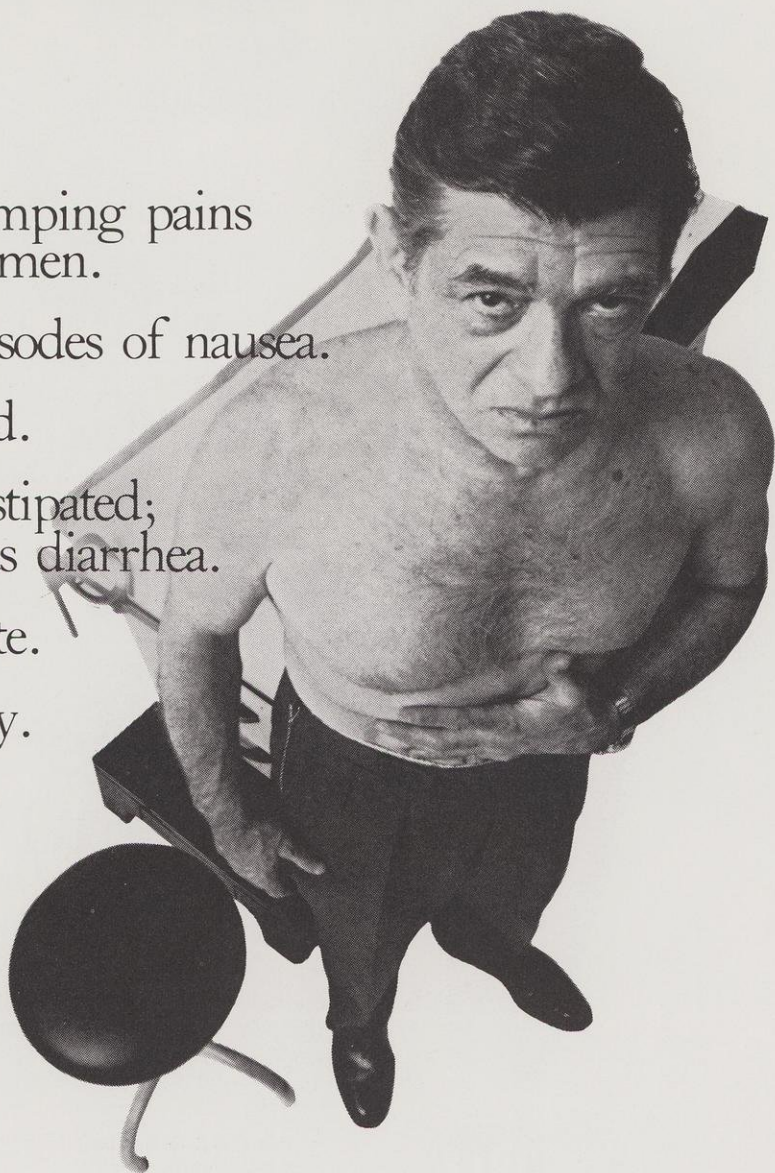
Occasional episodes of nausea.

Feels distended.

Has been constipated;
on occasion has diarrhea.

Loss of appetite.

Lack of energy.



But none of the findings.

Findings: Negative.

Temperature, sigmoidoscopy, G.I. series, barium enema, gallbladder series, chest x-ray, physical examination and laboratory studies all normal.

Mood: Tense and anxious.

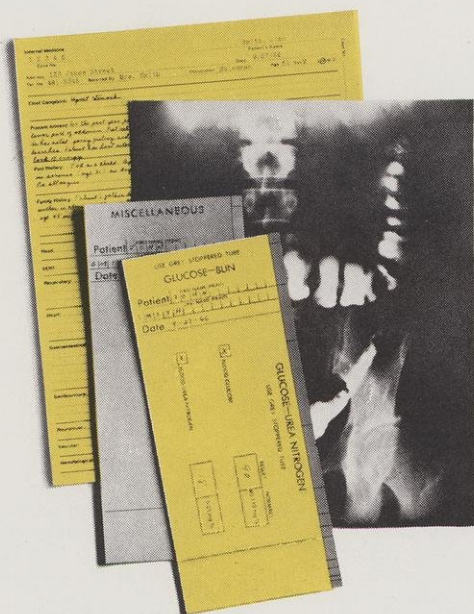
Diagnosis: Functional gastrointestinal disorder.

Rx: for the excessive psychic tension.

Valium[®] (diazepam)

2-mg, 5-mg, 10-mg tablets t.i.d. or q.i.d.

Please turn page for prescribing information.



Valium® (diazepam)

effectiveness

Valium helps relieve tension-produced symptoms—psychic and somatic—in patients overreacting to situational stresses as well as in patients with psychoneuroses.

prompt action

Significant improvement usually becomes apparent during the first few days of therapy, although some patients may require more time to obtain a clear-cut response.

wide margin of safety

Even at highest recommended doses, Valium is generally well tolerated. Isolated reports of neutropenia and jaundice make blood counts and liver function tests advisable during long-term therapy. In geriatric patients, usual daily dose is 2 mg to 2½ mg, 1 or 2 times daily initially; increase gradually as needed and tolerated.

excellent tolerance

Valium generally does not significantly affect respiration, pulse or heart rate. The most frequent side effects are drowsiness, ataxia and fatigue. Until individual response is determined, caution patient against driving or operating dangerous machinery.

titratable dosage

With Valium, small adjustments in dosage can significantly alter the clinical response. This titratability enables you to tailor your prescriptions for maximum efficiency. There are three convenient tablet strengths to choose from: 2 mg, 5 mg and 10 mg.

Before prescribing, please consult complete product information, a summary of which follows:

Indications: Tension and anxiety states; somatic complaints which are concomitants of emotional factors; psychoneurotic states manifested by tension, anxiety, apprehension, fatigue, depressive symptoms or agitation; symptomatic relief of acute agitation, tremor, delirium tremens and hallucinosis due to acute alcohol withdrawal; adjunctively in skeletal muscle spasm due to reflex spasm to local pathology, spasticity caused by upper motor neuron disorders, athetosis, stiff-man syndrome, convulsive disorders (not for sole therapy).

Contraindicated: Known hypersensitivity to the drug. Children under 6 months of age. Acute narrow angle glaucoma; may be used in patients with open angle glaucoma who are receiving appropriate therapy.

Warnings: Not of value in psychotic patients. Caution against hazardous occupations requiring complete mental alertness. When used adjunctively in convulsive disorders, possibility of increase in frequency and/or severity of grand mal seizures may require increased dosage of standard anticonvulsant medication; abrupt withdrawal may be associated with temporary increase in frequency and/or severity of seizures. Advise against simultaneous ingestion of alcohol and other CNS depressants. Withdrawal symptoms (similar to those with barbiturates and alcohol) have occurred following abrupt discontinuance (convulsions, tremor, abdominal and muscle cramps, vomiting and sweating). Keep addiction-prone individuals under careful surveillance because of their predisposition to habituation and dependence. In pregnancy, lactation, or women of childbearing age, weigh potential benefit against possible hazard.

Precautions: If combined with other psychotropics or anticonvulsants, consider carefully pharmacology of agents employed; drugs such as phenothiazines, narcotics, barbiturates, MAO inhibitors and other

antidepressants may potentiate its action. Usual precautions indicated in patients severely depressed, or with latent depression, or with suicidal tendencies. Observe usual precautions in impaired renal or hepatic function. Limit dosage to smallest effective amount in elderly and debilitated to preclude ataxia or oversedation.

Side Effects: Drowsiness, confusion, diplopia, hypotension, changes in libido, nausea, fatigue, depression, dysarthria, jaundice, skin rash, ataxia, constipation, headache, incontinence, changes in salivation, slurred speech, tremor, vertigo, urinary retention, blurred vision. Paradoxical reactions such as acute hyperexcited states, anxiety, hallucinations, increased muscle spasticity, insomnia, rage, sleep disturbances, stimulation have been reported; should these occur, discontinue drug. Isolated reports of neutropenia, jaundice; periodic blood counts and liver function tests advisable during long-term therapy.

Dosage: Individualize for maximum beneficial effect. *Adults:* Tension, anxiety and psychoneurotic states, 2 to 10 mg b.i.d. to q.i.d.; alcoholism, 10 mg t.i.d. or q.i.d. in first 24 hours, then 5 mg t.i.d. or q.i.d. as needed; adjunctively in skeletal muscle spasm, 2 to 10 mg t.i.d. or q.i.d.; adjunctively in convulsive disorders, 2 to 10 mg b.i.d. to q.i.d. *Geriatric or debilitated patients:* 2 to 2½ mg, 1 or 2 times daily initially, increasing as needed and tolerated. (See Precautions.) *Children:* 1 to 2½ mg t.i.d. or q.i.d. initially, increasing as needed and tolerated (not for use under 6 months).

Supplied: Valium® (diazepam) Tablets, 2 mg, 5 mg and 10 mg; bottles of 100 and 500. All strengths also available in Tel-E-Dose™ packages of 1000.



Roche Laboratories
Division of Hoffmann-La Roche Inc.
Nutley, N.J. 07110

