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Mellaril advertisement.

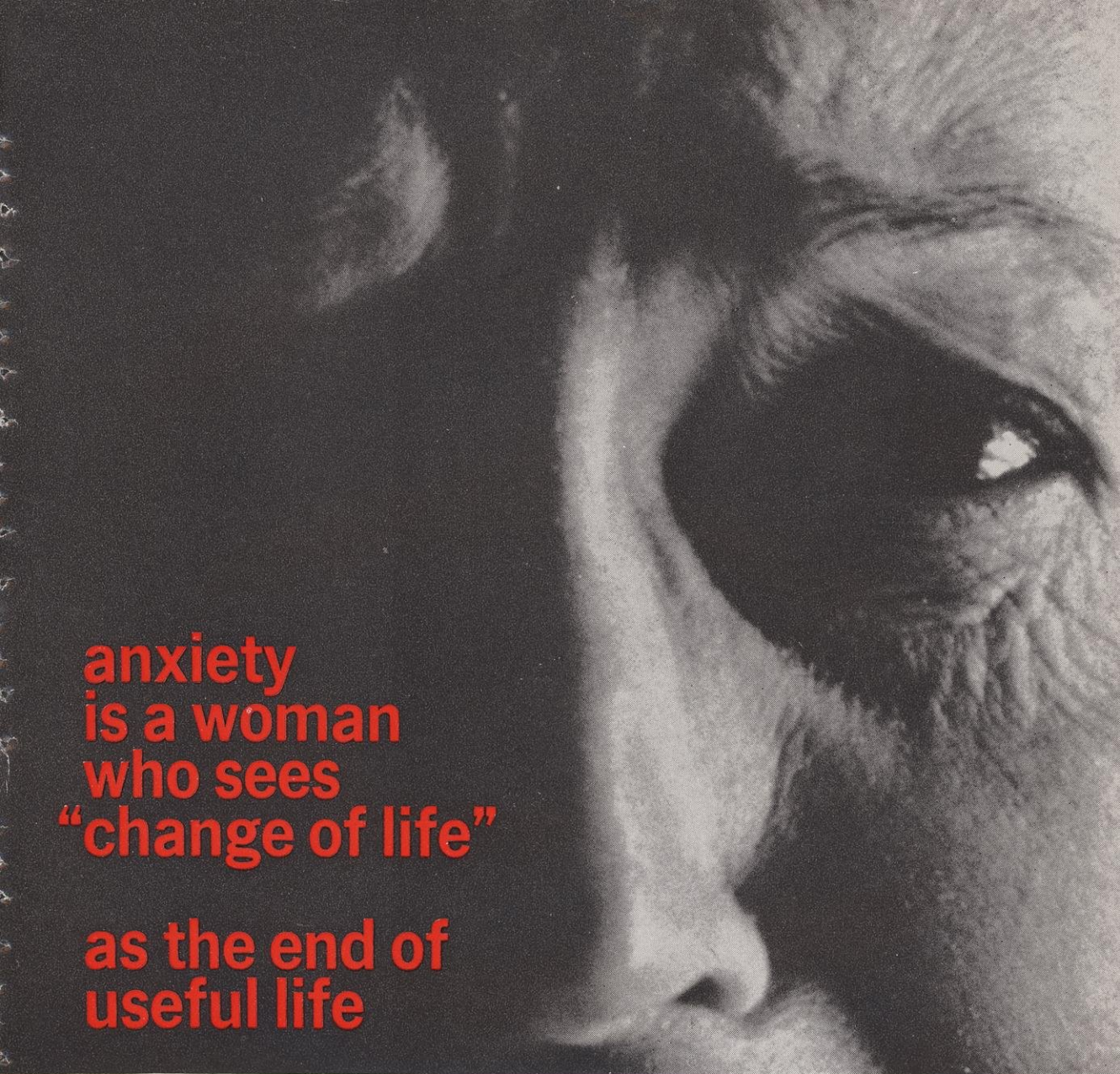
[s.l.]: [s.n.], 1964

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**anxiety
is a woman
who sees
“change of life”
as the end of
useful life**

What every physician knows: the “change of life” years can be years of emotional crisis for many women and, consequently, for their families. Such patients often pass into anxiety and tension states of moderate to severe proportions; and as they go about their daily activities, even petty environmental stress can bring on intense emotional distress. These patients frequently have the feeling that their lives are falling apart, and the emotional cost of getting through the day — and years — seems quite beyond them.

For the patient suffering from *moderate to severe anxiety* in the “change of life years,” Mellaril (thioridazine) is a particularly appropriate tranquilizer. It helps her withstand heightened emotional stress. The physician is better able to help her see the changes for what they are and to deal with them at reduced emotional cost to self. The calming effect of Mellaril (thioridazine) is substantial,

its action smooth, its side effects infrequent. It avoids euphoria on the one hand, apathy on the other. And because it is non-habituating, Mellaril (thioridazine) can be prescribed for the extended periods of time that may be indicated in the menopause. *Suggested initial dosage for the anxious menopausal patient: 25 mg. t.i.d.*

Indications: Anxiety, tension and agitation in pediatric, adult, and geriatric patients. Psychomotor hyperactivity in psychotic patients.

Side Effects: Jaundice has not been observed. Occasional drowsiness, dryness of the mouth, nasal stuffiness, skin eruption, nocturnal confusion, galactorrhea, amenorrhea, orthostatic hypotension, inability to ejaculate in the male, pseudoparkinsonism. Pigmentary retinopathy has been reported in doses in excess of 1600 mg. daily given over long periods of time. Leukopenia, agranulocytosis, photosensitization, and convulsive seizures are extremely rare, but are possible complications of all phenothiazine administration.

Contraindications: Any severely depressed or comatose state.

for the anxious patient under stress
Mellaril[®] (thioridazine)
reduces “the emotional cost of living”