



## Vistaril advertisement.

[s.l.]: [s.n.], 1963

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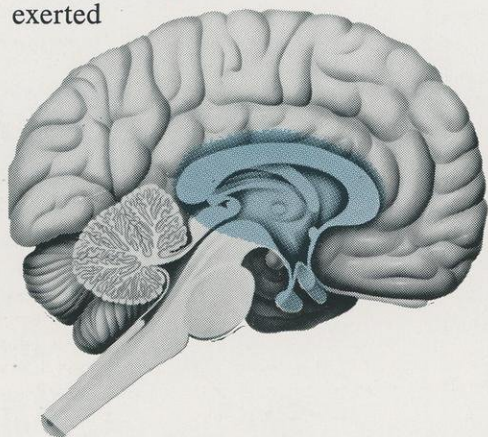
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# Vistaril<sup>®</sup>

## a predominantly subcortical tranquilizer

for calming action where it means most

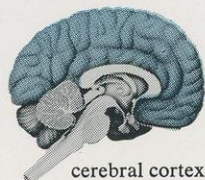
Where the tranquilizing action of Vistaril is predominantly exerted



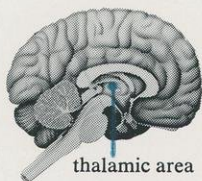
Within the blue area shown above is the limbic system—the primitive “animal brain,” presumed center for the functions of feeling and emotion. In vertebrate evolution, a pattern of accretion may be observed in which early nerve structures were retained and elaborated in the brain of lower mammals.<sup>1</sup> This lower mammalian brain survives in man as the seat of emotional behavior. It is on this *subcortical* center that the calming action of Vistaril appears to be primarily exerted.<sup>2-7</sup>

Where the tranquilizing action of Vistaril has no significant effect

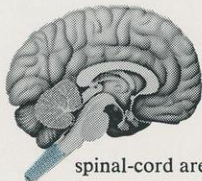
The excessive action sometimes seen on these areas with certain drugs may adversely affect mental acuity and certain motor and sensory activity.



cerebral cortex



thalamic area



spinal-cord area

1. MacLean, P. D.: J. Nerv. Ment. Dis. 135:289, Oct., 1962. 2. Bozza, M. L. and Nicola, G. C., in Garattini, S. and Ghetti, V.: Psychotropic Drugs, Elsevier Publishing Co., Amsterdam, 1957, p. 569. 3. Payne, A. B., Claassen, L. G. and Hamelberg, W.: Ohio Med. J. 58:915, Aug., 1962. 4. Savona, B. and Ferricone, G.: Minerva Ginec. 10:317, Apr. 30, 1958. 5. Settel, E.: Amer. Pract. 8:1584, Oct., 1957. 6. Steinberg, N. and Holz, W. G.: New York J. Med. 60:691, Mar. 1, 1960. 7. Weyne, F. and Roussel, J. L.: Bruxelles Med. 37:1959, Dec. 22, 1957.

# Relieves anxiety with negligible spillover into cerebral, thalamic, spinal-cord areas

The calming action of Vistaril appears to be exerted primarily on the primitive "animal brain" or limbic system, and is mediated principally through the hypothalamus. There is negligible clinical effect upon the cerebral, thalamic or spinal-cord areas. Minimal effect on the cortex may be inferred from the fact that Vistaril has no primary anticonvulsant, skeletal muscle-relaxant or sedative action in clinical use. Thus,

1. Undesirable effects characteristic of certain other agents whose action may involve spinal pathways and conscious or neuromotor centers are rarely encountered with Vistaril.
2. Minimal effect by Vistaril on the "thinking" cortex spares the patient's ability to comprehend, to exercise judgment, to cooperate or to communicate.

Over 500 published papers, 14,493 cases attest to the effectiveness of Vistaril

1,579 nonpsychiatric patients seen in daily practice	RESPONDED: 1,286 (81.4%)
--	--------------------------------

3,095 psychiatric patients in whom Vistaril was used as an adjunct to definitive treatment	RESPONDED: 2,383 (77%)
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9,819 preoperative patients in whom Vistaril was used adjunctively in major and minor surgery	RESPONDED: 9,000 (91.7%)
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In its eight years of use, during which more than one billion parenteral and oral doses have been dispensed, pharmacologic incompatibilities, drug-induced depression, euphoria, habituation, addiction, withdrawal reactions, blood dyscrasias, hemopoietic or hepatic toxicity does not appear to be related to the administration of hydroxyzine.

# Vistaril<sup>®</sup> hydroxyzine



calms the frightened "animal brain" inside your anxious patient

Science for the world's well-being<sup>®</sup>  Since 1849

PFIZER LABORATORIES Division, Chas. Pfizer & Co., Inc. New York, New York 10017

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