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Didrex advertisement.

[s.l.]: [s.n.], 1960

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Upjohn

75th year



HELPS TAKE WEIGHT OFF... PERSISTENTLY

Didrex*

Didrex doesn't perform miracles... it just helps the obese patient do it herself. The reason is simple: persistent, significant loss of weight, up to 30 weeks in reported cases, helps to preclude the "weight plateau" that so often discourages dieters after a few weeks. Thus, time and will become your allies in changing the patient's dietary habits built over months or years of weight accumulation. Didrex may be used in closely supervised diabetic, coronary insufficient, and hypertensive patients.

BRIEF BASIC INFORMATION

Description: Didrex is the Upjohn brand of benzphetamine hydrochloride [(+)-N-benzyl-N, α -dimethyl-phenethylamine hydrochloride]. A sympathomimetic compound with marked anorectic action and relatively little stimulating effect on the CNS or cardiovascular system.

Indications: Control of exogenous obesity.

Contraindications: None known to date. However, use with caution in moderate or severe hypertension, thyrotoxicosis, acute coronary disease, or cardiac decompensation.

Dosage: Initiate appetite control with $\frac{1}{2}$ to 1 tablet (25 to 50 mg.) in mid-morning or mid-afternoon, according to the patient's eating habits for several days. Then "adjust" dosage to suit each patient's needs to a maximum of 3 tablets daily (150 mg.).

Side Effects: No effects on blood, urine, renal or hepatic functions have been noted. Minimal side effects have been observed occasionally: dry mouth, insomnia, nausea, palpitations and nervousness.

Supplied: 50 mg., benzphetamine hydrochloride, press-coated, scored tablets, in bottles of 100 and 500.

*Trademark—brand of benzphetamine hydrochloride, Upjohn.

References: 1. Stough, A. R.: Weight loss without diet worry: use of benzphetamine hydrochloride (Didrex). *Journal of the Oklahoma State Medical Association*, 53:760-767 (November) 1960. 2. Oster, H., and Medlar, R.: A clinical pharmacologic study of benzphetamine (Didrex), a new appetite suppressant. *Arizona Medicine*, 17:398-404 (July) 1960. 3. Sin kin, B., and Wallace, L.: A controlled clinical trial of benzphetamine (Didrex). *Current Therapeutic Research*, 2:33-38 (February) 1960.