



LIBRARIES
UNIVERSITY OF WISCONSIN - MADISON

Vistaril Hydroxyzine advertisement.

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

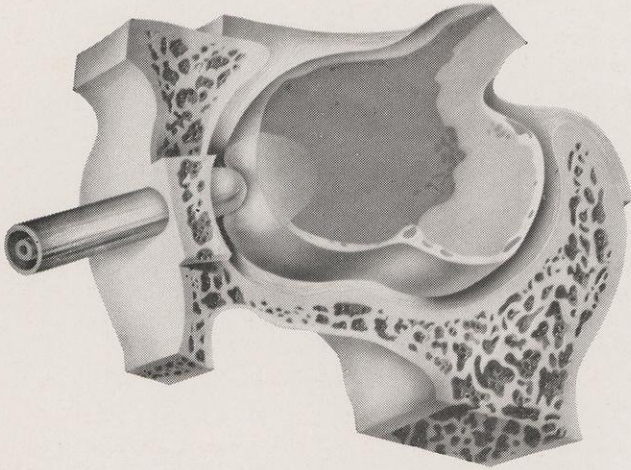
<https://digital.library.wisc.edu/1711.dl/DL5NN43BRUQKY8B>

<http://rightsstatements.org/vocab/InC/1.0/>

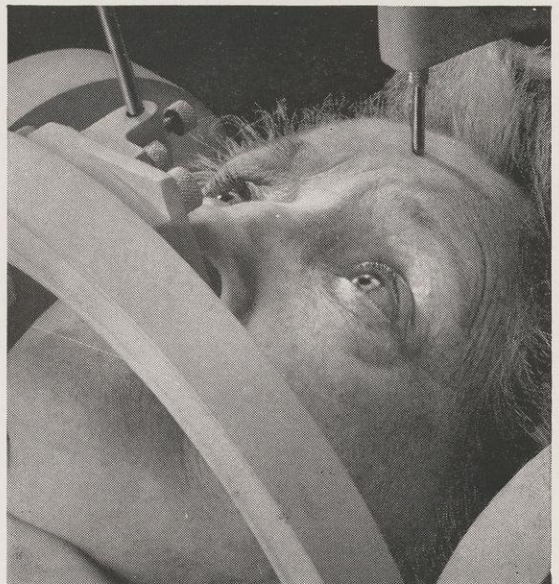
The libraries provide public access to a wide range of material, including online exhibits, digitized collections, archival finding aids, our catalog, online articles, and a growing range of materials in many media.

When possible, we provide rights information in catalog records, finding aids, and other metadata that accompanies collections or items. However, it is always the user's obligation to evaluate copyright and rights issues in light of their own use.

even in a
difficult and lengthy
procedure—



anxiety relieved, patient
conscious and
cooperative



In your own daily practice, this usefully different tranquilizer can be equally effective. What it has done to relieve anxiety and maintain mental clarity under prolonged stress and extreme discomfort of cryohypophysectomy, it can do in almost any case of anxiety.

Response obtained with parenteral hydroxyzine in 20 surgical patients undergoing cryohypophysectomy, which entails freezing of the pituitary in intubated patients, demonstrates how slight is its effect on mental acuity. The author states that with use of a local anesthetic, small doses of a narcotic and large doses of hydroxyzine, "the patient is conscious and can respond to direct commands."¹

So selective was the tranquilizing action of hydroxyzine in another study² employing this surgical technique, that throughout the long and trying procedure, all but one of the 13 patients were effectively tranquilized and yet able to communicate with the surgeon by means of previously agreed-upon hand signals.

1. Rand, R. W.: *Western J. Surg.* 72:142, May-June, 1964. 2. Morlino, F. J. et al.: Paper presented at Stanford University Medical School, Palo Alto, Calif., Jan., 1964.

SIDE EFFECTS: Drowsiness, usually transitory and correctable by dosage reduction, may occur. Dryness of mouth may be seen with higher doses. Involuntary motor activity has been reported in some hospitalized patients on high dosage.

PRECAUTIONS: Vistaril (hydroxyzine) may potentiate the action of central nervous system depressants, anticoagulants, narcotics such as meperidine, and barbiturates. In conjunctive use, dosage for these drugs should be decreased. Patients receiving anticoagulants should be followed closely, and appropriate laboratory studies performed regularly. The usual precautions for intramuscular injection should be followed with the parenteral form. Intravenous injection should not exceed a rate of 1 cc. per minute or 100 mg. per dose. As with other injectables, soft-tissue reactions have been rarely reported, and are usually associated with faulty technique.

FORMULAS: Vistaril (hydroxyzine pamoate) Capsules: 25 mg., 50 mg., 100 mg.; Vistaril (hydroxyzine pamoate) Oral Suspension: 25 mg. per 5 cc.; Vistaril (hydroxyzine HCl) Parenteral Solution: 25 mg. and 50 mg. per cc.

More detailed professional information available on request.

that's tranquilization!



Vistaril[®]

hydroxyzine

a usefully different
tranquilizer

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

Science for the world's well-being[®] **Pfizer** Since 1849