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Miltown advertisement.

[s.l.]: [s.n.], 1965

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Miltown[®] (meprobamate)

for treatment of emotional factors in cardiovascular disease

Indications: 'Miltown' (meprobamate) is effective in relief of anxiety and tension states. Also as adjunctive therapy when anxiety may be a causative or otherwise disturbing factor. Although not a hypnotic, 'Miltown' fosters normal sleep through both its anti-anxiety and muscle-relaxant properties.

Contraindications: Previous allergic or idiosyncratic reactions to meprobamate or meprobamate-containing drugs.

Precautions: Careful supervision of dose and amounts prescribed is advised. Consider possibility of dependence, particularly in patients with history of drug or alcohol addiction; withdraw gradually after use for weeks or months at excessive dosage. Abrupt withdrawal may precipitate recurrence of pre-existing symptoms, or withdrawal reactions including, rarely, epileptiform seizures. Should meprobamate cause drowsiness or visual disturbances, the dose should be reduced and operation of motor vehicles or machinery or other activity requiring alertness should be avoided if these symptoms are present. Effects of excessive alcohol may possibly be increased by meprobamate. Grand mal seizures may be precipitated in persons suffering from both grand and petit mal. Prescribe cautiously and in small quantities to patients with suicidal tendencies.

Side effects: Drowsiness may occur and, rarely, ataxia, usually controlled by decreasing the dose. Allergic or idiosyncratic reactions are rare, generally developing after one to four doses. Mild reactions are characterized by an urticarial or erythematous, maculopapular rash. Acute nonthrombocytopenic purpura with peripheral edema and fever, transient leukopenia, and a single case of fatal bullous dermatitis after administration of meprobamate and prednisolone have been reported. More severe and very rare cases of hypersensitivity may produce fever, chills, fainting spells, angioneurotic edema, bronchial spasms, hypotensive crises (1 fatal case), anuria, anaphylaxis, stomatitis and proctitis. Treatment should be symptomatic in such cases, and the drug should not be reinstated. Isolated cases of agranulocytosis, thrombocytopenic purpura, and a single fatal instance of aplastic anemia have been reported, but only when other drugs known to elicit these conditions were given concomitantly. Fast EEG activity has been reported, usually after excessive meprobamate dosage. Suicidal attempts may produce lethargy, stupor, ataxia, coma, shock, vasomotor and respiratory collapse.

Usual adult dosage: One or two 400 mg. tablets three times daily. Doses above 2400 mg. daily are not recommended.

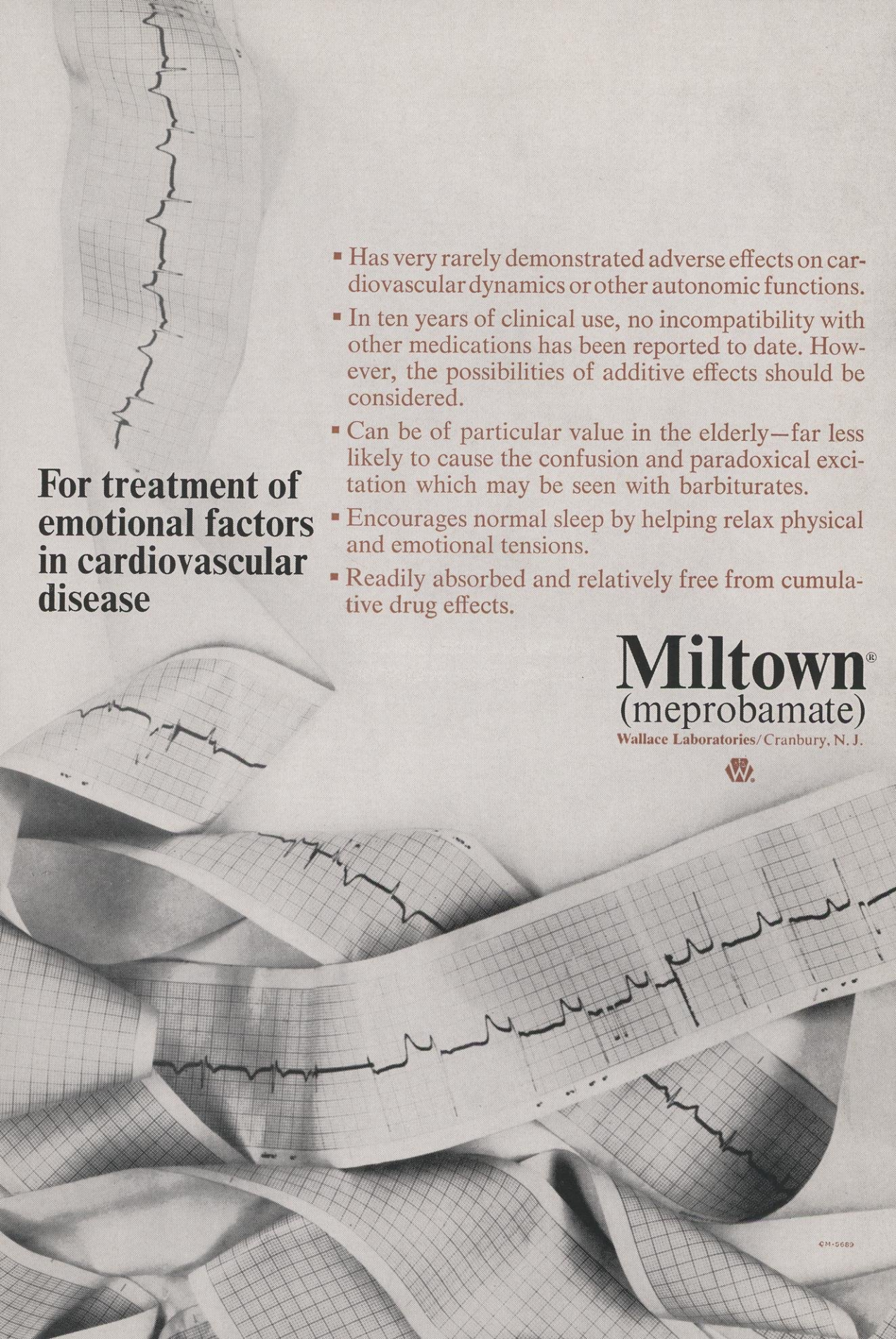
Supplied: In two strengths: 400 mg. scored tablets and 200 mg. coated tablets.

Before prescribing, consult package circular.



Wallace Laboratories / Cranbury, N. J.

CM-6356

The background of the advertisement is a large, grayscale image of an electrocardiogram (ECG) strip. The strip is shown in a dynamic, overlapping manner, with several sections appearing to be unrolled or layered on top of each other, creating a sense of movement and depth. The grid lines of the ECG are clearly visible, and the black waveform represents a heart rhythm. The overall aesthetic is clinical and professional.

For treatment of emotional factors in cardiovascular disease

- Has very rarely demonstrated adverse effects on cardiovascular dynamics or other autonomic functions.
- In ten years of clinical use, no incompatibility with other medications has been reported to date. However, the possibilities of additive effects should be considered.
- Can be of particular value in the elderly—far less likely to cause the confusion and paradoxical excitation which may be seen with barbiturates.
- Encourages normal sleep by helping relax physical and emotional tensions.
- Readily absorbed and relatively free from cumulative drug effects.

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(meprobamate)

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