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Inderal Eraldin advertisement.

[s.l.]: [s.n.], 1970

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PATIENT MANAGEMENT WITH BETA-RECEPTOR ANTAGONISTS

RIGHT OR WRONG?

Care must be exercised in *all* patients with poor myocardial reserve

RIGHT WRONG

'Eraldin' is the only cardioselective beta-antagonist and can be tolerated by asthmatics

RIGHT WRONG

Unexpected hypotension, severe bradycardia or bronchoconstriction is treated with 1-2 mg atropine i/v followed by a beta stimulant

RIGHT WRONG

'Eraldin' is cardioselective and unlikely to affect cardiac output

RIGHT WRONG

Even if you correctly answered all questions as "Right" you may still be interested in further information on

Inderal Eraldin

TRADE MARK

PROPRANOLOL

TRADE MARK

PRACTOLOL

available on request.

Clinical tutors or other members of the profession arranging meetings or discussions may wish to borrow these films, available on free loan by arrangement with their ICI Medical Representative.

● "Adrenergic Receptors" - 20 mins (colour, 16mm, sound) deals with the pharmacology of beta-adrenergic antagonists.

● "Understanding Beta-Blockers" - 40 mins (colour, 16mm, sound) their importance in general practice.



THE QUEEN'S
AWARD
TO INDUSTRY
1966 1967 1968
1969 1970

IMPERIAL CHEMICAL INDUSTRIES LIMITED

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