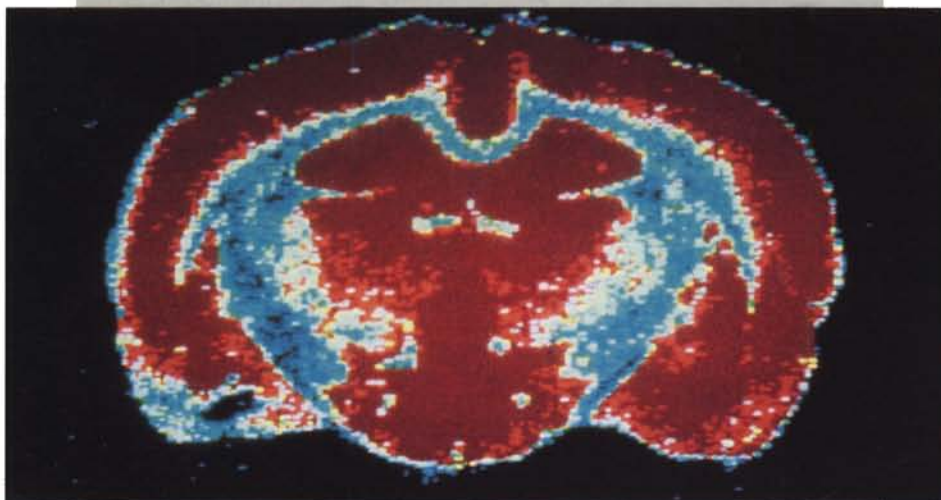
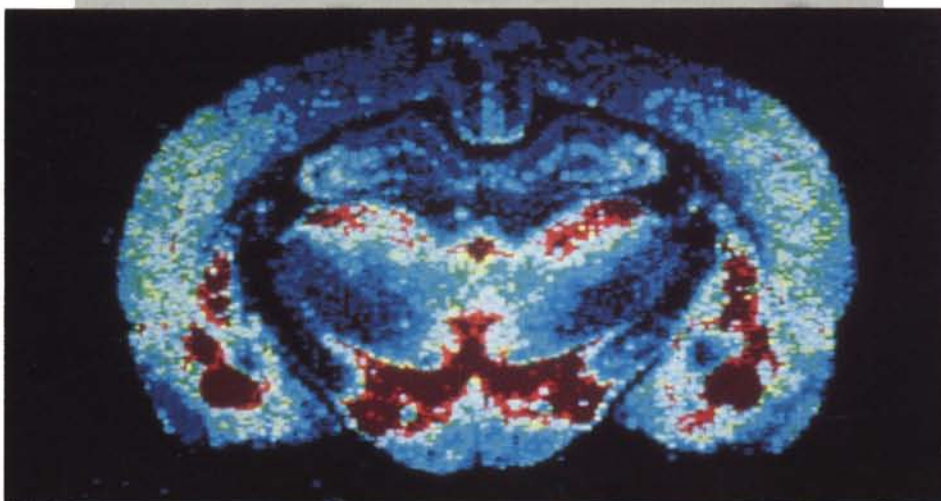


WHY BOMBARD THE BRAIN?



AUTORADIOGRAM OF CORONAL BRAIN SECTION FROM TRITIATED-IMIPRAMINE TREATED RAT

NOW YOU CAN BE HIGHLY SELECTIVE.



AUTORADIOGRAM OF CORONAL BRAIN SECTION FROM TRITIATED-PAROXETINE TREATED RAT

New 'Seroxat' (paroxetine) is a step forward in 5-HT selective antidepressant therapy from Smith Kline & French. 'Seroxat' is more selective and more potent than other available 5-HT re-uptake inhibitors^{1,2} (*in vitro* data). As a result of working where it is needed, 'Seroxat' effectively lifts depression and associated symptoms of anxiety.³ Patients sleep well⁴ and wake refreshed.⁵ All on a simple, single 20 mg morning dose.

SEROXAT

PAROXETINE

WORKS SELECTIVELY, WORKS EFFECTIVELY IN DEPRESSION

SK&F

Smith Kline & French,
Ferry House, 48-53 Lower Mount Street, Dublin 2.

REFERENCES: 1. Thomas DR *et al.* *Psychopharmacology* 1987;93:193-200. 2. Johnson AM. (In press). 3. Dunbar GC. CINP, Kyoto, 1990. 4. Hutchinson DR. CINP, Kyoto, 1990. 5. Dorman T. CINP, Kyoto, 1990.

PRESCRIBING INFORMATION

PRESENTATION 'Seroxat' Tablets, PA 49/50/1-2, each containing either 20 mg or 30 mg paroxetine as the hydrochloride. 30 (OP) 20 mg tablets, include 30 (OP) 30 mg tablets.

INDICATIONS Treatment of symptoms of depressive illness of all types including depression accompanied by anxiety.

DOSAGE Adults: 20 mg a day. Review response within two to three weeks and if necessary increase dose by 10 mg increments to a maximum of 50 mg according to response. Give once a day in the morning with food. The tablets should not be chewed. Continue treatment for up to several months. Stop treatment gradually. **Elderly:** 20 mg a day increasing by increments of 10 mg up to 40 mg a day according to response.

Children: Not recommended. Use lower dosage in renal impairment or chronic hepatic impairment. *N.B.* Use only under the surveillance of psychiatrists and monitor closely.

CONTRA-INDICATIONS Hypersensitivity to paroxetine and related drugs; use with MAO inhibitors; unstable epilepsy or convulsant disorders; severe renal failure.

PRECAUTIONS History of mania. Cardiac conditions: caution. Caution in patients with controlled epilepsy (monitor carefully); stop treatment if seizures develop. Caution patients about driving and operating machinery.

DRUG INTERACTIONS Do not use with or within two weeks after MAO inhibitors; leave a two-week gap before starting MAO inhibitor treatment. Possibility of interaction with tryptophan. Great caution with warfarin and other oral anticoagulants. Use lower doses if given with drug metabolising enzyme inhibitors; adjust dosage if necessary with drug metabolising enzyme inducers. Combination with other highly bound protein drugs may alter plasma levels of either. Alcohol is not advised. Care with other CNS active drugs. Keep dosage of concomitant benzodiazepines low. Use lithium with caution and monitor lithium levels. Increased adverse effects with phenytoin; similar possibility with other anticonvulsants.

PREGNANCY AND LACTATION Use in pregnancy only if essential and avoid during lactation.

ADVERSE REACTIONS Most commonly nausea, somnolence, sweating, tremor, asthenia, dry mouth, insomnia, sexual dysfunction.

OVERDOSAGE Symptoms include nausea, vomiting, tremor, dilated pupils, dry mouth, irritability. No specific antidote. General treatment as for overdosage with any antidepressant. Early use of activated charcoal suggested.

PRODUCT AUTHORISATION HOLDER: Beecham Laboratories Limited. Trading as: Smith Kline & French, Ferry House, 48-53 Lower Mount Street, Dublin 2. Telephone 762385.

ADDITIONAL INFORMATION IS AVAILABLE ON REQUEST FROM: Smith Kline & French, Ferry House, 48-53 Lower Mount Street, Dublin 2. © 1991 SmithKline Beecham Pharmaceuticals. 'Seroxat' is a trade mark.