How many hours can one kid spend in “time-out”?

Parents ask their pediatricians all sorts of things.

Teaching kids how to behave and parents how they can guide them—2 of the topics that may not have been covered in your textbooks. Pfizer Pediatric Health, which brought you the highly successful Bright Futures program, introduces the Parent Equation program. Developed with the New York University Child Study Center, Parent Equation materials help you to quickly address tough parenting issues, such as:

- Positive parenting
- Cultivating language and communication
- Raising a well-adjusted child

Contact your Pfizer representative or call 1-800-PED-2323 for complimentary Parent Equation materials. (And make more time for your practice.)
DHA and ARA are vital nutrients, essential for proper infant brain and eye development. Both are naturally found in breast milk and... are now available in Enfamil LIPIL™.

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We’re putting more thought into formula.

To receive a free medical professional’s guide to the importance of DHA and ARA, call toll free: 1-888-652-7246
THE RIGHT HALF FOR THE EFFICACY THEY NEED

INTRODUCING FOCALIN™—ONLY THE EFFECTIVE ISOMER OF RITALIN

• A refined form of Ritalin created by isolating the pharmacologically more active d-isomer, or right half1,2
• Safe and well tolerated in clinical trials2
• Short-acting for flexible dosing
• Recommended starting dose is 2.5 mg bid

2.5 mg 5 mg 10 mg

Please see brief summary of prescribing information, including Contraindications and Boxed Warning, on following page.

New Short-Acting
Focalin™
demethylphenidate HCl tablets 2.5 mg, 5 mg, 10 mg

The ADHD Original. Refined.


FOCALIN is indicated for the treatment of Attention Deficit Hyperactivity Disorder (ADHD). Focalin should be given cautiously to patients with a history of drug dependence or alcoholism. Chronic abusive use can lead to marked tolerance and psychological dependence with varying degrees of abnormal behavior. Frank psychotic episodes can occur, especially with parenteral abuse. (See Boxed Warning.)
Xopenex®—the #1 Branded Nebulized β-Agonist in the US*

In asthma therapy
TO YOU—NEBULIZED SINGLE-ISOMER β-Agonist THERAPY.
TO HER—LIFE’S JUST RIGHT.

Devoid of the unnecessary left isomer, (S)-albuterol

○ Safe at a low, effective dose

○ Convenient TID dosing

Xopenex
(levosalbuterol HCl)
Inhalation Solution, 0.63 mg and 1.25 mg∗

*Potency expressed as levosalbuterol.

Just right.

Important Safety Information
Adverse events occurring in ≥2% of patients treated with 0.63 mg and 1.25 mg Xopenex, respectively, included flu syndrome (4.2%: N/A), tachycardia or increased heart rate (2.8%; 2.7%), nervousness (2.8%; 9.6%), tremor (N/A; 6.8%). Xopenex Inhalation Solution at a dose of 1.25 mg produced a slightly higher rate of systemic β-adrenergic adverse effects than 2.5 mg dose of racemic albuterol sulfate inhalation solution.

Xopenex is contraindicated in patients with a history of hypersensitivity to levosalbuterol HCl or racemic albuterol.

*Source IMS Health, NPA.

Nebulized inhalation solution market share expressed as a percentage of total prescriptions as of April, 2001.

‘Less than 2% reported.

See adjacent page for Xopenex prescribing information and important safety information concerning β-agonists.
COMING SOON
from Novartis Pharmaceuticals Corporation

NEW ELIDEL®
(pimecrolimus) Cream 1%
Kids preferred the great grape taste of Orapred® over Prelone® 2 to 1.1

The pleasant taste of Orapred may improve patient compliance.2,3

In a survey of 500 parents, nearly 50% said that their children have refused to take medicine; bad taste was the #1 reason.4

In a survey of 50 pediatricians, 88% characterized the taste of Prelone as a problem.5

More than half of all pediatricians surveyed believed the bad taste had negatively affected their patients’ outcome due to poor compliance.5

Orapred has a unique, patented taste-masking system.

Orapred (prednisolone sodium phosphate oral solution) is not generically equivalent to Prelone (prednisolone syrup, USP).

Orapred has the 15 mg/5 mL strength you need to treat inflammation.

As with all glucocorticoids, Orapred is contraindicated in persons with systemic fungal infections. Please refer to the brief summary of prescribing information for Orapred on the adjacent page for a complete listing of adverse events such as dermatologic and gastrointestinal disturbances.

Orapred must be kept refrigerated.

Orapred
(prednisolone sodium phosphate oral solution) 15 mg/5 mL

Do your kids a flavor!  "results of a blinded taste test conducted with 50 children, ages 4–11 years who, after tasting both Orapred and Prelone, were asked to state a preference.

References:

Prelon® (prednisolone syrup, USP) is a registered trademark of Muro Pharmaceutical, Inc.

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Printed in U.S.A. AD0604 9/01