RECOMMEND DESITIN® TODAY
AND THERE'S A 92% CHANCE YOU WON'T
GET CALLED BACK TOMORROW.

92% of DESITIN babies got noticeable relief in 24 hours.

There's been a lot of good physician experience with DESITIN, but there's also good clinical data: DESITIN® Original has been shown to be 92% effective at noticeably relieving diaper rash in just 24 hours.¹

DESITIN Original is formulated with 40% zinc oxide, which forms a moisture barrier that seals out irritants and protects baby's tender bottom. For fast diaper rash relief, recommend DESITIN Original. Also available: DESITIN CREAMY®.

Reference:
1. Data on file for DESITIN Original. Pfizer, Inc.
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Only one routine formula is partially hydrolyzed for easy digestion.

**NEW**

**Nestlé GOOD START**

INFANT FORMULA WITH IRON

**DHA & ARA**

**SUPREME**

With comfort proteins above breast milk.

**And now, it's enriched with DHA & ARA.**

While many formulas are enriched with DHA and ARA, only Nestlé® Good Start® Supreme DHA & ARA is made with 100% whey protein, partially hydrolyzed for easy digestion.

Compared to whole-protein formulas, partially hydrolyzed whey:

- reduces the potential for reflux and spitting up
- helps reduce the risk of protein sensitization and intolerance.

Hydrolysis also promotes soft stools similar to those of breastfed infants.¹

Good Start Supreme DHA & ARA contains the highest levels of DHA and ARA allowed in the U.S. — levels shown by some studies to enhance visual and mental development.²,³

When parents ask about a formula with DHA and ARA, recommend the one that gives their child the Supreme advantage.

The Supreme Difference.

Breastfeeding is best. But when formula is chosen, recommend Good Start Supreme DHA & ARA right from the start.

Questions? Call the Nestlé Professional Information Line at 1-800-274-2672 from Monday to Friday, 8:00 AM to 8:00 PM Eastern Time.

* When fed exclusively, as soon as formula feeding begins. Good Start Supreme is not intended as a therapeutic formula like more extensively hydrolyzed specialty formulas.

Alimentum® Advance® the Performla™ for difficult tolerance problems*

Alimentum Advance provides fast colic↑ relief: In just 24 hours, Alimentum Advance starts reducing colic symptoms in most infants↑*

- Alimentum Advance contains levels of DHA and ARA↑ typically found in U.S. breast milk.2,3
- DHA and ARA, two nutrients found in breast milk, are important for cognitive and visual development.

Fast Colic↑ Relief

*Due to protein sensitivity and food allergies.
↑Due to protein sensitivity.
↑Based on a clinical study with Alimentum®. Alimentum and Alimentum Advance contain the same oils except for the addition of DHA and ARA.
↑Alimentum Advance has DHA and ARA levels based on studies with Similac® Advance®.


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LITIO IN USA www.rosspediatrics.com
XOPENEX® FOR BRONCHOSPASM

Freedom to breathe

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

Patients receiving the highest dose of Xopenex Inhalation Solution should be monitored closely for adverse effects and the risks of such effects should be balanced against the potential for improved efficacy.

In patients aged 6 to 11 years, the adverse events occurring in ≥2% of patients and more frequently than with patients receiving placebo, were (0.31 mg Xopenex; 0.63 mg Xopenex; and placebo, respectively): headache (76%; 11.9%; 6.5%), pharyngitis (3%; 10.4%; 6.8%), rhinitis (6.1%; 10.4%; 1.7%), asthma (9.1%; 9%; 5.1%), fever (9.1%; 3%; 5.1%), viral infection (76%; 8%; 5.1%), rash (NR; 75%; NR), accidental injury (6.1%; 4.5%; 3.4%), diarrhea (1.5%; 6%; NR), pain (3%; 1.5%; 3.4%), asthenia (3%; 3%; NR), lymphadenopathy (3%; NR; NR), and urticaria (NR; 3%; NR).

In patients aged 12 years and older, the adverse events occurring in ≥2% of patients and more frequently than with patients receiving placebo, were (0.63 mg Xopenex; 1.25 mg Xopenex; and placebo, respectively): nervousness (2.8%; 9.8%; NR), tremor (NR; 6.8%; NR), flu syndrome (4.2%; NR; NR), and tachycardia or increased heart rate (2.8%; 2.7%; NR).

*The mean duration of effect, as measured by a >15% increase from baseline FEV₁, was approximately 5 hours after administration of 0.63 mg of levosalbuterol and approximately 6 hours after administration of 1.25 mg of levosalbuterol after 4 weeks of treatment. In some patients, the duration of effect was as long as 8 hours.

*Less than 2% reported.

Please see brief summary of prescribing information on adjacent page.

IMPORTANT DATA VALIDATE THE VALUE OF XOPENEX

- Greater peak mean % change in FEV1 in severe asthmatics with Xopenex 1.25 mg³
- Long duration of action: TID dosing for greater patient convenience³,⁴
- Well-established safety profile across the dosing range, supported by over 250 million doses prescribed⁴

*FEV1, <60% of predicted.

Xopenex® (levalbuterol HCl)
Inhalation Solution, 0.31 mg, 0.63 mg and 1.25 mg*

Breathing is Believing

*Potency expressed as levalbuterol.
If DHA and ARA are in breast milk, shouldn’t they be in infant formula too?

DHA and ARA are nutrients found in breast milk that are important to a baby’s brain and eye development. Martek has perfected a technique for producing these nutrients from a vegetable source. We are the first and only supplier of DHA and ARA for U.S. infant formula use, with our nutrients being found in most major U.S. formula brands. Breastfeeding is best, but if a mother is unable or chooses not to, then her formula should be as close as possible to breast milk.

*Ask your formula representatives about the DHA and ARA levels in their brands.*

[Martek](http://www.martekbio.com) or 1.888.OK.BRAIN

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THE NEXT GENERATION IS CHANGING ALL THE RULES.

New 4th generation VIGAMOX™ solution takes bacterial conjunctivitis treatment to new heights.

Next generation VIGAMOX™ solution combines a broad spectrum of coverage with quick kill rates and low MICs for greater efficacy. All in a therapy that’s safe and BAC*-free. And, kids will flip for the convenient dosing. Get on board with new VIGAMOX™.

*Benzaplyonium chloride

VIGAMOX™ solution is indicated for the treatment of bacterial conjunctivitis. In vitro data are not always indicative of clinical success or microbiological eradication in a clinical setting. The dosing of VIGAMOX™ solution is one drop in the affected eye(s) 3 times daily for 7 days.

Alcon
ALCON LABORATORIES, INC.
Fort Worth, Texas 76134
www.vigamox.com

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Please see brief summary of prescribing information on adjacent page.