

New Children's Benadryl® Single-Ingredient Fastmelt® Tablets!

Quick-dissolving  tablets
help the medicine go down...

-  Single active ingredient: 19 mg diphenhydramine citrate (equivalent to 12.5 mg diphenhydramine HCl)
-  Great-tasting cherry flavor
-  Dissolves quickly without water, no spills or mess
-  Exact dosing, no measurement required
 - Children 6 to under 12 years of age take 1–2 tablets every 4–6 hours
 - Children 12 years of age and older take 2–4 tablets every 4–6 hours
-  For the relief of sneezing, runny nose, itchy/watery eyes, and itchy throat



Also available: Children's Benadryl® Allergy/Cold Fastmelt® Tablets
(antihistamine/nasal decongestant/cough suppressant combination)

Visit www.benadrylusa.com for local pollen counts

Use as directed.

© 2003 Pfizer. All rights reserved

Printed in USA



PBD-P2-3967

Alimentum[®] Advance[®] the

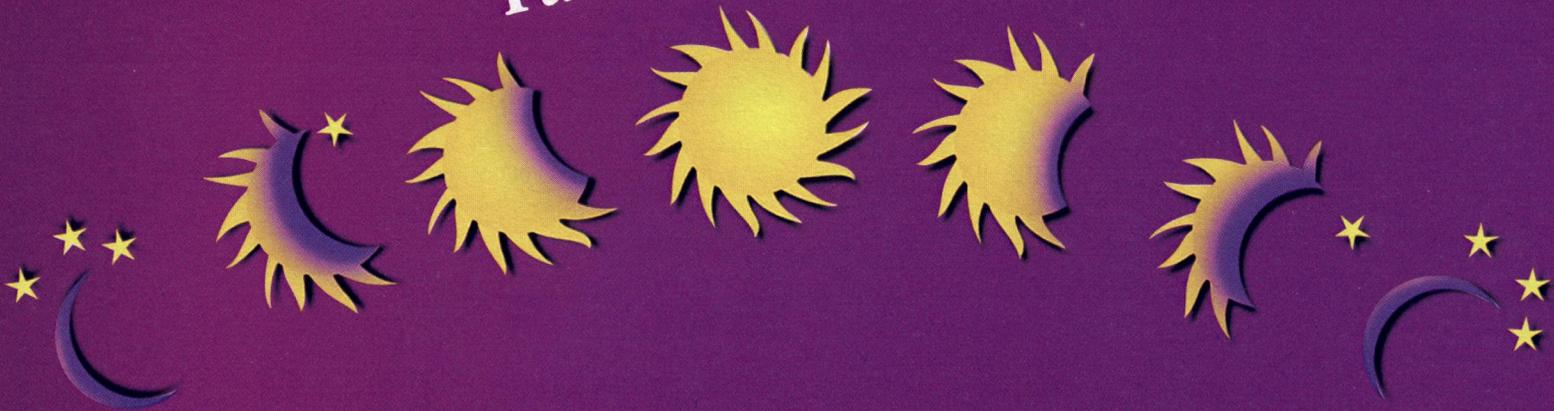
Performula[™]

for difficult tolerance problems*

Alimentum Advance provides fast colic[†] relief: In just 24 hours,
Alimentum Advance starts reducing colic symptoms in most infants^{1‡}

- 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.

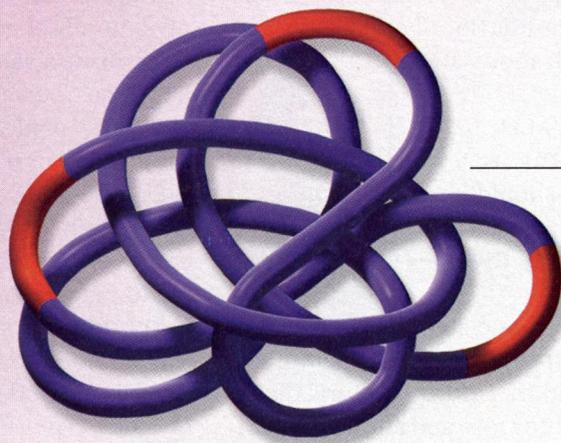
§Alimentum Advance has DHA and ARA levels based on studies with Similac[®] Advance[®].

References: 1. Data on file, AC84, April 2003. Ross Products Division, Abbott Laboratories, Columbus, Ohio. 2. Auestad N, Halter R, Hall RT, et al: *Pediatrics* 2001; 108:372-381. 3. Auestad N, Montalto MB, Hall RT, et al: *Pediatr Res* 1997;41:1-10.



The formula that performs

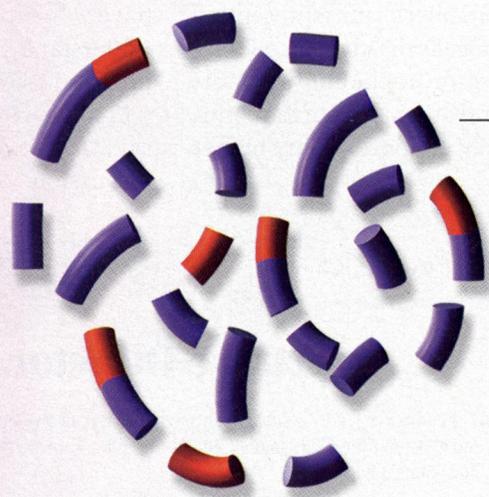
Protein sensitization: Can a routine formula reduce the risk?



Whole protein (non-hydrolyzed)

Whole-protein molecules can actually increase the risk of protein sensitization in some infants compared to hydrolysates¹

All routine starter formulas except Good Start Supreme are non-hydrolyzed and contain whole-protein molecules



Partially hydrolyzed whey protein

Partial hydrolysis breaks down whole proteins into smaller peptides

Hydrolysis can substantially reduce the risk of protein sensitization^{1,2*}

Good Start Supreme is the only formula made with 100% whey protein, partially hydrolyzed

You can't predict which child will develop protein sensitization: about half of those who become sensitized have no family history.¹ Your choice of routine formula, however, *can* reduce your patients' risk.

Nestlé® Good Start® Supreme (formerly Good Start) is the only routine formula made with 100% whey, partially hydrolyzed to reduce the risk of protein sensitization and intolerance.^{3-6†}

Now, a recent study of over 2,000 infants shows that a partially hydrolyzed whey formula like Good Start Supreme can reduce the risk of protein sensitization and intolerance by one-third compared to a whole-protein formula.³

Why should parents settle for any routine formula, when you can recommend one that really makes a difference?

INTRODUCING



NEW Formula

The Supreme Difference.

Ask parents to look for the hearts.



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

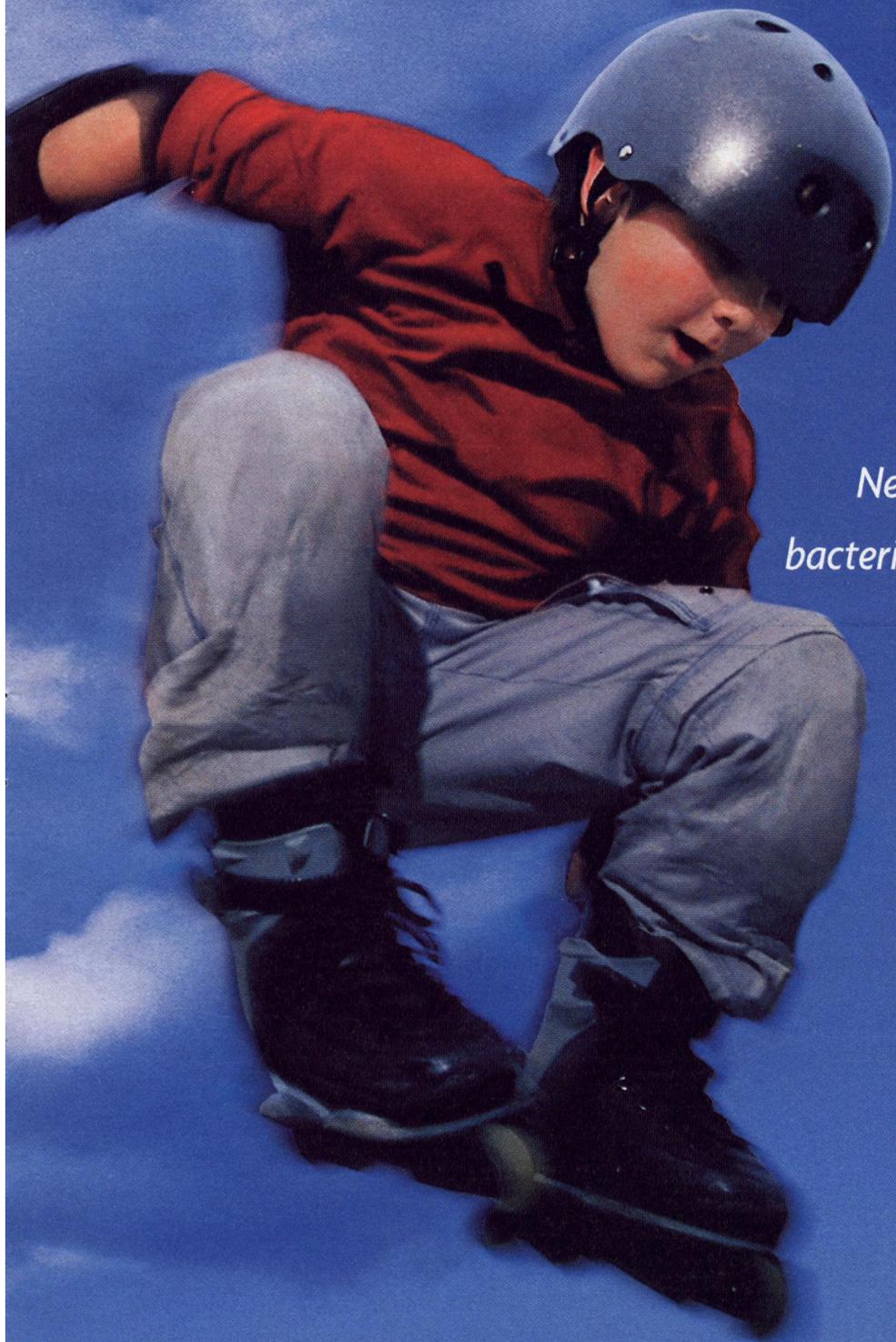
Questions? Call the Nestlé Professional Information Line at 1-800-628-2229 from Monday to Friday, 8:00 AM to 8:00 PM Eastern Time.

* Good Start Supreme is not intended as a therapeutic formula like more extensively hydrolyzed specialty formulas. FDA has not authorized any disease claims relating to this formula.

† When fed exclusively, as soon as formula feeding begins.

References: 1. Exl BM. A review of recent developments in the use of moderately hydrolyzed whey formulae in infant nutrition. *Nutr Res* 2001;21(1-2):355-79. 2. Chandra RK. Breast feeding, hydrolysate formulas and delayed introduction of selected foods in the prevention of food hypersensitivity and allergic disease. *Nutr Res* 2002;22(1-2):125-35. 3. Von Berg A, Koletzko S, Grubl A, Filipiak-Pittroff B, Wichmann HE, Bauer CP, et al. The effect of hydrolyzed cow's milk formula for allergy prevention in the first year of life: the German Infant Nutritional Intervention Study, a randomized double-blind trial. *J Allergy Clin Immunol* 2003;111(3):533-40. Study in high-risk infants. 4. Baumgartner M, Brown CA, Exl B-M, Secretin M-C, van't Hof M, Haschke F. Controlled trials investigating the use of one partially hydrolyzed whey formula for dietary prevention of atopic manifestations until 60 months of age: an overview using meta-analytical techniques. *Nutr Res* 1998;18(8):1425-42. 5. Chan YH, Shek LPC, Aw M, Quak SH, Lee BW. Use of hypoallergenic formula in the prevention of atopic disease among Asian children. *J Paediatr Child Health* 2002;38:84-8. 6. Exl BM, Deland U, Wall M, Preysch U, Secretin MC, Shmerling DH. Zug-Frauenfeld nutritional survey (ZUFF study): allergen-reduced nutrition in a normal infant population and its health-related effects: results at the age of six months. *Nutr Res* 1998;18(8):1443-62.

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™.

*Benzalkonium 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

Solution
for bacterial
conjunctivitis

VIGAMOX™
(moxifloxacin HCl ophthalmic
solution) 0.5% as base
EVERYTHING ELSE IS HISTORY™
www.vigamox.com





DHA & ARA

Now in the USA



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 most major U.S. infant formula brands. **Ask your formula representative about the DHA and ARA levels in their brand.**

*References: 1. Hoffman, D.R., et al., Effects of supplementation with omega 3 long-chain polyunsaturated fatty acids on retinal and cortical development in premature infants. *Am J Clin Nutr*, 1993, 57(5 Suppl):807S-812S. 2. Vanderhoof, J., et al., Evaluation of a long-chain polyunsaturated fatty acid supplemented formula on growth, tolerance, and plasma lipids in preterm infants up to 48 weeks postconceptual age. *J Pediatr Gastroenterol*, 1999, 29:318-26. 3. Birch, E.E., et al., Visual acuity and the essentiality of docosahexaenoic acid and arachidonic acid in the diet of term infants. *Pediatr Res*, 1998, 44(2):201-9. 4. Birch, E.E., et al., A randomized controlled trial of early dietary supply of long-chain polyunsaturated fatty acids and mental development in term infants. *Dev Med Child Neurol*, 2000, 42(3):174-81.

 **Martek**[®]
Biosciences Corporation

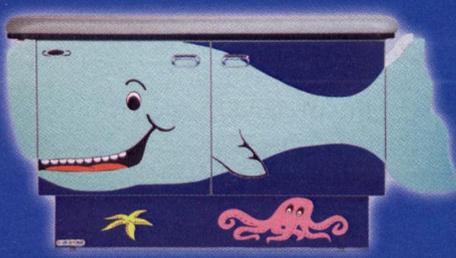
We're putting more thought into formula.



Breastfeeding is best, but if a mother cannot or chooses not to, then the formula recommended should be as close as possible to breast milk.

To receive a free medical professional's guide to the importance of DHA and ARA, call toll free: 1-888-652-7246

www.martekbio.com ©2003 Martek Biosciences Corporation



Whale Patent Pending



Infant 500 Patent Pending



Stool



Patent # 383,543

Modular Casework
Match your exam tables perfectly with high quality medical casework. Full extension drawers and 3/4 inch thick doors are superior to thin metal cabinets. Casework is easy to install and available in many sizes.



Rocket Scale



MC 40



Tree Scale Patent Pending



Fire hydrant can



Youth Bed
The giraffe, monkey, and hippo are guaranteed to put a smile on your little patients' faces while providing all the essential needs for their care and comfort. Side rails are adjustable for easy access to patient. Headboard can be removed if necessary and is available in many sizes.
H 64" W 43" L 74" Patent Pending



Giraffe Scale Patent Pending

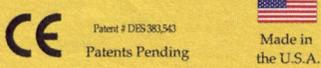
NEW



Pony
Ride the Pony to a quick and fun exam. Save your back as patients mount the Pony via the two-step walk up with non-skid surface. The saddle is a comfortable 2" thick pad with a pneumatic backrest. The Pony has plenty of room for supplies in the lockable cabinets with adjustable shelves.
H 35" W 24" L 67"
Options: tilt, pull step, stirrups, locks, island or wall Patent Pending

Call or Visit...
examtables.com
1-888-386-8225

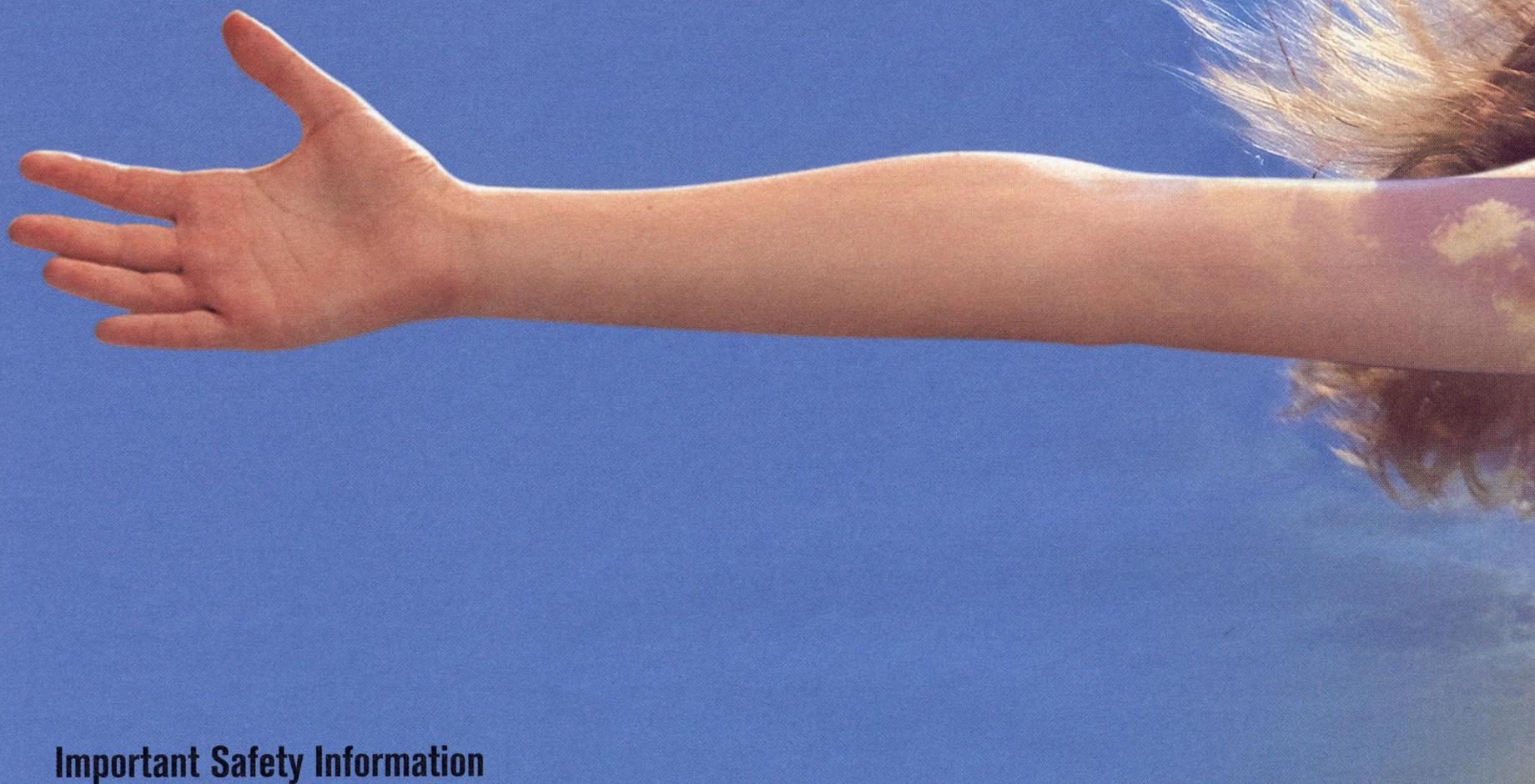
Goodtime Medical 773-626-5000
5410 W. Roosevelt Rd. Fax 773-626-5015
Chicago, IL 60644



Reception Room
Welcome your patients with reception room furniture that says you care about them while they are waiting for you. You can choose from a variety of colors and textures to customize your reception area. Our CAD professionals can design our furniture to fit your space.

XOPENEX® FOR BRONCHOSPASM

Freedom to breathe



Important Safety Information

Xopenex is contraindicated in patients with a history of hypersensitivity to levalbuterol 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 $\geq 2\%$ of patients and more frequently than with patients receiving placebo, were (0.31 mg Xopenex; 0.63 mg Xopenex; and placebo, respectively): headache (7.6%; 11.9%; 8.5%), 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 (7.6%; 9%; 5.1%), rash (NR[†]; 7.5%; 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 $\geq 2\%$ 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%; 9.6%; 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 levalbuterol and approximately 6 hours after administration of 1.25 mg of levalbuterol 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.

References: **1.** Nelson HS, Bensch G, Pleskow WW, et al. Improved bronchodilation with levalbuterol compared with racemic albuterol in patients with asthma. *J Allergy Clin Immunol.* 1998;102:943-952. **2.** Xopenex Prescribing Information. **3.** Milgrom H, Skoner DP, Bensch G, et al. Low-dose levalbuterol in children with asthma: safety and efficacy in comparison with placebo and racemic albuterol. *J Allergy Clin Immunol.* 2001;108:938-945. **4.** IMS DDD Class of Trade Database, April 1999-May 2003.



**IMPORTANT DATA
VALIDATE THE VALUE
OF XOPENEX**

- **Greater peak mean % change** in FEV₁ in severe asthmatics with Xopenex 1.25 mg*¹
- **Long duration of action:** TID dosing for greater patient convenience*^{1,2}
- **Well-established safety profile across the dosing range, supported by over 250 million doses prescribed**¹⁻⁴

*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.



Save time. Reduce paperwork.
Get paid **faster**.

Any volunteers?

From the moment a patient enters your office to the time their visit is paid for, Aetna can make things faster and easier. With our E-Pay™ program you can quickly verify current patient eligibility*, submit and verify referrals and pre-certifications, file claims, check claim status, and receive payment—all electronically. Most correctly completed claims** are paid in under five days. It's all part of making things easier and faster, to give you and your staff the time to focus on what's most important—your patients.



Turning Promise into Practice®

Health • Dental • Disability • Life • Long-Term Care

www.aetna.com

* Subject to retroactive termination.

** Applies only to properly submitted clean claims. Restrictions apply.

-200320

© 2003 Aetna Inc. Plans are offered by Aetna Life Insurance Company.