



### **Bismuth subsalicylate: An age-old remedy with a broad-spectrum of efficacy**

Despite being available for over 2000 years, recent research has shown that bismuth subsalicylate has advantages over many modern therapies in the treatment of stomach complaints and diarrhoea. Dr. Robinson, a gastroenterologist at the Oklahoma Foundation for Digestive Research, highlighted the many studies which show the effectiveness of bismuth subsalicylate in treating stomach upsets, nausea, and diarrhoea, as well as its gastric coating ability and use in the treatment of active duodenal ulcers.

### **Psyllium: A patient-friendly bulk laxative**

The advantages of bulk fibre laxatives may be more than just the effective resolution of constipation. Dr. Robinson presented evidence that psyllium, one of the most effective bulk fibre laxatives available, may also help reduce low-density lipoprotein cholesterol and relieve the symptoms of irritable bowel syndrome. The use of bulk fibre in the treatment of constipation is widely accepted. However, studies have shown that wheat bran, one of the most common fibres available, is less effective than psyllium.

### **Salicylic acid: The future of healthy skin?**

Salicylic acid was described as one of the most effective treatments for both acne and ageing skin. Dr. Berger, a dermatologist from the Robert Wood Johnson Medical School, USA, presented a detailed account of acne pathogenesis, and stressed that this condition affects 85% of all people aged 18-25. According to Dr. Kligman, a fellow dermatologist and professor at the University of Pennsylvania, USA, salicylic acid in conjunction with benzoyl peroxide is the most effective form of non-prescription long-term prevention of acne. Dr. Berger emphasised that as many patients do not visit their physician, the pharmacist therefore has a crucial role to play in improving the standard of treatment for mild-to-moderate acne.

The same compound, salicylic acid, is also an effective therapy for the treatment of skin photo-ageing, providing excellent exfoliation benefit, without the irritation associated with the widely-used alpha-hydroxy acids.

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## ***THE INTERACTIVE TECHNOLOGY***

*The interactive voting system used individual hand sets which allowed the audience to respond to questions set by the speaker. The question was shown on the screen, and a selection of answers provided. Delegates were given six seconds to press the button corresponding to their choice. The results were displayed on the screen.*

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