



SEROXAT

PENETRATES THE DARKNESS OF DEPRESSION
WITH A SELECTIVE NEW LIGHT.

- ▶ Each December when the sun is at its most Southerly position, dawn light shines through a precisely designed lengthy passageway at Newgrange, Co. Meath, illuminating the ancient burial chamber, but no other part of the tomb.
- ▶ 'Seroxat' brings light back into the lives of depressed patients also in a specific way by selectively blocking the re-uptake of serotonin.¹
- ▶ The result: depression lifts² with a better adverse event profile versus tricyclic antidepressants.³

SEROXAT
PAROXETINE

WORKS SELECTIVELY, WORKS EFFECTIVELY IN DEPRESSION

References: 1. Thomas DR *et al.* *Psychopharm* 1987;93:193-200. 2. Dunbar GC, Stoker MJ. Extended abstracts on paroxetine.

5th World Congress of Biological Psychiatry, Florence, 9-14th June, 1991. SmithKline Beecham Pharmaceuticals. 3. Dunbar GC *et al.* *Br J Psychiat* 1991;159:394-8.

Product authorisation holder: SmithKline Beecham Pharmaceuticals Limited, Ferry House, 48-53 Lower Mount Street, Dublin 2.

Full prescribing information is available from: Smith Kline & French, Ferry House, 48-53 Lower Mount Street, Dublin 2. PA 49/50/1-2.

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