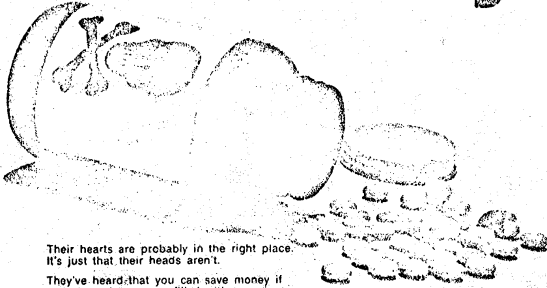


They're out to save you money on medicine... even if it kills you.



Their hearts are probably in the right place. It's just that their heads aren't.

They've heard that you can save money if your prescriptions are filled with generic or chemical name drugs with the same chemical compound as brand name medication.

And they've jumped on the legislative bandwagon. Possibly without realizing that the law is flying in the face of everything your doctor has learned.

Should that bill become law, your doctor will have to write prescriptions specifically including a statement that "bioequivalence is considered critical in order to prevent the substitution of another, so called 'equal' drug. 'Bioequivalence' or 'therapeutic' equivalence means that the drug will produce the same effect in your body as the brand-named drug prescribed by your doctor. Most generic or chemically equivalent drugs do not, in fact, produce the same results because of differences in coating, filters, quality control, acidity and absorption rates).

If all generic drugs having the same chemical compound could do the same job, that would be one thing. But all generic drugs aren't the same.

And that difference could be a killer.

Take plain ol' Oxytetracycline. It's an antibiotic, a common one and chances are someone in your family has taken it.

But if that harmless little drug is manufactured under slipshod quality control conditions, if the chemical compound is encased in slightly acidic capsules, it can slowly transform into a deadly kidney poison.

Yet, quality control is one place corners can be cut to bring you cheaper generic name drugs.



And that's the kind of risk they want you to run. Even though nobody's really proved that prescription drug substitution can save you money.

The fact is, in one area with such a law, a recent study found that prescription prices went up an average of 13¢ on the dollar after the law was passed.

It's high time you bypassed these do-gooders and did a little good for yourself.

Call this number for more information on the proposed prescription drug substitution legislation. If you're already convinced, tell us so when you call. We'll send a protest in your name to the people in Oklahoma City who can stop this disaster before it starts — your state legislators. Or write them yourself. But don't wait. Write your letters today or

Call 273-8838 Now!

The alternative is enough
to make you sick.

Medicine and Politics don't mix.

This campaign to Stop Prescription Drug Substitution Legislation is sponsored by the Pottawatomie County Medical Society and Pharmaceutical Association. Gordon Richards, Jr. RPh., Francis A. Davis, M.D., Co-Chairmen