COMPETITIVE PROBLEMS IN THE DRUG INDUSTRY 14869

- 4. The most important aspect in a weight reduction program is personal motivation. Unless highly motivated an individual cannot stay on a diet and no program will be successful.
- Patients do not appear to become resistant to the effects of amphetamine, rather they gradually lose motivation.
- 6. Very obese patients have great difficulty in reducing caloric intake and losing significant amounts of weight with or without an amphetamine crutch. Such individuals are often called compulsive eaters or food addicts.
- 7. The amount of attention paid to the trials and tribulations of obese subjects is directly proportional to the success attained. Reviewing progress, counseling, gentle persuasion and strong encouragement are important facets of a weight reduction program.

A rather dramatic illustration of the profound influence of the human psyche on eating habits is afforded by reviewing results of administration of sympathomimetic drugs to experimental animals. In the so-called lower forms these drugs are truly anorexigenic - appetite reducing - drugs. Most of us regard our canine friends as the most hedonistic of all creatures when it comes to food. Yet dogs given amphetamine will