

## COMPETITIVE PROBLEMS IN THE DRUG INDUSTRY 14897

Indeed, there seems to be general agreement in the technical as well as popular literature that the obese should seek a doctor's advice before undertaking any serious program of individual dieting.

If we have approximately 30 to 40 million obese individuals in the United States, and if we and they recognize that wishing "won't make it so", what remedies are appropriate?

Our Pharmaceutical Division believes that the obese individual has a medical problem which is best treated by a physician and aided by counseling and supportive techniques which will motivate the patient to attain his goals.

Pennwalt has acted on this belief in educational programs directed to both physician and patient. We believe that prescription of anorectic medication--ours or that supplied by other reputable pharmaceutical companies--is entirely the prerogative of the physician.

For more than fifteen years, we have provided the patient, through his doctor, with literature intended to educate the patient--not sell him our products. Indeed, our products are not mentioned in this literature.

More than 10 million copies of our long-established and free booklet, "Are You Really Serious About Losing Weight?", have been distributed. It contains over 70 pages of highly useful information for the patient and no reference to Pennwalt products.

The educational value of our booklet was described by the internationally renowned Dr. Jean Mayer of the Harvard University School of Public Health, who said: <sup>2/</sup>

"There have been so many popular books and articles on obesity which make the most unreasonable promises to patients that it is

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<sup>2/</sup> See Preface to "Are You Really Serious About Losing Weight?", copies of which have been supplied to the Committee.