

14898 COMPETITIVE PROBLEMS IN THE DRUG INDUSTRY

pleasant to see a booklet taking the reasonable and truthful position that weight reduction is dependent on maintaining a negative energy balance--preferably based both on decreasing food intake and increasing energy expenditure.

"It is even more gratifying to see that the booklet is sponsored by an enlightened pharmaceutical company which realizes that while anorexigenic drugs can, in the hands of competent and well-informed physicians, make an important contribution to treatment during the initial period of weight reduction, they cannot substitute for reeducation of the patient as regards eating and living habits. They can gain time and make it easier for the obese individual to become used to smaller food portions. But a great deal of information and motivation also need to be given to the patient.

"Because the doctor's time is not unlimited, he needs teaching material, which this booklet quite adequately conveys. Reading the booklet should give the patient the chance for a more informed dialogue with his doctor."

In this same booklet, the patient is advised to "Count your facts before you count your calories" and then asked to take a True-False quiz on basic propositions alleged to relate to dieting, with 28 questions and answers.

I call your attention specifically to question No. 26 and our answer to it (at pages 3 and 5 of the booklet):

Proposition: 26. A diet "pill" is an easier way of losing weight than dieting.

Answer: 26. False. No pill can take the place of dieting. A diet pill is only a "training" aid to help cut down appetite for food while learning to adjust to eating less. It takes time to correct faulty eating habits--the real cause of overweight. Do not use any dieting drug unless it is prescribed by your physician for you."

In summary, our educational program is specifically addressed to a four-part theme: (1) dietary counselling by the physician; (2) individualized dietary control addressed to the specific patient; (3) prescribed exercise; and (4) if necessary, anti-obesity prescription.