

"Doctor _____, when you prescribe an appetite suppressant, have you found that one certain medication fulfills the requirements of most of your overweight patients or do you vary the formulation and dosage strength to the individual patient?

"Strassenburgh is the only company offering you the flexibility of dosage strength and formulation in the three types of medication to curb appetite.

(Show BIPHETAMINE starter.)

"BIPHETAMINE is amphetamine resin. BIPHETAMINE provides appetite control on one capsule daily. BIPHETAMINE is available in three dosage strengths: BIPHETAMINE '7 1/2', BIPHETAMINE '12 1/2' and BIPHETAMINE '20'.

(Show BIPHETAMINE-T starter.)

"BIPHETAMINE-T is amphetamine resin with Tuazole (methaqualone resin). BIPHETAMINE-T provides appetite control on one capsule daily. Patients taking BIPHETAMINE-T may experience less irritability on BIPHETAMINE-T than on plain amphetamine. BIPHETAMINE-T is available in two strengths: BIPHETAMINE-T '12 1/2' and BIPHETAMINE-T '20'.

(Show IONAMIN starter.)

"Should you prefer to prescribe medication which has less of an energizing effect, IONAMIN (phentermine resin), a non-amphetamine, will provide appetite control on a single daily capsule dose -- IONAMIN 15 or IONAMIN 30 mg.

"Doctor _____, how many overweight patients would you see in six weeks that would benefit from *Are You Really Serious About Losing Weight?*

"Would you like starters of BIPHETAMINE, BIPHETAMINE-T or IONAMIN to give to your patients with each book? What strengths?

CLOSE: "So that we can continue to provide this service and expand it, we ask that when you use *Are You Really Serious About Losing Weight?* and in your judgment the patient needs an appetite suppressant, would you prescribe (doctor's choice of BIPHETAMINE-BIPHETAMINE-T - IONAMIN)?" (Get his commitment.)

"BIPHETAMINE, BIPHETAMINE-T and IONAMIN are available at every drug-store and I will be happy to supply you with additional copies of *Are You Really Serious About Losing Weight?* when I call on you in six weeks."