

in the Latin American promotion.

Oral Contraceptives

A similar situation was discovered in the case of a number of oral contraceptives--Ovulen marketed by Searle, Norlestrin or Prolestrin marketed by Parke-Davis, Ortho Novum marketed by Otho, Novulon marketed by Johnson, Norinyl marketed by Syntex, and Ovral or Anfertil marketed by Wyeth.

In PDR, all of these are described as indicated for only one use--contraception. In the Latin American countries, they are openly recommended for contraception, and also for the control of premenstrual tension, menstrual pain, problems of the menopause, and a host of other conditions.

In the United States, physicians are warned of the possibility of many side-effects, especially thromboembolic changes that can lead to serious or fatal blood clots.

In Latin America, for all the products studied here, the risk of thromboembolic changes is ignored. No adverse reactions of any kind are given for the Searle product in Ecuador, Colombia, or Brazil, for the Parke-Davis product in Central America, and for the Wyeth product in Ecuador, Colombia, or Brazil.

Anti-Arthritics

For Ciba-Geigy's anti-arthritis drugs Butazolidin and Tandearil, only a few indications for use are approved in the United States but many in Mexico, Central America, Colombia, and Ecuador. In contrast, the warnings are numerous in this country but few in Latin America.