

in adequate detail.

--But in some countries--notably Colombia--there is no lack of clarity. The laws are on the books. They require full disclosure of all hazards to all physicians. And these laws are being flaunted. If companies say they are not breaking the laws in Colombia, they are lying.

One internationally-famed health educator, Dr. José Félix Patino, the former Minister of Health in Colombia, put it this way to us: "U.S. manufacturers would be put to shame if the U.S. public knew how they are promoting their products in Latin America."

Even within some of the multinational companies, top medical scientists are beginning to discover the situation for themselves. They are appalled to find what their own firms have been doing. I believe that when this record is disclosed to company boards of directors and to company stockholders, they, too, will be appalled.

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In any consideration of this whole unappetizing business, full recognition must naturally be given to the fact that what constitutes good medical practice--or rational drug use--may often be influenced by many factors: the extent of poverty, literacy, purchasing power, standards of living, access to health care, the prevalence of particular diseases; the particular population groups at risk, social and cultural standards, and religious attitudes.