SMITH KLINE & FRENCH LABORATORIES,
*Philadelphia, Pa., July 1967.*

DEAR DOCTOR: Smith Kline & French has recently received reports of auditory and visual hallucinations and of disorientation and confusion which occurred in patients during the administration of "Vontrol" (brand of diphenidol), our drug for control of vertigo, and nausea and vomiting.

Approximately twenty such cases have been reported. In most of these, the reaction occurred within two days after the start of "Vontrol" in the recommended dosage and subsided spontaneously, usually within 24–48 hours after the drug was stopped. Although most of these patients had been receiving other drugs, "Vontrol" is believed to be the causative agent. We have not been able to establish a correlation between the reaction and any concomitant therapy nor have we been able to relate the reaction to sex or any specific age group.

Because it is impossible at this time to identify the individual patient in whom this reaction might occur, and because there is no specific treatment for this reaction other than allowing it to run its course (usually 24–48 hours after stopping the drug), the benefit to be derived from the use of this drug must be weighed against the risk of this serious and potentially dangerous reaction.

In view of the above, the use of "Vontrol" (brand of diphenidol) should be limited to hospitalized patients or to patients under comparable continuous close professional supervision. We shall continue to study the cause and the frequency of this adverse effect.

We have revised the package insert for "Vontrol" (brand of diphenidol) to indicate this limitation and to include a warning regarding this reaction. A copy of the revised package insert is enclosed bearing the limitation legend and warning as follows:

Vontrol (brand of diphenidol)

Use Limited to Hospitalized Patients or Patients Under Comparable Continuous Close Professional Supervision

Warning: Use limited to hospitalized patients or patients under comparable continuous close professional supervision. Auditory and visual hallucinations, disorientation and confusion have been reported associated with the use of "Vontrol". The frequency of this reaction is unknown. Thus far, the reaction has occurred within two days of starting the drug in recommended dosage and has subsided spontaneously usually within 24 to 48 hours after discontinuation of the drug. Patients on 'Vontrol' (brand of diphenidol) should be observed closely and in the event of such a reaction the drug should be stopped.

We are continuing to report the available information to the Food and Drug Administration. If you should observe a similar reaction during treatment with "Vontrol" (brand of diphenidol) please send us full information concerning your case.

Sincerely yours,

MAURICE R. NANCE, M.D.,
*Medical Director.*

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FLINT LABORATORIES,
DIVISION OF TRAVENOL LABORATORIES, INC.,
*Morton Grove, Ill., July 20, 1967.*

DEAR DOCTOR: The Food and Drug Administration has asked us to call your attention to the initial advertisements for Choloxin® (sodium dextrothyroxine), currently appearing in several journals, which are regarded by the FDA as misleading.

The headline, "A significant new advance in the management of hypercholesterolemia", does not include the qualification that Choloxin is indicated for the treatment of hypercholesterolemia in selected patients, i.e., euthyroid patients with no known evidence of organic heart disease. Also, the ads fail to stress that Choloxin is not intended to replace or to lessen the desirability of considering dietary regulation in the management of hypercholesterolemia.

The FDA points out that, while the ads emphasize that Choloxin effectively lowers blood cholesterol levels, they fail to emphasize that this effect has not been proven to alter the morbidity and mortality of atherosclerotic disease. The claim in the ads that Choloxin (sodium dextrothyroxine) is "significant in its accepted physiologic mode of action" is considered to oversimplify the extent of knowledge of its mode of action. Further, the reference to "over 6,000 patients