B. Products not acceptable for advertising and exhibiting

1. *General purpose foods.*—Foods promoted for use by the population in general; Examples-Fruits, meats, eggs, bread, processed fruits and vegetables.

2. *Beverages.*—Alcoholic Beverages.

3. *Miscellaneous products.*—Tobaccos, cosmetics, patent drugs, automobiles, etc.

C. Detailed information required on modified old and new products

1. *New drugs.*—A new drug is defined as follows: As a single active ingredient (e.g. reserpine, deserpidine), or an extract from a single source (e.g. alseroxylon, rauwolfia).

2. *Modification on drugs of approved products.*—A drug previously approved must be re-submitted for review if a modification of the drug has been made subsequently, for example such as a new salt or ester.

3. *Combination of one or more drugs.*—Combination of one or more drugs already considered acceptable-clearance will depend on rational grounds for justifying such a new combination.

4. *Additional brand of product.*—An additional brand of a product already considered acceptable (copy of proposed advertisement only need be submitted).

In order for a pharmaceutical manufacturer to become eligible to advertise the products in the ANNALS OF INTERNAL MEDICINE, or to exhibit them at the annual meetings, the following data concerning a product must be submitted to the Committee for review before acceptance. This ruling applies to new products and on established drugs or equipment which have been modified.

(1) Five copies of the currently approved package insert be forwarded to the American College of Physicians and addressed to the attention of the Advertising Manager.

(2) Indicate whether approved by FDA.

(b) Indicate whether approved by AMA or other publications.

The Advertising Committee frequently seeks the opinions of consultants in determining the eligibility of products and suitability of claims. The Advertising Committee expects that the medical department of the pharmaceutical company has approved not only the product but the advertising copy before its submission. Drugs introduced before 1961 should include if available the package insert and other data supporting the efficacy, instructions of uses and relative safety of the product. Evidence of such medical department approval must be furnished on request.

D. Advertisements for specific types and classes of products and services

1. *Apparatus, instruments and devices.*—The eligibility of medical equipment intended for preventive diagnostic or therapeutic purposes is determined by the Advertising Committee. Advertisement for new products and new claims should be accompanied by FIVE COPIES of information, presenting full and adequate scientific and technical data concerning the products' safety, operation and usefulness, including the results of laboratory and clinical examination. These data may be either published or unpublished. Samples of apparatus, devices, equipment or instruments should not be submitted unless requested by the Committee.

2. *Books.*—A book may be requested for review so that its eligibility for advertising may be determined.