

Mr. GORDON. Would it be reasonable to assume that the first sentence would discourage the physician from reading any further, the warnings on side effects? There are a good many listed there.

Dr. FREYHAN. Generally it is true that serious side effects are rarely observed with this group of drugs. On the other hand given a patient with pathology of the eye, this drug could seriously aggravate the existing ocular disorder. The present arrangement of listing adverse effect defeats its own purpose. By listing all adverse effects ever observed, as now required by law, attention is diverted from those adverse reactions only significant for patients of certain ages or having other specified diseases. Merely cataloging all effects does not realistically represent what complications to look for in a given patient. If you have an elderly patient and you do not check his ocular status, and he gets glaucoma, then he has certainly lost by far more than he has gained under the antidepressant therapy.

Mr. GORDON. Doctor, I am going to submit to you a group of advertisements, specific advertisements. And I am wondering if you could comment on some of them.¹

Here is one for Triavil. Would you read it so that the people in the room will know what it is about,

Dr. BRILL. "Am I old" in blue print. "In the face of obvious decline, anxiety is often seen in reactive depression. Triavil treats both."

I presume that refers to anxiety as well as reactive depression.

And then the text follows. And it ends in capital letters "For moderate to severe anxiety with coexisting depression, Triavil containing perphenazine and amitriptyline hydrochloride."

Mr. GORDON. What do you think of that?

Dr. BRILL. It ends up in all fairness, "for additional prescribing information please see the following page," in smaller letters.

Dr. FREYHAN. My comment would be again that it is promising far more than this particular combination of compounds can achieve. There are no gross misstatements. The cleverness of "Am I old" obviously appeals to anyone who, with or without justification, feels that he has reached whatever he thinks is a critical age.

Senator NELSON. Which ad is that?

Dr. FREYHAN. This is Triavil. It has the skull and the two ladies sitting in there apparently preparing for the end. There now comes the salvation with Triavil.

If one overlooks the gimmicks in here and reads the text, there is not, I would think, as much distortion in it as in the headline "Am I old."

Dr. BRILL. I personally don't like the ad. It doesn't attract my favorable reaction. It may be that many physicians are turned off by the kind of ad which is not medically attractive. And to me this is not medically attractive. "Am I old" is really not a medical question. In

¹ See pp. 5350-5368.