

[EXHIBIT 4]

[From Behavioral Neuropsychiatry, April 1969]

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One drug, one effect

Tofrānil[®], imipramine HCl,
therapeutic effect
is "all antidepressant."
Not a tranquilizer,
not a CNS stimulant.

Surprise statement in face
of trend towards combination,
multiple-effect products.

— TOFRANIL can help relieve depression, while it allows most patients to go about their daily routines—driving the car, cleaning house, socializing—usually without drowsiness or jitteriness. That's what a Geigy spokesman said today, in a statement generally supporting the medical axiom that, ideally, one drug should have one action.

The Geigy spokesman was quick to emphasize that there are exceptions, patients who may experience jitteriness or drowsiness.

TOFRANIL can be used together with the tranquilizer, hypnotic or sedative of the psychiatrist's choice, if necessary. (But Tofrānil is contraindicated in patients receiving MAO inhibitors.) And because there is little or no sedation or stimulation from Tofrānil, dosage adjustment is a little easier.

The Geigy statement was prompted by the growing number of combination products, and multiple-effect claims for single agent preparations.

The Geigy spokesman concluded his statement by calling attention to the particular precautions concerning the use of Tofrānil that pertain to patients with cardiovascular disease, hyperthyroidism, increased intraocular pressure, or who are in the first trimester of pregnancy. He pointed out that psychiatrists should also be familiar with the precautions concerning patients receiving anticholinergics (including antiparkinsonism agents), thyroid medication, or antihypertensive adrenergic neuron-blocking agents. All these precautions, together with complete prescribing details, are in the full Prescribing Information.

