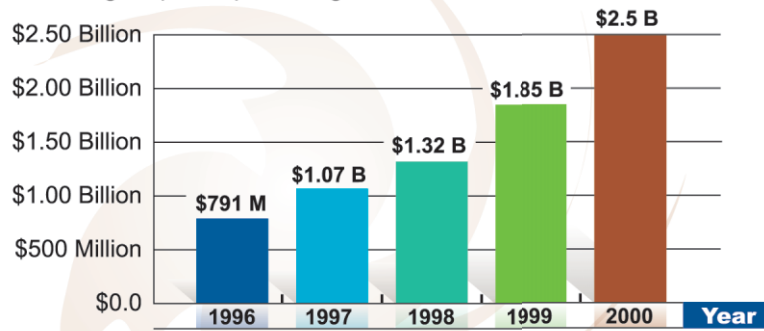


Pushing Drugs – Legally

America's drug companies continue to increase their direct-to-consumer advertising for prescription drugs:



The top promoted prescription drug, Vioxx (an antiarthritic), enjoyed 28% more direct-to-consumer advertising than Pepsi, a whopping \$160 million in advertising for that single drug (and a 360% increase in sales). Drug makers have proved they can sell more prescription drugs by taking their promises of health directly to the public. The public is obviously buying both the sales pitch and the drugs.

SOURCE: *Prescription Drugs and Mass Media Advertising, 2000*. NIHCM Foundation, November 2001. www.nihcm.org.