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ONE HUNDRED TENTH CONGRESS

U.S. House of Representatives
Committee on Energy and Commerce
Washington, DC 20515-6115

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September 12, 2008

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AND CHIEF COUNSEL

Mr. Bernard J. Poussot
Chairman, President, and CEO
Wyeth Pharmaceuticals
5 Giralda Farms
Madison, NJ 07940

Dear Mr. Poussot:

Under Rules X and XI of the Rules of the U.S. House of Representatives, the Committee on Energy and Commerce and its Subcommittee on Oversight and Investigations are continuing to investigate direct-to-consumer (DTC) advertising for pharmaceutical products. We are concerned about such advertising for your product, Centrum Cardio.

Centrum Cardio is advertised as the "First and only complete multivitamin that lowers cholesterol". A television commercial states that Centrum Cardio is "the only complete multivitamin that can lower cholesterol". Wyeth's Web site indicates that users of Centrum Cardio can "Lower Cholesterol within a Month!" with "a natural ingredient derived from soybeans that blocks cholesterol absorption & significantly lowers bad (LDL) cholesterol."

We are concerned that these statements may be misleading to the general public and that patients with high cholesterol may erroneously substitute Centrum Cardio for a treatment plan prescribed by their physician.

Therefore, we ask that you provide the following:

1. All documentation relating to the claims made for Centrum Cardio, including its claim that consumers may see lower cholesterol results within four weeks, that they may reduce their risk of heart disease, and that its natural ingredient blocks cholesterol absorption and significantly lowers low-density lipoprotein (LDL) cholesterol; and

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2. Copies of all DTC advertisements for Centrum Cardio, including storyboards and scripts for television and radio advertisements.

Please deliver copies of the requested records to the Subcommittee on Oversight and Investigations of the Committee on Energy and Commerce, Room 316 Ford House Office Building, no later than two weeks from the date of this letter. Please note that for the purpose of responding to this request, the terms "record" and "relating" should be interpreted in accordance with the attachment to this letter. After review of the records, we may require additional records and/or staff interviews with company officials.

Thank you for your prompt attention to this matter. If you have any questions related to this request, please contact us or have your staff contact Paul Jung or David Nelson of the Committee staff at (202) 226-2424.

Sincerely,



John D. Dingell
Chairman



Bart Stupak
Chairman
Subcommittee on Oversight and Investigations

cc: The Honorable Joe Barton, Ranking Member
Committee on Energy and Commerce

The Honorable John Shimkus, Ranking Member
Subcommittee on Oversight and Investigations

ATTACHMENT

1. The term "records" is to be construed in the broadest sense and shall mean any written or graphic material, however produced or reproduced, of any kind or description, consisting of the original and any non-identical copy (whether different from the original because of notes made on or attached to such copy or otherwise) and drafts and both sides thereof, whether printed or recorded electronically or magnetically or stored in any type of data bank, including, but not limited to, the following: correspondence, memoranda, records, summaries of personal conversations or interviews, minutes or records of meetings or conferences, opinions or reports of consultants, projections, statistical statements, drafts, contracts, agreements, purchase orders, invoices, confirmations, telegraphs, telexes, agendas, books, notes, pamphlets, periodicals, reports, studies, evaluations, opinions, logs, diaries, desk calendars, appointment books, tape recordings, video recordings, e-mails, voice mails, computer tapes, or other computer stored matter, magnetic tapes, microfilm, microfiche, punch cards, all other records kept by electronic, photographic, or mechanical means, charts, photographs, notebooks, drawings, plans, inter-office communications, intra-office and intra-departmental communications, transcripts, checks and canceled checks, bank statements, ledgers, books, records or statements of accounts, and papers and things similar to any of the foregoing, however denominated.
2. The terms "relating," or "relate" as to any given subject means anything that constitutes, contains, embodies, identifies, deals with, or is in any manner whatsoever pertinent to that subject, including but not limited to records concerning the preparation of other records.