

Food and Drug Administration
5630 Fishers Lane
Room 1061
Rockville, MD 20852

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8 May 2001

I am writing regarding Docket Number - 01N-0078, which I believe has to do with prescription drug advertising.

The price of prescription drugs has increased so much, so quickly. A big reason that the prices have increased has to do with Television Advertising. There is no real reason for prescription drugs to be advertised on television. The drug manufacturers want to advertise on television to increase the sales of their drugs, which would be ok if they didn't glorify the drug. I realize to advertise you must glorify the product, because it is sales, which may be ok in some cases, but not when it comes to drugs.

Yes, we consumers need to be made more aware of the drugs that are available to us. We need to be knowledgeable about the drugs, and to be able to talk to our Doctors about which drugs will work best for our individual case.

We also need to be able to afford to purchase the drugs. It is becoming harder and harder to do, partly because of the cost of television advertising, and partly because of the profits that the drug manufacturers are making.

I do realize that the drug manufacturers need money for research. I realize that they also need to make a profit. At the same time with their research and their profit, they need to make the drugs available (affordable) to the people who need them.

I think that television advertising should be stopped, and the prices brought down, not the profits going up, or saying they will put more money into research, but the prices of the drugs should be brought down for everyone.

Dockets Management Branch @ HFA-305

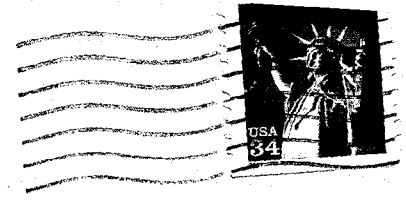
Docket Number 01N-0078

Thank You

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