

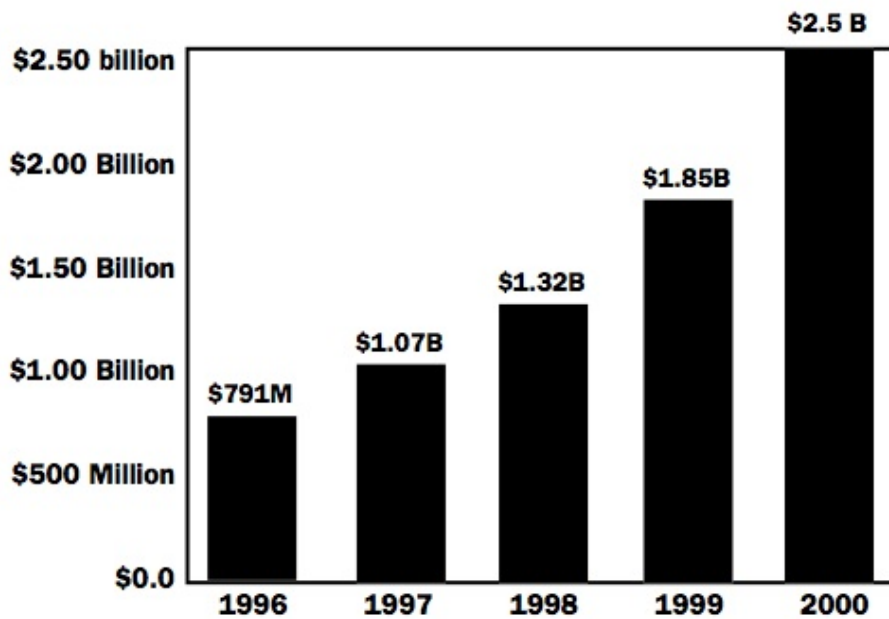
TV ADS CAUSED DRUG SALES TO SKYROCKET

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Turn on the television these days and it's more common to see a commercial for the latest drug on the market than it is to see your favorite food or soft drink being advertised.

According to a study by the National Institutes of Health, Vioxx, the most widely promoted prescription drug, was advertised 28% more than Pepsi in direct-to-consumer advertising.

Advertising for this drug alone cost \$160 million, which prompted a 360% increase in drug sales.



SOURCE: "Prescription Drugs and Mass Media Advertising 2000, NIHCM Foundation, November 2001; www.nihcm.org; Dynamic Chiropractic, February 11, 2002, Vol. 20, No. 4, p. 1.