

# Many lessons for India

4/31 By Nantoo Banerjee 4/3/2

Disciplining the pharmaceutical industry has been one of the toughest even in the United States of America. The latest issue of the US edition of the TIME magazine (July 12th) carries a three page ad on the side effects of Evista, raloxifene HCl tablet, which has been prescribed for over 10 years to treat and prevent osteoporosis in women past menopause, by its manufacturer Eli Lilly, one of the world's largest drug firms, as consumer safety information. Briefly, the side effects include hot flashes, leg cramps, swelling, flu-like symptoms, joint pain, and sweating. The safety information on Evista warns that women with liver and kidney ailments and poor heart condition should be careful about taking the drug, which 'increases the likelihood of dying from stroke in those women, should one occur.' The ad advises 'before taking Evista tell your doctor if you had a stroke, a mini-stroke, irregular heartbeat, high blood pressure' etc.

Suffice it to say, Evista is one of the most popular anti-osteoporosis drugs the world over. In a way, it has stood the test of time. Even then, the drug manufacturer is careful. The public information ad is also very much in keeping with the consumer safety compliance regulation of the US. At the same time, it helps strengthen further the manufacturer's seemingly honest marketing effort among users and helps the company stay tuned with consumers. However, a popular drug's market

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