

*The Truth*  *About Health*

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**TOUGH TIMES FOR PHARMACEUTICAL COMPANIES MEANS INCREASED DANGERS FOR PATIENTS!**

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Dr. Joseph Mercola, author of the comprehensive health-oriented website, [www.mercola.com](http://www.mercola.com), analyzed news reports from the New York Times on some of the difficulties that have recently beset the pharmaceutical industry:

In just one twelve-hour period, the following news burst on the health scene:

- \* Pfizer announced an increased risk of heart problems in people taking the painkiller Celebrex ® (one of the world's best-selling medicines).
- \* AstraZeneca reported that lung cancer drug Iressa™, approved in the United States in 2003, did not prolong lives in a trial.
- \* Eli Lilly warned that Strattera ®, an ADHD drug, might cause severe liver injury.

What was the business result of these announcements? A drop in the market value of these companies of \$30 billion!!

So how will these publicly-owned companies strive to keep their shareholders happy? Dr. Mercola describes their new strategy:

- \* Pursue aggressive ad campaigns to doctors and directly to patients
- \* Increase drug prices
- \* Attempt to extend patents on existing medications

Dr. Mercola states, "Collectively, all drug companies spend \$16 BILLION to market their drugs to physicians every year and another \$3 billion for direct-to-consumer advertising. That gives you some idea of how much money is involved here."

If you agree that the health of our citizens should not be managed based on a company's popularity with its shareholders, tell your friends and acquaintances about the benefits of alternative healthcare!

SOURCE: [http://www.mercola.com/2005/jan/8/drug\\_empire/htm](http://www.mercola.com/2005/jan/8/drug_empire/htm)