

brunch with Charley Rungey of Dow chemical after a fascinaTING HOUR ON the radio (ABC) with Kathy Novak. He is head of all professional relations for all Dow products. Never gets to Midland, MI headquarters, only the big boys do.

Asked him which co.s aren't regarded as highly within the business. He suggested that Pfizer was the most outrageous, and I told him of the phone call I'd received in Chicago at home promoting Vistaril. He didn't say anything bad about SK&F and was pretty non-committal about Roche, but did add that while Lily has been highly regarded, some of their people are getting a little pushy. Seemed to like Merck.

As for Nicorette, he expressed some concern that they were being misunderstood as a cure-all, and suggested that the gum would be a useful adjunct in well-motivated individuals and could double the previous top success rate, which is only about 5%. So he's saying that in 10% of people who want to stop smoking the gum may be beneficial. The one company where it is sold over the counter--Switzerland--is trying to get it as a Rx drug. Dow only sells it in this country and Canada and I think one or two more. Dow only operates in around 15 countries. Leo has the gum in Scandinavia, and Dow has no business at all in Scandinavia. "Japan is wher we'd like to be," cause that's the second highest prescriber market after the US. But Dow's not there yet. Merck is.

I questioned the sincerity of Dow's "anti-smoking effort" in light of the likelihood that Dow is making chemicals used in cigarette manufacture. He said that indeed this was thought about before they chose to sell the gum, since Dow makings chemicals and packaging materials for cigarette companies. Indeed, RJ Reynolds has cancelled some of its business with Dow. They're looking at a market of 56,000,000 smokers, plain and simple. They're no longer using the ads used in Canada aimed at giving gum to pats. with CVD. He said he would send me some of the new material they're planning.