



JAN 30 2002

NADA 139-236

Lloyd, Inc.
• 604 W Thomas Ave
P O Box 130
Shenandoah, IA 51601

Dear Dr. Lloyd:

We are referring to your advertisement for AnaSed (xylazine) Injectable, NADA 139-236, entitled "There's No Shortage of Benefits in AnaSed (xylazine)." The advertisement appeared in the December 2001 issue of *Veterinary Economics*. It includes statements: "It's Effective. Unlike generics, AnaSed has full NADA status on both 20 mg and 100 mg strengths through complete chemical analysis and efficacy studies."

We find these statements to be misleading by implying that your NADA approved product is somehow better than generic products. We wish to remind you that generic pharmaceutical products approved by the FDA are bioequivalent to the pioneer drug products and are in no way less safe or effective than the NADA products. Any promotion or advertising contrary to that is deemed false, lacking in fair balance, or otherwise misleading under 21 CFR 202.1(e) (6) (ii). In addition, the advertisement mentions the uses or yohimbine and tolazoline reversal agents for xylazine but fails to provide brief summaries for these products as required under 21 CFR 202.1(e)(1).

We request that you discontinue the advertisement in question immediately and refrain from using such implied or direct superiority claims in your future promotions. Please inform us of your intentions as soon as possible or in any event within 30 days of the receipt of this letter. If you have any questions, you may contact us at (301)827-6642.

Sincerely yours,

M I O

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