



DEPARTMENT OF HEALTH & HUMAN SERVICES

Food and Drug Administration  
Rockville MD 20857

March 30, 2007

Fred S. Mayer, R.Ph., M.P.H.  
President  
Pharmacists Planning Service, Inc.  
101 Lucas Valley Road, Suite 210  
San Rafael, CA 94903

Re: Direct-to-Consumer Advertising Print Size Readability (Citizen Petition 2007P-0065)

Dear Sir:

Thank you for your letter of February 14, 2007, regarding direct-to-consumer advertising print size readability and transmitting a copy of the Citizen Petition you were submitting to the agency.

Your petition was received and assigned the above referenced docket number. Since your Citizen Petition covers the same request as the questions posed in your letter to Dr. Galson of FDA and Deborah Platt Majoras of FTC, we are forwarding a copy of this letter to the docket file for the petition so the appropriate people have the opportunity to review and respond.

Thank you for taking the time to communicate your concerns. They will be addressed in the Agency's response to your Citizen Petition.

Sincerely,

Rose E. Cunningham  
Regulatory Health Project Manager  
Executive Operations Staff  
Office of Executive Programs  
Center for Drug Evaluation and Research

cc: Docket 2007P-0065

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