



Life is our life's work.

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Pfizer New Zealand

15 September 2004

Alice Lennon
Secretary
Immunisation Awareness Society Inc
PO Box 56 - 048
Dominion Rd
AUCKLAND

Dear Madam

Immunisation Awareness Society/ Pamol

I refer to your letter of 1 September 2004 and in particular to the undertakings provided by your organisation and its officers ("IAS"):

1. In relation to the first undertaking, Pfizer demands that IAS undertakes not to provide any information in the course of interviews, public statements or publication (including information available from the IAS website) which would tend to suggest or imply:
 - a. that Pamol® or any other medication containing paracetamol is associated with the development of meningococcal disease;
 - b. that the use of Pamol® and paracetamol in the treatment of children is detrimental; or
 - c. that Pamol® or paracetamol is otherwise harmful.

The undertaking proposed by you is inadequate, since the references to Pamol® on the IAS website as amended imply or suggest to consumers that Pamol® is a cause of meningococcal disease. For example, Hilary Butler's editorial of 8 July 2004 (accessible from <http://www.ias.org.nz/>) states:

There is so much in the medical literature which shows that analgesics suppress the immune system and make meningitis in animals much worse, that I believe that the use of analgesics FOR meningococcal symptoms should NOT have been disregarded. It should be considered to be part of the problem.

I believe the use of paracetamol in meningococcal meningitis, or any infectious disease, should be forbidden.

But even so, this is a finding which should greatly disturb most parents, but it doesn't seem to. And the reason it doesn't, is that the medical profession continues to advise parents to give paracetamol for all fevers of whatever origin. This advice is criminal in the face of a huge volume of medical literature which clearly shows that the use of paracetamol makes meningitis worse, and makes viral infections of all kinds worse.

Cont/2...

The article *Paracetamol: it's role in fever, illness and recovery* [sic] (at <http://www.ias.org.nz/paracetamol.pdf>) states:

Could the increase in all forms of meningitis and other infectious diseases complications and deaths be because for the last 40+ years, the first thing parents do at the slightest sign of a temperature is give their children analgesics that contain paracetamol? ... So who, in their right mind, would want to play Russian Roulette with their child's health? Not me, and I couldn't give a toss what the label says, or what the experts say, or even those dinky little ads on TV – because their own literature has given enough warning to totally change the face of care of children with fevers, yet THEY HAVE DONE NOTHING to try and change parents perceptions on fever or the use of paracetamol/acetaminophen. And why is that? Follow the money. Over the counter antipyretics are the best money spinner there is. Wall Street Rules. Again.

The facts sheet available at http://www.ias.org.nz/menzb_fact_sheet.pdf states that:

Over-the-counter, paracetamol containing medication ... may mask symptoms and may lead to a worsening of the illness ... The IAS believes that such medications may increase the risk of meningococcal disease.

These references are clearly detrimental to the goodwill and reputation of Pamol® and of Pfizer, and are or are likely to be misleading to consumers of Pamol®. Moreover, the references clearly constitute direct advice to consumers not to use Pamol® in the treatment of their babies' and children's ailments.

2. On the basis of IAS' representations as to current and planned advertising, Pfizer accepts the IAS's response to the second proposed undertaking.
3. Pfizer approves the form of corrective advertising proposed by IAS. Pfizer demands that corrective statement should be available from the IAS website for a minimum of 6 months.
4. Pfizer accepts the IAS's response to the fourth proposed undertaking, subject to IAS' provision of a full schedule of all interviews (including, where relevant, details of publication) given by IAS in which the IAS Representations might have been made.

If Pfizer does not receive the undertakings demanded under the first and third numbered sections and the media schedule demanded under the fourth numbered section by **5:00 pm on Tuesday 21 September 2004**, Pfizer will take such further action as it considers necessary to protect its interests without further notice to you. Pfizer reserves all its rights in relation to the IAS Representations (as defined in my letter of 26 August 2004).

Yours sincerely



Peter Baltus
General Manager
Pfizer Consumer Healthcare