this guidance also applies to studies that were otherwise represented by the sponsor, submitted to the agency, and accepted by the agency as valid and material evidence of safety or effectiveness in lieu of adequate and well controlled studies;

2. The reprint should be from a bona fide peer-reviewed journal. A bona fide peerreviewed journal is a journal that utilizes experts to review and objectively select, reject, or provide comments about proposed articles. Such experts should have demonstrated expertise in the subject of the article under review, and be independent from the journal;

3. If the article contains effectiveness rates, data, analyses, uses, regimens, or other information that is different from approved labeling, the reprint should prominently state the difference(s), with specificity, on the face of the reprint. One acceptable means of achieving the appropriate prominence for this statement is to permanently affix to the reprint a sticker stating the differences; and

4. The reprint should disclose all material facts and should not be false or misleading.

Guidance for Industry Funded Dissemination of Reference Texts²

I. Purpose of Guidance

Sponsors have also expressed a desire to disseminate reference texts, i.e., medical textbooks and compendia, to health care

professionals. These texts typically discuss a wide range of medical diagnoses and treatments, including drug product utilization, surgical techniques, and other medical topics. FDA recognizes that such texts are often useful to clinicians in the practice of medicine.

Reference texts often contain information about the use of drugs, devices, or biologic products in the treatment, diagnosis, or prevention of disease that may not be consistent with the FDA-approved labeling for the products (e.g., discussion of unapproved uses). FDA recognizes, however, that many textbooks do not necessarily highlight a particular drug or device manufacturers products. In such instances, industry's desire to disseminate these reference texts may be in conflict with the Federal Food, Drug, and Cosmetic Act (the act) and implementing regulations.³

Nonetheless, FDA intends to permit the distribution of sound, authoritative materials that are written, published, and disseminated independent of the commercial interest of a sponsoring company and are not false nor misleading. FDA, therefore, intends to allow the dissemination by sponsors of reference texts that discuss human or animal drug, device, or biologic products, under the circumstances described in section II. below.

II. Circumstances for Dissemination of Reference Textbooks

1. The reference text should not have been written, edited, excerpted, or published specifically for, or at the request of, a drug, device, or biologic firm (see discussion below): 2. The content of the reference text should not have been reviewed, edited, or significantly influenced by a drug, device, or biologic firm, or agent thereof (see discussion below);

3. The reference text should not be distributed only or primarily through drug, device, or biologic firms (e.g., it should be generally available for sale in bookstores or other distribution channels where similar books are normally available);

4. The reference text should not focus primarily on any particular drug(s), device(s), or biologic(s) of the disseminating company, nor should it have a significant focus on unapproved uses of the drug(s), device(s), or biologic(s) marketed or under investigation by the firm supporting the dissemination of the text; and

5. Specific product information (other than the approved package insert) should not be physically appended to the reference text.

The agency recognizes that there are some useful reference texts that are written, edited, or published by a sponsor or agent of the sponsor. In these instances, FDA intends to allow the distribution of a reference text under the circumstances described in paragraphs 3 through 5 above, when the authorship, editing, and publishing of the reference text results in the presentation of a balanced perspective of the subject matter. Typically, this would be evidenced by an authorship and editorial process that fosters input from a relatively wide spectrum of sources and that allows for information from all sources to be considered.

Dated: December 6, 1995.

William K. Hubbard, *Associate Commissioner for Policy.*

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²Although this guidance does not create or confer any rights, on any person, and does not operate to bind FDA in any way, it does represent the agency's current thinking on industry funded dissemination of reference texts. Although FDA believes that this guidance encompasses the vast majority of reference texts, the agency will consider, on a caseby-case basis, reference texts that do not fall within the parameters of this guidance document. This guidance does not apply to textbooks or compendia that discuss the specific prohibited uses or animal drugs listed in the Center for Veterinary Medicine Compliance Policy Guide 7125.06 or the Animal Medicinal Drug Use Clarification Act implementing regulations.

³Printed materials, such as medical textbooks and compendia, which supplement, explain, or are textually related to a regulated product are considered labeling for that product when disseminated by or on behalf of the manufacturer, packer, or distributor of the product. See section 201(m) of the act (21 U.S.C. 321(m)) and *Kordel* v. *United States*, 338 U.S. 345, 350 (1948).