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NATIONAL DESK | December 12, 2001, Wednesday

Official Faults Drug Company For Marketing of Its Painkiller

By BARRY MEIER (NYT) 568 words

Late Edition - Final, Section A, Page 16, Column 4

LEAD PARAGRAPH - The head of the Drug Enforcement Administration testified today that he believed that the aggressive promotion of the painkiller OxyContin by its maker had played a role in its widespread abuse.

In comments before the House subcommittee on the departments of commerce, justice and state, the judiciary and related agencies, the administrator of the drug agency, Asa Hutchinson, said that Purdue Pharma, the manufacturer of OxyContin, had contributed to its "disproportionate abuse" by aggressively marketing it as less prone to abuse than similar drugs.

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