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## BOYD COMMITTEE

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Special Committee appointed by
Minister of National Health and
Welfare to Study Existing Legislation on Investigational Drugs,
April 15, 1966 (Dr. Eldon M.
Boyd, Chairman)

## BRAND DRUGS

Are Brand Names for Drugs a Menace?
Wright, Dr. G.F.

"Comparative Survey of Quality of Brand Name and Generic Drugs, Domestic and Imported, 1965" Definition Empire Laboratories, comments

Marketing
Physicians prescribing

Prices
Difference, non-brand quality

Disparity Generic
Effect
Laws effect
Quality, no guarantee
Safety, high prices
Therapeutic integrity, assurance

BRIANT, DR. PETER C., VICE DEAN, SCHOOL
OF COMMERCE, McGILL UNIVERSITY
Canada-U.K. pharmaceutical price
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Canada-U.S. pharmaceutical price,
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