

# The “truth” about TV drug ads



Be wary when watching those ads for drugs on TV because 6 out of 10 claims could potentially mislead you, say researchers in an article in the Journal of General Internal Medicine.

False claims are illegal, but some claims were misleading, left out important information, exaggerated facts, provided opinions, or made meaningless links with lifestyle, the researchers found in reviewing TV drug commercials. Their findings also included problems with ads for over-the-counter drugs as well as prescription medication.

Don't believe everything you see on TV, and when it comes to making medication decisions, your doctor and pharmacist are your best sources.