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Novartis Pharmaceutical Corporation

National Advertising Division

NAD Case #7137

December 2022

Relevant Media

[Click here](#) to watch the video

Password: selfreg

Overall survival (OS) is the length of time patients are alive from the start of treatment. At an 80-month check-in, median OS was 63.9 months for KISQALI + an aromatase inhibitor vs 51.4 months for an aromatase inhibitor alone. In another trial, at a 56-month observational check-in, median OS was 53.7 months for KISQALI + fulvestrant vs 41.5 months for fulvestrant alone. Observational check-ins were not predetermined or controlled for a false positive.

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Summary

Eli Lilly and Company challenged express and implied claims made by Novartis Pharmaceutical in physician- and patient-directed advertising for its breast cancer treatment drug, Kisqali. The National Advertising Division (NAD) found that the claim “Only drug in class with consistently proven survival benefit in HR+/HER2- metastatic breast cancer*” “*across three Phase III trials,” was inherently comparative.

NAD concluded that one message reasonably conveyed to consumers, whom NAD determined lack the medical knowledge or experience to understand nuances in clinical trial design or outcomes, is that Kisqali is more effective and provides superior survival benefits. NAD found that a similar claim directed to healthcare professionals was supported because of the more sophisticated understanding of the target audience.