

---

Id : i.m.47a23cdd3e14b46dcd1bb7b0b7e85ec4  
CN : SQ1ED00099297  
Date : Wednesday, March 8, 2000 3:06:00 PM GMT  
From : Brecher Martin M  
To : Holdsworth Debbie D; Jones Martin AM - PHMS  
Subject : RE: weight gain  
Custodians : Jones, Martin

---

From: Brecher Martin M  
Sent: 3/8/2000 6:36:11 PM  
To: Jones Martin AM - PHMS; Holdsworth Debbie D  
CC:  
BCC:  
Subject: RE: weight gain

Dom, Martin,

I think that the graph you propose showing fluctuating mean weight changes which cross the zero line and confidence limits which consistently include zero adequately support a claim for weight neutral.

Martin

>-----

>From: Holdsworth Debbie D  
>Sent: Tuesday, March 07, 2000 5:22 AM  
>To: Jones Martin AM - PHMS; Brecher Martin M  
>Subject: FW: weight gain

>

>fyi

>-----

>From: Aked Dominic DM  
>Sent: 04 March 2000 00:22  
>To: Westhead Emma EK  
>Cc: Litherland Steve S; Holdsworth Debbie D  
>Subject: weight gain

>

>Hi Emma

>

>I'm exploring my understanding of what we can support on weight gain. Whilst the mean weight changes summaries the data it says nothing about the variation.

>

>If .....the upper and lower limits of 95% CI for weight are sufficiently wide (with the lower limit



consistently below zero) to suggest that the mean weight gain of 2-3 kg is unlikely to be significantly different from 'zero'.....

>

>See attached figure.....

>

>Could we defend 'weight neutral' ....meaning not either weight gain or weight loss?

>

>I'm wondering whether we could define 'weight neutral' as the lower limit of the 95% CI being consistently below zero. This would clarify what we meant by the term and thereby provide both a scientific and promotional defence. In doing this we would also 'spoil' one of Pfizer's likely key promotional claims!

>

>Any thoughts

>

>Kind regards

>

>Dom

>

><<File: hypothetical weight gain.ppt>>

>

>

>

>

>

>

>

>