

# Document 8

## Chasin, Mark

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**From:** Chasin, Mark  
**Sent:** Thursday, October 01, 1998 11:33 AM  
**To:** Van Buskirk, Glenn; Palermo, Philip; Tonelli, Fred; Oshlack, Ben; Tigner, Joseph  
**Subject:** FW: Performance Enhancing Agents

FYI

-----Original Message-----

**From:** Sackler, Dr Richard  
**Sent:** Monday, September 28, 1998 10:21 PM  
**To:** Alfonso, Mark; pdg; rmb; Chasin, Mark; Oshlack, Ben; bk; mf; Kyle, Don  
**Cc:** KAW; Garbett, Dr Neil; rrs; Fleischer, Dr Wolfgang; MDS  
**Subject:** FW: Performance Enhancing Agents

Kathy Walsh has surveyed a number of papers on Performance Enhancing Agents. The literature has called these "Lifestyle Drugs" but I prefer our designation. Regardless of the name used, a considerable number of agents that might be viewed as therapeutic clearly have a substantial profile as PEA's. Among them are agents such as Viagra, MS Contin Tablets and OxyContin Tablets.

I would urge each of you to read these two attachments. The viewpoint that I would suggest you consider is to take this perspective as one that may be enlightening, but more important, may inspire new ideas. Our historic view of our mission is to devise agents that provide treatments for or amelioration of diseases or their signs and symptoms. The PEA departure is to broaden our perspective to include agents that enhance personal performance. The attached article says that this is particularly relevant as the B Boomers enter advanced age, but I would suggest that the relevance (if indeed it has anything to recommend it) is that it will liberate us to seek and develop enhancements that may be related to diseases or their effects or may stand on their own merits. Memory enhancement drugs may be particularly needed as memory fails with advancing years and organic brain diseases, but it might well be that a memory enhancing agent that worked at all ages would have substantial relevance to people who display normal age appropriate memory even in their younger years.

If this effort is of any value, it will encourage us all to broaden our perspectives of opportunities for invention.



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