

OxyContin maker will stop promoting opioids to doctors

February 10 2018



This Feb. 19, 2013 file photo shows OxyContin pills arranged for a photo at a pharmacy in Montpelier, Vt. The maker of the powerful painkiller said it will stop marketing opioid drugs to doctors, a surprise reversal after lawsuits blaming the company for helping trigger the current drug abuse epidemic. OxyContin has long been the world's top-selling opioid painkiller and generated billions in sales for privately-held Purdue. (AP Photo/Toby Talbot, File)

The maker of the powerful painkiller OxyContin said it will stop

marketing opioid drugs to doctors, a surprise reversal following lawsuits that blamed the company for helping trigger the current drug abuse epidemic.

OxyContin has long been the world's top-selling opioid painkiller. It generated billions in sales for privately-held Purdue.

The pill, a time-release version of oxycodone, was hailed as a breakthrough treatment for [chronic pain](#) when it was approved in late 1995. But some users quickly discovered they could get a heroin-like high by crushing the pills and snorting or injecting the entire dose at once.

Purdue's promotions exaggerated the drug's safety and risks of addiction, leading to [lawsuits](#) and federal investigations. But the drug continued to rack up blockbuster sales.

© 2018 The Associated Press. All rights reserved.

Citation: OxyContin maker will stop promoting opioids to doctors (2018, February 10) retrieved 9 April 2024 from <https://medicalxpress.com/news/2018-02-oxycontin-maker-opioids-doctors.html>

<p>This document is subject to copyright. Apart from any fair dealing for the purpose of private study or research, no part may be reproduced without the written permission. The content is provided for information purposes only.</p>
--