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The NRLN advocates the rights of more than 2 million American retirees from...

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April 5, 2021

The Honorable Michael Crapo, Ranking Member
Committee on Finance
United States Senate
239 Dirksen Senate Office Building
Washington, DC 20510-1205

Dear Senator Crapo:

On behalf of the more than 2 million retirees and future retirees represented by the National Retiree Legislative Network (NRLN), I am requesting that you support calling for a vote in the Committee on Finance on **S. 141 End Taxpayer Subsidies for Drug Ads Act**.

Passage of **S. 141** would prohibit pharmaceutical drug manufacturers from claiming tax deductions for expenses on advertising directly to consumers. Under current law, drug manufacturers are allowed to deduct the cost of advertising expenses from federal taxes. This means taxpayer dollars are used to subsidize drug advertisements.

Advertising expenses by pharmaceutical companies have more than quadrupled over the past two decades, rising from \$1.3 billion in 1997 to \$6 billion in 2016 (latest data available). In that same period, advertising from drug companies has increased from 79,000 ads to 4.6 million ads, including 663,000 TV commercials.

Economists have estimated that nearly one third of the growth in United States drug spending can be attributed to the increase in advertising costs for prescription drugs. This aggressive advertising also increases demand for the prescription drugs and companies increase drug prices.

If you would like to learn more about why the NRLN supports passage of **S. 141**, please contact me or Alyson Parker, NRLN Executive Director, on her cell phone at 813-545-6792 or executivedirector@nrln.org.

Sincerely,

Bill Kadereit, President
National Retiree Legislative Network
Phone: 972-722-5928
Email: president@nrln.org