

1 IN THE UNITED STATES DISTRICT COURT
2 FOR THE DISTRICT OF PUERTO RICO

3 WINSTON MENDEZ MONTES DE OCA,
4 et al.,

5 Plaintiffs,

6 v.

7 ADVENTIS PHARMA, et al.,

8 Defendants.

CIVIL NO. 02-2608 (RLA)

9 **ORDER GRANTING DEFENDANT'S MOTION FOR SUMMARY JUDGMENT**

10 Defendant AVENTIS PHARMACEUTICALS, INC. ("AVENTIS") has moved
11 the court to enter summary judgment on its behalf dismissing the
12 instant suit. The court having reviewed the arguments presented by
13 the parties as well as the extensive documentation submitted for
14 review hereby finds dismissal is warranted.

15 **BACKGROUND**

16 This action was originally instituted on October 28, 2002, by
17 WINSTON MENDEZ MONTES DE OCA, his wife, NORMA SILVAGNOLI COLLAZO, and
18 their children asserting negligence claims and products liability
19 pursuant to art. 1802 of the Puerto Rico Civil Code, Laws of P.R.
20 Ann. tit. 31, § 5141 (1990). The suit was based on a cancerous tumor
21 developed by MR. MENDEZ purportedly caused by his use of Lantus®, an
22 insulin product manufactured by the defendant.

23 MR. MENDEZ subsequently died on May 5, 2003, as a consequence of
24 his cancer and his children, as heirs to his personal cause of
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3 action, substituted him in these proceedings pursuant to Rule 25 Fed.
4 R. Civ. P.

5 In their complaint¹ plaintiffs allege that AVENTIS failed to
6 directly warn the consumer of the purported hazards and risks
7 associated with the use of Lantus®. Plaintiffs further allege that
8 MR. MENDEZ's use of the Lantus® insulin in his left thigh was the
9 direct and proximate cause of his cancerous tumor.

10 AVENTIS argues that (1) plaintiffs' claims are barred by the
11 learned intermediary doctrine; (2) plaintiffs have failed to
12 establish the necessary causal relationship between the use of
13 Lantus® and decedent's cancer; (3) the expert evidence shows that,
14 based on the size and location of the tumor and the fact that it
15 appeared within a few months of a single injection of the product, it
16 is biologically implausible for the tumor to have been caused by the
17 use of Lantus®, and (4) the claims are time-barred.

18 Because we find that AVENTIS is entitled to the immunity
19 provided by the learned intermediary defense we need not address the
20 other arguments raised by defendant in support of its summary
21 judgment request.

22 **SUMMARY JUDGMENT STANDARD**

23 Rule 56(c) Fed. R. Civ. P., which sets forth the standard for
24 ruling on summary judgment motions, in pertinent part provides that

25 ¹ The original complaint was amended twice. See First Amended
26 Complaint (docket No. 23) and Second Amended Complaint (docket No.
38).

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3 they shall be granted "if the pleadings, depositions, answers to
4 interrogatories, and admissions on file, together with the
5 affidavits, if any, show that there is no genuine issue as to any
6 material fact and that the moving party is entitled to a judgment as
7 a matter of law." Sands v. Ridefilm Corp., 212 F.3d 657, 660-61 (1st
8 Cir. 2000); Barreto-Rivera v. Medina-Vargas, 168 F.3d 42, 45 (1st Cir.
9 1999). The party seeking summary judgment must first demonstrate the
10 absence of a genuine issue of material fact in the record.
11 DeNovellis v. Shalala, 124 F.3d 298, 306 (1st Cir. 1997). A genuine
12 issue exists if there is sufficient evidence supporting the claimed
13 factual disputes to require a trial. Morris v. Gov't Dev. Bank of
14 Puerto Rico, 27 F.3d 746, 748 (1st Cir. 1994); LeBlanc v. Great Am.
15 Ins. Co., 6 F.3d 836, 841 (1st Cir. 1993), *cert. denied*, 511 U.S.
16 1018, 114 S.Ct. 1398, 128 L.Ed.2d 72 (1994). A fact is material if
17 it might affect the outcome of a lawsuit under the governing law.
18 Morrissey v. Boston Five Cents Sav. Bank, 54 F.3d 27, 31 (1st Cir.
19 1995).

20 "In ruling on a motion for summary judgment, the court must view
21 'the facts in the light most favorable to the non-moving party,
22 drawing all reasonable inferences in that party's favor.'" Poulis-
23 Minott v. Smith, 388 F.3d 354, 361 (1st Cir. 2004) (citing Barbour v.
24 Dynamics Research Corp., 63 F.3d 32, 36 (1st Cir.1995)).

25 Credibility issues fall outside the scope of summary judgment.
26 "Credibility determinations, the weighing of the evidence, and the

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3 drawing of legitimate inferences from the facts are jury functions,
4 not those of a judge.'" Reeves v. Sanderson Plumbing Prods., Inc.,
5 530 U.S. 133, 150, 120 S.Ct. 2097, 147 L.Ed.2d 105 (2000) (citing
6 Anderson v. Liberty Lobby, Inc., 477 U.S. 242, 255, 106 S.Ct. 2505,
7 91 L.Ed.2d 202 (1986)). See also, Dominquez-Cruz v. Suttle Caribe,
8 Inc., 202 F.3d 424, 432 (1st Cir. 2000) ("court should not engage in
9 credibility assessments."); Simas v. First Citizens' Fed. Credit
10 Union, 170 F.3d 37, 49 (1st Cir. 1999) ("credibility determinations
11 are for the factfinder at trial, not for the court at summary
12 judgment."); Perez-Trujillo v. Volvo Car Corp., 137 F.3d 50, 54 (1st
13 Cir. 1998) (credibility issues not proper on summary judgment);
14 Molina Quintero v. Caribe G.E. Power Breakers, Inc., 234 F.Supp.2d
15 108, 113 (D.P.R. 2002). "There is no room for credibility
16 determinations, no room for the measured weighing of conflicting
17 evidence such as the trial process entails, and no room for the judge
18 to superimpose his own ideas of probability and likelihood. In fact,
19 only if the record, viewed in this manner and without regard to
20 credibility determinations, reveals no genuine issue as to any
21 material fact may the court enter summary judgment." Cruz-Baez v.
22 Negron-Irizarry, 360 F.Supp.2d 326, 332 (D.P.R. 2005) (internal
23 citations, brackets and quotation marks omitted).

24 In cases where the non-movant party bears the ultimate burden of
25 proof, he must present definite and competent evidence to rebut a
26 motion for summary judgment, Anderson v. Liberty Lobby, Inc., 477

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3 U.S. at 256-257, 106 S.Ct. 2505, 91 L.Ed.2d 202; Navarro v. Pfizer
4 Corp., 261 F.3d 90, 94 (1st Cir. 2000); Grant's Dairy v. Comm'r of
5 Maine Dep't of Agric., 232 F.3d 8, 14 (1st Cir. 2000), and cannot rely
6 upon "conclusory allegations, improbable inferences, and unsupported
7 speculation". Lopez-Carrasquillo v. Rubianes, 230 F.3d 409, 412 (1st
8 Cir. 2000); Maldonado-Denis v. Castillo-Rodríguez, 23 F.3d 576, 581
9 (1st Cir. 1994); Medina-Muñoz v. R.J. Reynolds Tobacco Co., 896 F.2d
10 5, 8 (1st Cir. 1990).

11 **THE FACTS**

12 AVENTIS and its predecessor at all relevant times developed,
13 manufactured and sold a prescription drug product known as Lantus®.

14 Lantus® is a synthetic human insulin product approved by the
15 Food and Drug Administration of the United States Department of
16 Health and Human Services ("FDA") for the treatment of Type I and
17 Type II diabetes.

18 Lantus® was designed for once per day administration, to
19 alleviate the inconvenience to patients of twice-daily administration
20 and to provide more stable blood sugar levels.

21 Pursuant to its Investigational New Drug Application for
22 Lantus®, No. 49,078, AVENTIS conducted two-year carcinogenicity
23 studies in both rats and mice. A statistically significant increased
24 incidence of malignant fibrous histiocytoma ("MFH") tumors occurred
25 in male rats. The results of these studies were notified to the FDA.
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3 New Drug Application 21-081 was submitted to the FDA on April 9,
4 1999, seeking approval of the Lantus® drug.

5 The FDA approved Lantus® as safe and effective for the treatment
6 of Type I and Type II diabetes on April 20, 2000.

7 The FDA-approved prescribing information for Lantus®, which is
8 included in the package insert, reads as follows:

9 Carcinogenesis, Mutagenesis, Impairment of Fertility: In
10 mice and rats, standard two-year carcinogenicity studies
11 with insulin glargine were performed at doses up to 0.455
12 mg/kg, which is for the rat approximately 10 times and for
13 the mouse approximately 5 times the recommended human
14 subcutaneous starting dose of 10 IU (0.008 mg/kg/day), based
15 on mg/m². The findings in female mice were not conclusive
16 due to excessive mortality in all dose groups during the
17 study. Histiocytomas were found at injection sites in male
18 rats (statistically significant) and male mice (not
19 statistically significant) in acid vehicle containing
20 groups. These tumors were not found in female animals, in
21 saline control, or insulin comparator groups using a
22 different vehicle. The relevance of these findings to human
23 is unknown.

24 MR. MENDEZ was diagnosed with diabetes in 1983.

25 On January 20, 1995, MR. MENDEZ began taking Humulin Insulin
26 injections to treat his diabetes. Prior to initiation with Lantus®,

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3 MR. MENDEZ administered twice daily injections of Humulin, sometimes
4 in the abdomen and sometimes in the thigh.

5 Concerned that the insulin medication he was taking at the time,
6 i.e., Humulin 70/30, might be discontinued, MR. MENDEZ went to see
7 his endocrinologist, DR. CESAR TRABANCO, on July 5, 2001. DR.
8 TRABANCO informed MR. MENDEZ and his wife, who was also present, that
9 there was a new insulin product on the market, Lantus®, which had the
10 advantage of only having to be injected once a day.

11 MR. MENDEZ was given two samples of Lantus® by DR. TRABANCO on
12 July 5, 2001. Decedent only used those sample vials and never
13 purchased Lantus®.

14 Included within the Lantus® packaging given to decedent was the
15 product information/package insert for Lantus®.

16 MR. MENDEZ used Lantus® for approximately one to two months.²

17 In early August 2001, MR. MENDEZ injected the Lantus® a single
18 time in his upper left thigh. Within a few days thereafter the
19 injected area became painful and hard and started to bother decedent.

20 On October 17, 2001, an MRI showed a large mass in decedent's
21 left thigh.

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25 ² According to defendant decedent discontinued using the product
26 in late August 2001 whereas plaintiffs contend that he used it
through the end of September 2001. However, this time difference does
not affect our ruling.

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3 A biopsy of the tumor was performed on October 26, 2001, which
4 was diagnosed as "Fibrous Malignant Histiocytoma, Giant Cells
5 Variant, Invasive, High Grade."

6 MR. MENDEZ died on May 5, 2003, of Sarcoma stage 4.

7 The FDA-approved language contained in the product's Package
8 Insert fully disclosed the carcinogenic potential of Lantus® to
9 physicians. This Package Insert was included in the packaging of the
10 Lantus® samples provided to MR. MENDEZ.

11 **THE LEARNED INTERMEDIARY DOCTRINE**

12 Plaintiffs allege that AVENTIS is liable due to its failure to
13 warn the consumers directly of the purported hazards and risks posed
14 by the use of Lantus®.

15 Pursuant to art. 1802, there are three elements required for
16 proving negligence claims: (1) a duty, (2) negligent breach of that
17 duty and (3) a damage flowing from the negligent act or omission.
18 Cruz-Vargas v. R.J. Reynolds Tobacco, Co., 348 F.3d 271, 275-76 (1st
19 Cir. 2001).

20 The Puerto Rico Supreme Court has adopted a strict liability
21 approach for claims arising from damages resulting from defective
22 products. In Mendoza v. Cerveceria Corona, Inc., 97 P.R.R. 487, 499
23 (1969) the Supreme Court noted that "the most equitable rule and the
24 one of greatest congruence with the public policy is that of
25 establishing the manufacturer's strict liability to the consumer."
26 See also, Aponte-Rivera v. Sears Roebuck de P.R., Inc., 144 D.P.R.

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3 830, 838 (1998) ("The doctrine of strict liability of the
4 manufacturer or seller for the damages caused by defective or
5 dangerous products applies in our jurisdiction."); Rivera-Santana v.
6 Superior Packaging, Inc., 132 D.P.R. 115, 125 (1992) ("In an effort
7 to meet Puerto Rico's social needs, by judicial act, and as a
8 question of public policy, we have laid down and adopted the
9 manufacturer's strict liability rule for defective products.")

10 There are three types of defects which trigger application of
11 strict liability principles. These are: manufacturing defects, design
12 defects and defective warnings. Aponte-Rivera, 144 D.P.R. at 839-40;
13 Rivera-Santana, 132 D.P.R. at 128; Montero-Saldaña v. Am. Motors,
14 Corp., 107 D.P.R. 452, 462 (1978); Collazo-Santiago v. Toyota Motor
15 Corp., 149 F.3d 23, 25 (1st Cir. 1998); Caraballo-Rodriguez v. Clark
16 Equip. Co., Inc., 147 F.Supp.2d 66, 71-72 (D.P.R. 2001).

17 In order to prove their failure to warn claim plaintiffs must
18 establish that: "(1) the manufacturer knew, or should have known the
19 risk inherent in the product; (2) there were no warnings or
20 instructions, or those provided were inadequate; (3) the absence of
21 warnings made the product inherently dangerous; (4) the absence of
22 adequate warnings or instructions was the proximate cause of
23 plaintiff's injury.'" Cruz-Vargas v. R.J. Reynolds Tobacco, Co., 348
24 F.3d 271, 276 (1st Cir. 2001) (citing Aponte-Rivera, 144 D.P.R. at
25 840).

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3 **The Doctrine**

4 In strict liability cases involving prescription drugs the legal
5 approach in the failure to warn context has been *sui generis*. "In a
6 typical strict products liability case, the manufacturer's duty to
7 warn extends to the consumer of the product. Where the product is a
8 prescription drug, however, it is widely accepted that the
9 manufacturer's duty to warn runs to the physician rather than the
10 patient." Garside v. Osco Drug, Inc., 976 F.2d 77, 80 (1st Cir. 1992).

11 This rule is known as the "learned intermediary doctrine"
12 whereby a prescription drug manufacturer has no duty to warn
13 consumers directly of dangers or risks posed by the use of its
14 product. Rather, this duty extends exclusively to the prescribing
15 physicians. "Under the learned intermediary doctrine, manufacturers
16 of prescription drugs escape liability for failure to instruct and
17 warn consumers so long as they adequately instruct and warn
18 physicians responsible for prescribing the medication." In re Meridia
19 Prods. Liab. Litig., 328 F.Supp.2d 791, 811 (N.D. Ohio 2004).

20 The doctrine does not exempt manufacturers from providing
21 adequate warnings of the risks of each product it sells. The
22 difference is that the warnings are directed at the physician and not
23 the patient who is the ultimate consumer. The manufacturer's duty is
24 fulfilled once it adequately warns the physician. Garside, 976 F.2d
25 at 80. "[W]here prescription drugs are concerned, the manufacturer's
26 duty to warn is limited to an obligation to advise the prescribing

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3 physician of any potential dangers that may result from the drug's
4 use." Reyes v. Wyeth Lab., 498 F.2d 1264, 1276 (5th Cir. 1974).

5 This doctrine seems to be widely accepted, see Thom v. Bristol-
6 Myers Squibb Co., 353 F.3d 848, 852 (10th Cir. 2003) (adopted in
7 forty-four jurisdictions); some states have enacted statutes
8 incorporating variations thereof,³ and has been applied in Puerto
9 Rico. See *i.e.*, Guevara v. Dorsey Lab. Div. of Sandoz, Inc., 845 F.2d
10 364, 366 (1st Cir. 1988) ("prescription drug manufacturer has a duty
11 to adequately warn prescribing physicians of hazards posed by the use
12 of its drugs... The warning is directed not to the ultimate user but
13 to the doctor prescribing the drug"); Pierluisi v. E.R. Squibb &
14 Sons, Inc., 440 F.Supp. 691, 694 (D.P.R. 1977) ("It is the prevailing
15 general rule that the duty of adequate warning by the manufacturer of
16 an ethical drug is discharged by its warning of hazards to doctors.")

17 **Rationale**

18 The reasoning behind this theory is that the prescribing
19 physician is in a better position to decide, from a medical
20 standpoint, whether or not the drug is appropriate for a patient
21 under his care.

22 Prescription drugs are likely to be complex medicines,
23 esoteric in formula and varied in effect. As a medical
24 expert, the prescribing physician can take into account the

25 ³ North Carolina General Statutes §99B-5(c); Ohio Revised Code
26 § 2307.76(C); New Jersey Statutes § 2A:58C-4, and Mississippi Code
§ 11-1-63(c) (2).

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3 propensities of the drug, as well as the susceptibilities
4 of his patient. His is the task of weighing the benefits of
5 any medication against its potential dangers. The choice he
6 makes is an informed one, an individualized medical
7 judgment bottomed on a knowledge of both patient and
8 palliative. Pharmaceutical companies then, who must warn
9 ultimate purchasers of dangers inherent in patent drugs
10 sold over the counter, in selling prescription drugs are
11 required to warn only the prescribing physician, who acts
12 as a 'learned intermediary' between manufacturer and
13 consumer.

14 Reyes v. Wyeth Lab., 498 F.2d at 1276.

15 "[I]t is for the prescribing physician to consider warning
16 labels supplied by the drug manufacturer, as well as other medical
17 literature and sources and the personal medical history of his or her
18 patient, in coming to an independent medical judgment whether to
19 prescribe the medication in question." Colacicco v. Apothex, Inc.,
20 432 F.Supp.2d 514, 545 (E.D.Pa. 2006). "The underlying premise of
21 this doctrine is that patients rely on their doctors' expert judgment
22 - not any materials included on the label or in the drug packaging -
23 when deciding which drugs to use and how to use them." In re Meridia,
24 328 F.Supp.2d at 811.

25 Because the warning is directed at the prescribing physician,
26 its adequacy is assessed with reference to the physician, not the

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3 patient. That is, the information provided must allow the physician
4 the opportunity to render adequate professional advise regarding the
5 use of a particular course of treatment. "Thus, for drugs available
6 only by prescription, warning labels are targeted at doctors, not
7 individual users." Colacicco, 432 F.Supp.2d at 545.

8 The protection offered by the doctrine vanishes if the warnings
9 to the physicians are found to be inadequate. "[T]he doctrine only
10 applies if the facts support the conclusion that a drug manufacturer
11 adequately warns doctors of a drug's dangers; it does not shield drug
12 manufacturers from liability if the warnings they provided to
13 physicians would not permit the physicians to adequately advise their
14 patients." *Id.* at 546; In re Meridia, 328 F.Supp.2d at 811.

15 Exceptions

16 Some exceptions to the learned intermediary doctrine have arisen
17 in response to particular situations where the underlying factors
18 justifying the rule have been altered.

19 One exception pertains to mass immunizations which the courts
20 have exempted because the underlying physician-patient is lacking.
21 See, *i.e.*, Reyes v. Wyeth Lab. (polio vaccine administered at clinic
22 by nurse); Davis v. Wyeth Lab., 399 F.2d 121, 131 (9th Cir. 1968)
23 (even though vaccine "denominated a prescription drug it was not
24 dispensed as such. It was dispensed to all comers at mass clinics
25 without an individualized balancing by a physician of the risks
26 involved.")

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3 Another instance where prescription drugs have been taken out of
4 the scope of this doctrine are oral contraceptives. The court
5 reasoned that "[w]hereas a patient's involvement in decision-making
6 concerning use of a prescription drug necessary to treat a malady is
7 typically minimal or nonexistent, the healthy, young consumer of oral
8 contraceptives is usually actively involved in the decision to use
9 'the pill,' as opposed to other available birth control products, and
10 the prescribing physician is relegated to a relatively passive role."
11 MacDonald v. Ortho Pharm. Corp., 394 Mass. 131, 136-37, 465 N.E.2d 65
12 (Mass. Sup. Ct. 1985). *See also*, Odgers v. Ortho Pharm. Corp., 609
13 F.Supp. 867, 878 (E.D. Mich. 1985) (grounds for applying learned
14 intermediary doctrine inapposite in oral contraceptive situations
15 because "patient does not rely on the physician to nearly the same
16 degree when it comes to choosing a method of contraception as in a
17 decision regarding a therapeutic drug.") *But see*, Gurski v. Wyeth-
18 Ayerst Div. Of Am. Home Prods. Corp., 953 F.Supp 412, 416 (D.Mass.
19 1997) (quaere if exception applies when birth control drug used
20 solely for therapeutic reasons).

21 It has also been suggested that in cases of direct to consumer
22 advertisement by the drug manufacturing companies the learned
23 intermediary rule should not apply.

24 In Perez v. Wyeth Lab., Inc., 161 N.J. 1, 734 A.2d 1245, 1255-56
25 (N.J. Sup. Ct. 1999) the court extensively discussed the rationale
26 behind the learned intermediary doctrine and found it lacking in

2 cases of direct marketing of contraceptive capsules surgically
3 inserted in a female patient. The court reasoned that for this
4 particular product there was an active participation of the patients
5 in deciding which drug or device to use; there was no real concern
6 that the patient-physician relationship would be affected, and the
7 users relied on the FDA-approved warnings.
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9 However, this approach has not been widely accepted. See,
10 Colacicco, 432 F.Supp. 547 n.30 and cases cited therein (declining to
11 apply the DTC exception "because, in the eight years since *Perez*, the
12 New Jersey Supreme Court case making an exception to the [learned
13 intermediary doctrine] for direct-to-consumer advertising, was
14 decided, no state has joined New Jersey."); See also, Beale v.
15 Biomet, Inc., 492 F.Supp.2d 1360, 1376 (S.D.Fla. 2007) ("While *Perez*
16 court found that the law should be changing in response to changes in
17 the marketing strategies by drug manufacturers, New Jersey is the
18 only state to have done so."); In re Meridia, 328 F.Supp.2d at 812
19 n.19 (rejecting its application as widely unaccepted).

20 **The Evidence**

21 It is uncontested that the warnings and instructions
22 accompanying the insert of the Lantus® product which were provided to
23 decedent⁴ were legally adequate with respect to decedent's physicians
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25 ⁴ Plaintiffs admit that the insert accompanied the vials but
26 argue that decedent was not proficient in English and that MRS.
SILVAGNOLI only read the part dealing with its administration.

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3 and in compliance with the applicable governmental regulations and
4 requirements.

5 DR. ESAM DAJANI, plaintiffs' expert witness, opined in his
6 report that the "professional product labeling of LANTUS provided to
7 physicians fully disclosed the carcinogenicity potential of the
8 product". He noted, however, that the "product labeling **provided to**
9 **patients** did not disclose this important issue." (Emphasis ours).

10 During his deposition DR. DAJANI confirmed this conclusion when
11 specifically asked regarding this point:

12 Q. You think the FDA and Aventis did a good job with
13 the end result of the labeling that went to physicians?

14 A. Correct.

15 Q. Your criticism is with respect to the information
16 that went to patients, is that correct:

17 A. Correct.

18 Depo. Tr. 206 lines 4-11.

19 In support of their direct to consumer advertising argument
20 plaintiffs submitted various documents, internet material and TV news
21 clips purportedly published by the defendant as part of its
22 advertising campaign for Lantus®. Defendant argues that this evidence
23 does not qualify as direct to consumer advertising because it was
24 either directed to medical professionals or was not prepared by
25 AVENTIS. Given today's ruling, there is no need for us to address
26 these arguments.

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3 At the outset, we must inescapably conclude that Lantus® does
4 not even remotely fall within the limited type of prescription drugs
5 that courts have exempted from the application of the learned
6 intermediary doctrine. Further, plaintiffs have failed to explain why
7 the circumstances surrounding this particular product should trump
8 the reasons for the rule to the effect that "the prescribing
9 physician, as the 'learned intermediary' standing between the
10 manufacturer and consumer/patient, is generally in the best position
11 to evaluate the potential risks and benefits of ingesting a certain
12 drug and to advise the patient accordingly." Garside, 976 F.2d at 80.

13 Further, as part of a plaintiff's need to establish the
14 necessary causal connection between the alleged direct to consumer
15 advertising and his or her injuries, it is imperative that evidence
16 of having responded to the advertising be introduced precisely to
17 obviate the underlying rationale of the doctrine. See, In re Norplant
18 Contraceptive Prods. Lit., 165 F.3d 374, 379 (5th Cir. 1999) (declined
19 to exempt from learned intermediary rule absent evidence that
20 plaintiffs "actually saw, let alone relied, on any marketing
21 materials issued [by the manufacturer.]")

22 Even assuming that Lantus® is amenable to the direct to consumer
23 advertising exception, the record in this case is devoid of any
24 evidence intimating that decedent even saw informational material
25 regarding Lantus® prior to his visit to DR. TRABANCO on July 5, 2001.
26 Rather, the evidence points to the physician initially suggesting

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3 that MR. MENDEZ try the new product and provided him the two sample
4 vials.⁵

5 At no point do any of the plaintiffs specifically indicate, as
6 part of their summary judgment burden, that decedent was swayed by
7 advertising promoted by AVENTIS to the general public which promotion
8 lead MR. MENDEZ to request the product from his physician.

9 According to plaintiffs, "Norma Sivagnoli saw advertisements
10 **when her husband was taking Lantus®**".⁶ Decedent's children also
11 mentioned having seen promotional material, advertisements, brochures
12 and a journal of Lantus® as well as TV advertisements. However, none
13 indicate that decedent was privy to this informational material prior

14
15 ⁵ Plaintiffs admitted the following defendant's Statement of
Uncontested Material Facts (docket No. 169) which read as follows:

16 24. Concerned that the insulin medication he was taking at the
17 time, Humulin 70/30, might be discontinued, Mr. Mendez went
18 to see his endocrinologist Dr. Cesar Trabanco [on July 5,
19 2001]... **Dr. Trabanco informed Mr. Mendez and his wife,
20 Norma Iris Silvagnoli collazo, who was also present, that
21 there was a new insulin product on the market, Lantus®,
22 that had the advantage of only having to be injected once
23 a day.**

24 25. Mr. Mendez was given two samples of Lantus® by Dr. Trabanco
25 on July 5, 2001.

26 (Emphasis ours). See also, NORMA IRIS SILVAGNOLI COLLAZO 12/7/05
Depo. Tr. 7-8.

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28 ⁶ Plaintiffs' Counterstatement of Uncontested Material Facts
29 (docket No. 180) ¶ 26 (emphasis ours). In her deposition MRS.
30 SILVAGNOLI specifically testified that she could not remember whether
31 she had seen Lantus® TV adds "before or after" her husband had
32 started using the medication. NORMA IRIS SILVAGNOLI COLLAZO 12/7/05
33 Depo. Tr. 31.

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3 to July 5, 2001.⁷ Plaintiffs merely argue, in a conclusory fashion,
4 that defendant conducted direct to consumer advertising. This
5 allegation, without more, is not sufficient to defeat defendant's
6 learned intermediary defense.

7 Faced with this factual scenario, we find that plaintiffs have
8 failed to adequately meet their burden in opposing defendant's well-
9 grounded summary judgment request.

10 **CONCLUSION**

11 Based on the foregoing, the Motion for Summary Judgment filed by
12 AVENTIS (docket No. **169**)⁸ is **GRANTED**.

13 Accordingly, the Second Amended Complaint is **DISMISSED** based on
14 the learned intermediary defense. Judgment shall be entered
15 accordingly.

16 IT IS SO ORDERED.

17 San Juan, Puerto Rico, this 30th day of September, 2008.

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19 S/Raymond L. Acosta
RAYMOND L. ACOSTA
20 United States District Judge

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24 ⁷ Plaintiffs' Counterstatement of Uncontested Material Facts
(docket No. 180) ¶¶ 27-29.

25 ⁸ See Plaintiffs' Opposition (docket No. **182**); Defendant's Reply
26 (docket No. **199**) and Plaintiffs' Sur-Reply (docket No. **209**).