

<http://www.pharmalot.com/2008/05/product-placements-require-new-fda-regs/>

“ ... For the most part, they wrote it was “impossible” to determine whether any med was a deliberate placement, except “one brand seemed unusually suspicious as a commercial drug placement” - TAP Pharmaceuticals’ [Lupron](#), which decreases hormone production.

The drug was mentioned four times in an episode of House, and was used by the show’s docs to treat hypogonadism, which is not an FDA-approved indication. At the same time, they note that a newer version was being tested for hypogonadism for FDA approval. “The off-label use of this product in this show and the concurrent FDA trial appear more than coincidental,” they wrote.

Spokespeople at TAP and Fox TV were contacted, but declined to comment to the UCLA researchers. ... “