

To be FDA-approved,
a generic must have the...

- Same active ingredient
- Same labeling and use
- Same dosage form
- Same quality and stability
- Same safety and efficacy through demonstrated bioequivalence

... as the brand name drug.

Generic Drugs:

**Same Medicine.
Same Results.
Lower Cost.**

Join the millions of Americans who are already saving on their prescriptions by asking your doctor or pharmacist whether a generic equivalent is available.

Not only are generics the same as brand medicines, they can cost up to 80% less.

According to the Food and Drug Administration, “generic drugs... are just as safe and just as effective as their brand-name counterparts, and they are a cost-effective way of achieving substantial savings.”

Need more information? Ask your pharmacist and visit www.gphaonline.org today.

Generic Medicines: Improving Lives for Less



GPhA

GENERIC PHARMACEUTICAL ASSOCIATION®

Improving Lives for Less®

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SAME MEDICINE

For decades, generic medicines have been used by millions of American consumers to meet a variety of medical conditions, including infection, heart disease and cancer.

Like brand medicines, all generic medicines must meet the same high standards before they are evaluated and approved by the Food and Drug Administration (FDA).

And by law, a prescription generic drug must be the same medicine, and be the same strength and dosage as the brand medicine. It also must be manufactured under the same strict quality guidelines as a brand.



SAME RESULTS

Sometimes generics may be a slightly different size or shape than their brand counterparts. These cosmetic differences have no impact on the safety or effectiveness of a generic drug. And all pharmaceutical products—whether brand or generic—vary slightly. But the FDA requires tough batch-to-batch testing to make sure that the generic is the same as the brand.

Because the FDA requires generics to meet high standards, you can be sure that the generic medicine you get will provide the same results as the more expensive brand drug it replaces.



LOWER COST

Today, at pharmacies across the country, more than half of all prescriptions will be filled with more affordable generic medicines. In addition to quality care, that translates to savings for consumers, since a generic can cost up to 80% less than the equivalent, brand name product.

Because of the lower cost, generic medicines allow you to have more money to spend on other things—vacation, home improvements, or savings for a rainy day.

In 2006, the average price of a prescription dispensed with a generic medicine was **\$32.23**.

The average price of a brand name drug was **\$111.02**.

That's a difference of **\$78.79** per prescription when the generic is substituted.

