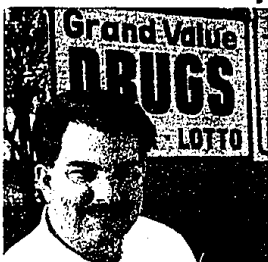


Want the truth about generic drugs?

Generic drugs are proven safe and effective.

Grand Value Pharmacy



Grand Value pharmacist Kevin White agrees, "Generics have to meet certain FDA standards and meet certain chemical equivalency requirements to show they are exactly the same."

Ask your local pharmacist about generics.

Rite Aid Pharmacy



Rite Aid pharmacist Sara Fakhoury agrees, "The FDA approves the medicine after it's tested. When it comes to my shelves, it's tested. It's a 100% proof that I can give it to my customers."

According to the U.S. Food and Drug Administration's Center for Drug Evaluation and Research

"Health professionals and consumers can be assured that FDA approved generic drugs have met the same rigid standards as the innovator (brand-name) drug. To gain FDA approval, a generic must:

- contain the same active ingredients as the innovator (brand-name) drug (inactive ingredients may vary)
- be identical in strength, dosage form and route of administration
- have the same use indications
- be bioequivalent
- meet the same batch requirements for identity, strength, purity, and quality
- be manufactured under the same strict standards of FDA's good manufacturing practice regulations required for innovator (brand-name) products."

www.fda.gov

Demand Generics!



Michigan Pharmacists



**Blue Cross
Blue Shield
Blue Care Network
of Michigan**

www.bcbsm.com

Nonprofit corporations and independent licensees of the Blue Cross and Blue Shield Association