

Want the truth about generic drugs?

Generic drugs work as well as brand-name drugs.

Grand Value Pharmacy



Grand Value pharmacist Kevin White agrees, "Why pay ten times more for a brand name product if there's a generic that's exactly the same and is made at the same plant, but with a different bottle or a different label on it?"

Ask your local pharmacist about generics.

Rite Aid Pharmacy



Rite Aid pharmacist Sara Fakhoury agrees, "I always tell my customers that generics are exactly the same. I take generics home for my family — for my kids, for myself."

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

"A generic drug is identical, or bioequivalent, to a brand name drug in dosage form, safety, strength, route of administration, quality, performance characteristics and intended use. Although generic drugs are chemically identical to their branded counterparts, they are typically sold at substantial discounts from the branded price. According to the Congressional Budget Office, generic drugs save consumers an estimated \$8 to \$10 billion a year at retail pharmacies. Even more billions are saved when hospitals use generics."

www.fda.gov

Demand Generics!



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