

Want the truth about generic drugs?

Generic drugs are
tried and true.

Grand Value Pharmacy



Grand Value pharmacist Kevin White agrees, "Generics are tried and true because they're copies of the brand names that have been on the market for several years and have proven themselves over time."

**Ask your
local
pharmacist
about
generics.**

Rite Aid Pharmacy



Rite Aid pharmacist Sara Fakhoury agrees, "The FDA will only allow drugs on the market when they are safe and effective. That's why I dispense generics."

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

"New drugs, like other new products, are developed under patent protection. The patent protects the investment in the drug's development by giving the company the sole right to sell the drug while the patent is in effect. When patents or other periods of exclusivity expire, manufacturers can apply to the FDA to sell generic versions. Brand-name firms account for an estimated 50 percent of generic drug production. They frequently make copies of their own or other brand-name drugs but sell them without the brand name."

www.fda.gov

Demand Generics!



Michigan Pharmacists



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

www.bcbsm.com

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