



# generic vs branded

## what you need to know

A generic drug is a pharmaceutical product identified by its international non-proprietary name, usually intended to be interchangeable with an innovator product, that is manufactured without a license from the innovator company and marketed after the expiry date of the patent or other exclusive rights. It is comparable to the branded product in dosage form, strength, route of administration, quality and performance characteristics, and intended use.

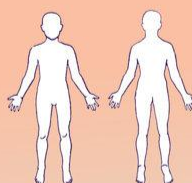
-World Health Organization

\*generic = branded



### same content

generic medicines have the same active ingredients as their branded counterparts.



### same quality

- efficacy
- potency
- safety
- purity

generics have the same effect in the body as branded medicines

\*cost of generics



## 70% savings



GENERIC MED.	BRANDED MED.	BRANDED PRICE	GENERIKA PRICE	SAVINGS/ %
Anti-cholesterol -Simvastatin (20mg)	Zocor/ Vidastat	41.75	15.00	26.75/ 64%
Anti-hypertension: -Amlodipine (5mg)	Norvasc	23.25	7.00	16.25/ 70%

reasons why branded medicines are more expensive:

1



### production costs

include research, manufacturing, testing, clinical trials

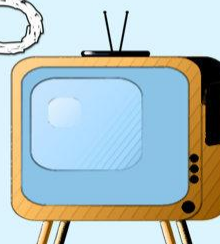
2



### patenting costs

patent protection for 17-20 yrs

3



### advertising & packaging

e.g. costs for tv ads



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