

ANNOUNCING
A NEW INDICATION FOR THE TREATMENT OF DVT AND PE

RISK

HELP INTERCEPT THROMBOTIC RISK
WITH THE VERSATILITY OF MULTIPLE INDICATIONS...

NOW APPROVED TO TREAT DVT AND PE AND REDUCE THE RISK OF RECURRENCE
For the treatment of deep vein thrombosis (DVT)
For the treatment of pulmonary embolism (PE)
For the reduction in the risk of recurrence of DVT and of PE following initial 6 months treatment for DVT and/or PE

PROVEN IN NONVALVULAR AF

To reduce the risk of stroke and systemic embolism in patients with nonvalvular atrial fibrillation (AF).
There are limited data on the relative effectiveness of XARELTO® and warfarin in reducing the risk of stroke and systemic embolism when warfarin therapy is well controlled.

Please see the Important Safety Information and Brief Summary of Full Prescribing Information, including boxed WARNING, on following pages.

Xarelto
rivaroxaban tablets

SEEN ON THE MOST SITES

For the second straight year, Janssen's oral anticoagulant Xarelto was the most widely advertised branded drug on sites tracked by Kantar's Evaliant tool (last year it tied for the top spot with Lilly's Humalog). That makes Xarelto the only brand in the top 10 for print and online (it was #2 in print insertions). Xarelto also placed fourth on the list of online brands as ranked by frequency of ad occurrences; Lilly's product for low testosterone, Axiron, which didn't crack the top 100 print brands, was first in that ranking.

TOP 10 ONLINE BRANDS, 2012

Brands ranked by frequency of ad occurrences

Rank 2012	Brand/Manufacturer	% of all occurrences
1	Axiron (Eli Lilly)	3.7%
2	Recothrom (ZymoGeneteics)	2.4%
3	Cymbalta (Eli Lilly)	2.3%
4	Xarelto (Johnson & Johnson)	2.1%
5	Evista (Eli Lilly)	2.1%
6	Provenge (Dendreon)	2.1%
7	Complera (Gilead)	2.0%
8	Bydureon (Amylin)	1.8%
9	Halaven (Eisai)	1.7%
10	Dymista (Meda)	1.7%

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TOP 10 ONLINE BRANDS, 2012

Brands ranked by quantity of sites used

Rank 2012	Brand/Manufacturer	# of sites used
1	Xarelto (Johnson & Johnson)	37
2	Cymbalta (Eli Lilly)	32
3	Axiron (Eli Lilly)	29
4	Victoza (Novo Nordisk)	25
5	Provenge (Dendreon)	24
6	Pradaxa (Boehringer Ingelheim)	24
7	Complera (Gilead)	23
8	Brilinta (AstraZeneca)	23
9	Tradjenta (Boehringer Ingelheim/Eli Lilly)	19
10	AndroGel (AbbVie)	19

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