

# TOP 50 INFECTIOUS DISEASES PRODUCTS, 2012

Category leaders, ranked by US sales, and their media spend

Rank	Product	Manufacturer	US sales \$ (millions)*	Vs. prior 12 mos.	TRx (000s)	Vs. prior 12 mos.	US DTC media \$ (000s)	Vs. prior 12 mos.	US journal media \$ (000s)	Vs. prior 12 mos.
1	<b>Atripla</b>	BMS/Gilead	\$2,898.2	11.0%	1,351.0	2.0%	\$799.0	>100.0%	\$1,004.4	-11.0%
2	<b>Truvada</b>	Gilead	\$2,304.5	15.0%	1,654.0	5.0%	\$13.8	100.0%	\$59.2	N/A
3	<b>Avonex</b>	Biogen Idec	\$1,703.3	1.0%	356.0	-15.0%	\$128.1	1.0%	\$921.3	48.0%
4	<b>Incivek</b>	Vertex	\$1,380.5	59.0%	N/A	N/A	\$7,805.3	>100.0%	\$1,605.6	>100.0%
5	<b>Rebif</b>	EMD Serono/Pfizer	\$1,245.8	11.0%	N/A	N/A	\$2.0	13.0%	\$100.9	-66.0%
6	<b>Reyataz</b>	BMS	\$986.9	3.0%	793.0	-2.0%	\$565.7	23.0%	\$824.0	-34.0%
7	<b>Isentress</b>	Merck	\$953.4	21.0%	785.0	15.0%	\$277.8	>100.0%	\$233.1	N/A
8	<b>Prezista</b>	Johnson & Johnson	\$842.5	32.0%	665.0	20.0%	\$0.0	-100.0%	\$735.2	-3.0%
9	<b>Betaseron</b>	Bayer HealthCare	\$820.3	5.0%	N/A	N/A	\$0.0	N/A	\$58.8	-69.0%
10	<b>Varivax</b>	Merck	\$814.4	1.0%	N/A	N/A	\$0.0	N/A	\$0.0	N/A
11	<b>Pprevnar 13</b>	Pfizer	\$776.4	-4.0%	N/A	N/A	\$40.8	-100.0%	\$599.0	-30.0%
12	<b>Zyvox</b>	Pfizer	\$721.8	-1.0%	N/A	N/A	\$0.6	-50.0%	\$828.3	-27.0%
13	<b>Zostavax</b>	Merck	\$653.1	76.0%	2,509.0	105.0%	\$46,037.1	>100.0%	\$10.8	N/A
14	<b>Cubicin</b>	Cubist	\$615.3	4.0%	N/A	N/A	\$0.0	N/A	\$655.2	-10.0%
15	<b>Solodyn</b>	Medicis	\$603.2	-23.0%	910.0	-30.0%	\$0.0	-100.0%	\$74.5	4.0%
16	<b>Gardasil</b>	Merck	\$585.6	42.0%	N/A	N/A	\$43,659.7	-1.0%	\$0.0	N/A
17	<b>Pegasys Conven Pac</b>	Roche	\$584.1	9.0%	N/A	N/A	\$0.0	N/A	\$0.0	N/A
18	<b>Viread</b>	Gilead	\$543.0	15.0%	600.0	4.0%	\$0.0	N/A	\$336.3	-48.0%
19	<b>Epzicom</b>	ViiV Healthcare	\$521.9	8.0%	454.0	3.0%	\$0.0	-100.0%	\$0.0	N/A
20	<b>Norvir</b>	Abbott	\$509.7	3.0%	1,467.0	5.0%	\$0.0	N/A	\$0.0	N/A
21	<b>Valacyclovir HCl</b>	Generic	\$471.8	-35.0%	10,745.0	8.0%	\$0.0	N/A	\$0.0	N/A
22	<b>Penumovax 23</b>	Merck	\$455.9	21.0%	693.0	34.0%	\$242.2	100.0%	\$1,122.5	N/A
23	<b>Vancomycin HCl</b>	Generic	\$406.2	>100.0%	632.0	33.0%	\$0.0	N/A	\$0.0	N/A
24	<b>Adacel</b>	Sanofi Pasteur	\$397.9	-9.0%	N/A	N/A	\$0.0	-100.0%	\$0.0	-100.0%
25	<b>Valcyte</b>	Genentech	\$396.5	19.0%	N/A	N/A	\$0.0	N/A	\$0.0	N/A
26	<b>Azithromycin</b>	Generic	\$388.9	-17.0%	54,057.0	-2.0%	\$0.0	N/A	\$0.0	N/A
27	<b>Zosyn</b>	Pfizer	\$380.7	-16.0%	N/A	N/A	\$0.0	N/A	\$0.0	N/A
28	<b>Tamiflu</b>	Roche	\$353.3	35.0%	3,431.0	15.0%	\$31,911.9	>100.0%	\$190.1	-39.0%
29	<b>Amox tr/pot clavul</b>	Generic	\$352.7	-19.0%	22,325.0	0.0%	\$0.0	N/A	\$0.0	N/A
30	<b>Complera</b>	Gilead	\$349.0	>100.0%	N/A	N/A	\$673.4	>100.0%	\$1,559.1	>100.0%
31	<b>Kaletra</b>	Gilead	\$333.0	-12.0%	379.0	-15.0%	\$0.0	-100.0%	\$346.7	-68.0%
32	<b>Tobi</b>	Novartis	\$332.2	15.0%	N/A	N/A	\$0.0	N/A	\$0.0	N/A
33	<b>Menactra</b>	Sanofi Pasteur	\$302.8	-8.0%	N/A	N/A	\$0.0	N/A	\$0.0	N/A
34	<b>Victrelis</b>	Merck	\$273.4	>100.0%	N/A	N/A	\$0.0	N/A	\$640.6	-11.0%
35	<b>Baraclude</b>	BMS	\$265.8	27.0%	N/A	N/A	\$0.0	N/A	\$11.6	-50.0%
36	<b>Cefdinir</b>	Generic	\$253.8	15.0%	9,342.0	-2.0%	\$0.0	N/A	\$0.0	-100.0%
37	<b>Avonex Pen</b>	Biogen Idec	\$248.5	N/A	356.0	-15.0%	\$0.0	N/A	\$0.0	N/A
38	<b>Avelox</b>	Bayer HealthCare	\$240.6	-31.0%	1,561.0	-38.0%	\$0.0	N/A	\$0.0	N/A
39	<b>Fluvirin</b>	Novartis	\$240.3	20.0%	2,949.0	24.0%	\$0.0	N/A	\$0.0	N/A
40	<b>Invanz</b>	Merck	\$235.7	11.0%	N/A	N/A	\$0.0	N/A	\$0.0	N/A
41	<b>Doryx</b>	Warner Chilcott	\$226.5	-23.0%	543.0	-14.0%	\$0.0	N/A	\$0.0	N/A
42	<b>M-M-R-II</b>	Merck	\$218.9	11.0%	N/A	N/A	\$0.0	N/A	\$0.0	N/A
43	<b>Intencele</b>	Johnson & Johnson	\$209.7	14.0%	N/A	N/A	\$0.0	-100.0%	\$0.0	N/A
44	<b>Rotateq</b>	Merck	\$207.0	-1.0%	N/A	N/A	\$0.0	-100.0%	\$238.6	-6.0%
45	<b>Boostrix</b>	GlaxoSmithKline	\$197.7	37.0%	352.0	>100.0%	\$0.3	>100.0%	\$593.1	69.0%
46	<b>Pentacel</b>	Sanofi Pasteur	\$191.0	-18.0%	N/A	N/A	\$0.0	-98.0%	\$119.2	-75.0%
47	<b>Amoxicillin</b>	Generic	\$185.2	-12.0%	52,024.0	-3.0	\$0.0	N/A	\$7.0	N/A
48	<b>Sustiva</b>	BMS	\$180.3	-7.0%	N/A	N/A	\$1.6	>100.0%	\$176.0	-23.0%
49	<b>Pegasys ProClick</b>	Roche	\$174.3	>100.0%	N/A	N/A	\$0.0	N/A	\$0.0	N/A
50	<b>Engerix-B</b>	GlaxoSmithKline	\$167.5	-7.0%	N/A	N/A	\$0.0	N/A	\$0.0	N/A

Sources: Sales/TRx, IMS Health; DTC media spend, Nielsen; journals, Kantar Media.

Note: List includes products FDA indicates as approved for treating AIDS, hepatitis B/C and bacterial infections, as well as vaccines and other antivirals.