

TOP 50 WOMEN'S HEALTH 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	Evista	Eli Lilly	\$779.4	1.0%	3,336.0	-11.0%	\$81.3	-99.0%	\$1,512.0	-32.8%
2	Xgeva	Amgen	\$663.4	85.0%	5.0	100.0%	\$10.2	63.0%	\$2,346.0	-2.4%
3	Mirena	Bayer	\$654.8	43.0%	28.0	-23.0%	\$13,800.7	-43.0%	\$297.0	-44.2%
4	Zometa	Novartis	\$612.1	-9.0%	7.0	-17.0%	\$9.0	-65.0%	\$1,093.0	-28.8%
5	Loestrin 24 FE	Warner Chilcott	\$540.7	-6.0%	6,220.0	-16.0%	\$0.0	N/A	\$0.0	-100.0%
6	NuvaRing	Merck	\$517.0	5.0%	5,189.0	-3.0%	\$25,764.8	1.0%	\$34.0	-38.6%
7	Forteo	Eli Lilly	\$507.1	1.0%	405.0	-4.0%	\$0.0	N/A	\$2,413.0	-24.0%
8	Premarin	Pfizer	\$500.1	-1.0%	5,224.0	-15.0%	\$24,860.4	-25.0%	\$450.0	N/A
9	Actonel	Warner Chilcott	\$436.4	-28.0%	2,503.0	-36.0%	\$0.0	N/A	\$0.0	N/A
10	Ortho-Tri-Cy Lo 28	Janssen	\$432.9	-1.0%	3,594.0	-16.0%	\$0.0	-100.0%	\$0.0	N/A
11	Reclast	Novartis	\$362.4	-10.0%	13.0	-7.0%	\$17,056.3	-56.0%	\$0.0	-100.0%
12	Prolia	Amgen	\$304.3	>100.0%	109.0	>100.0%	\$60,212.4	>100.0%	\$2.0	-99.8%
13	Vivelle-Dot	Novartis	\$294.1	15.0%	3,502.0	5.0%	\$0.0	N/A	\$0.0	N/A
14	Premarin Vaginal	Pfizer	\$265.9	21.0%	1,624.0	0.0%	\$0.0	N/A	\$245.0	-65.9%
15	Follistim AQ	Merck	\$245.3	8.0%	113.0	-6.0%	\$0.0	N/A	\$0.0	N/A
16	Vagifem	Novo Nordisk	\$207.5	17.0%	1,963.0	-2.0%	\$0.0	-100.0%	\$103.0	-73.0%
17	Estrace	Warner Chilcott	\$205.4	17.0%	1,609.0	13.0%	\$0.0	N/A	\$0.0	N/A
18	Ibandronate sodium	Generic	\$189.1	N/A	1,496.0	N/A	\$0.0	N/A	\$0.0	N/A
19	Boniva	Genentech	\$173.0	-72.0%	847.0	-75.0%	\$10,404.3	-81.0%	\$0.0	N/A
20	Lo Loestrin FE	Warner Chilcott	\$163.1	>100.0%	2,068.0	>100.0%	\$0.0	-100.0%	\$0.0	N/A
21	Prempro Low Dose	Pfizer	\$160.3	4.0%	1,417.0	-10.0%	\$0.0	N/A	\$0.0	-100.0%
22	Gianvi	Teva	\$146.8	-49.0%	2,708.0	-40.0%	\$0.0	N/A	\$0.0	N/A
23	Medroxyprogesteron	Generic	\$146.1	22.0%	4,218.0	3.0%	\$0.0	N/A	\$0.0	N/A
24	Ortho Evra 3	Janssen	\$138.5	3.0%	1,238.0	-10.0%	\$0.0	N/A	\$0.0	N/A
25	Progesterone	Generic	\$131.4	N/A	1,684.0	>100.0%	\$0.0	N/A	\$56.0	N/A
26	Beyaz-28	Bayer	\$128.9	32.0%	1,544.0	25.0%	\$0.0	-100.0%	\$0.0	-100.0%
27	Loryna	Sandoz	\$119.2	69.0%	1,288.0	115.0%	\$0.0	N/A	\$0.0	N/A
28	Ocella	Teva	\$110.1	-28.0%	1,856.0	-25.0%	\$0.0	N/A	\$0.0	N/A
29	Tri-Sprintec-28	Teva	\$101.5	-18.0%	4,308.0	-9.0%	\$0.0	N/A	\$0.0	N/A
30	Gonal-F RFF	EMD Serono	\$97.8	17.0%	29.0	14.0%	\$0.0	N/A	\$0.0	N/A
31	Camrese	Teva	\$93.2	>100.0%	478.0	>100.0%	\$0.0	N/A	\$0.0	N/A
32	Prempro	Pfizer	\$83.9	4.0%	811.0	-11.0%	\$0.0	N/A	\$0.0	N/A
33	Plan B One-Step	Teva	\$82.8	-11.0%	108.0	-26.0%	\$15,199.2	20.0%	\$0.0	N/A
34	Yaz-28	Bayer	\$76.0	-49.0%	794.0	-56.0%	\$0.0	N/A	\$0.0	-100.0%
35	Atelvia	Warner Chilcott	\$74.6	99.0%	522.0	81.0%	\$0.0	-100.0%	\$0.0	-100.0%
36	Norgest/Eth Estr	Generic	\$68.4	>100.0%	1,892.0	>100.0%	\$0.0	N/A	\$0.0	N/A
37	Zarah	Actavis	\$62.9	-32.0%	1,086.0	-36.0%	\$0.0	N/A	\$0.0	N/A
38	Estradiol/Noreth A	Generic	\$61.2	83.0%	818.0	47.0%	\$0.0	N/A	\$0.0	N/A
39	Prometrium	AbbVie	\$61.0	-70.0%	711.0	-69.0%	\$0.0	-100.0%	\$0.0	-100.0%
40	Sprintec 28	Teva	\$57.0	29.0%	3,692.0	31.0%	\$0.0	N/A	\$0.0	N/A
41	Estring	Pfizer	\$56.9	2.0%	312.0	2.0%	\$13,985.8	100.0%	\$0.0	N/A
42	Next Choice	Actavis	\$56.4	-31.0%	153.0	-34.0%	\$0.0	N/A	\$0.0	N/A
43	Estradiol Transdml	Generic	\$55.7	22.0%	924.0	7.0%	\$0.0	N/A	\$0.0	N/A
44	Menopur	Ferring	\$55.6	11.0%	75.0	12.0%	\$0.0	N/A	\$117.0	>100.0%
45	Premarin Low Dose	Pfizer	\$54.8	-2.0%	531.0	-15.0%	\$0.0	N/A	\$450.0	N/A
46	Syeda	Sandoz	\$53.9	>100.0%	550.0	>100.0%	\$0.0	N/A	\$0.0	N/A
47	Trinessa-28	Actavis	\$53.0	-18.0%	4,431.0	-8.0%	\$0.0	N/A	\$0.0	N/A
48	Alendronate sodium	Generic	\$47.7	-21.0%	13,346.0	-15.0%	\$0.0	N/A	\$0.0	N/A
49	Lutera-28	Actavis	\$47.3	-6.0%	2,132.0	-10.0%	\$0.0	N/A	\$0.0	N/A
50	Amethia	Actavis	\$46.7	92.0%	259.0	>100.0%	\$0.0	N/A	\$0.0	N/A

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

Note: List includes contraceptives and products FDA indicates as approved for treating fertility, menopause and osteoporosis.