

TOP 50 NEUROLOGY PRODUCTS, 2012

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

Rank	Product	Manufacturer	US sales \$ (millions)*	Vs. prior 12 mos.	TRx	Vs. prior 12 mos.	US DTC media \$ (000s)	Vs. prior 12 mos.	US journal media \$ (000s)	Vs. prior 12 mos.
1	Abilify	Otsuka	\$5,871.2	11.0%	8,856.0	2.2%	\$116,305.6	-13.4%	\$41.0	N/A
2	Cymbalta	Eli Lilly	\$4,721.1	25.0%	18,890.0	4.7%	\$249,611.8	-15.5%	\$0.0	-100.0%
3	Copaxone	Teva	\$3,582.7	13.0%	719.0	0.2%	\$0.0	N/A	\$683.0	>100.0%
4	Namenda	Forest	\$1,775.4	15.0%	7,630.0	1.9%	\$83.0	-56.0%	\$2,336.0	-38.1%
5	Avonex	Biogen Idec	\$1,703.8	1.0%	358.0	0.1%	\$0.0	N/A	\$0.0	N/A
6	Seroquel	AstraZeneca	\$1,531.4	-67.0%	4,197.0	1.0%	\$0.0	-100.0%	\$0.0	N/A
7	Rebif	EMD Serono/Pfizer	\$1,246.1	11.0%	311.0	0.1%	\$2.7	54.0%	\$101.0	-66.1%
8	Seroquel XR	AstraZeneca	\$1,172.7	11.0%	2,768.0	0.7%	\$7,306.4	-93.1%	\$0.0	N/A
9	Escitalopram Oxal	Generic	\$1,128.7	N/A	17,180.0	4.3%	\$0.0	N/A	\$667.0	N/A
10	Gilenya	Novartis	\$852.3	>100.0%	144.0	0.0%	\$11,110.5	100.0%	\$851.0	40.6%
11	Betaseron	Bayer	\$820.7	5.0%	181.0	0.0%	\$0.0	N/A	\$59.0	-68.8%
12	Lexapro	Forest	\$792.3	-74.0%	5,842.0	1.5%	\$0.0	-100.0%	\$0.0	-100.0%
13	Synagis	MedImmune	\$783.8	1.0%	187.0	0.0%	\$880.2	100.0%	\$291.0	>100.0%
14	Lunesta	Sunovion	\$779.6	-5.0%	3,854.0	1.0%	\$48,140.0	13.0%	\$54.0	-34.7%
15	Stelara	Janssen	\$679.3	47.0%	74.0	0.0%	\$27,266.5	-39.0%	\$464.0	-44.0%
16	Olanzapine	Generic	\$611.0	55.0%	4,560.0	1.1%	\$0.0	-100.0%	\$0.0	-100.0%
17	Treanda	Teva	\$605.5	21.0%	1.0	0.0%	\$0.4	>100.0%	\$1,365.0	-1.8%
18	Pegasys Conven Pac	Genentech	\$586.8	9.0%	203.0	0.1%	\$0.0	N/A	\$0.0	N/A
19	Pristiq	Pfizer	\$584.3	2.0%	3,638.0	0.9%	\$32,109.7	-67.0%	\$623.0	-81.8%
20	Invenga Sustenna	Janssen	\$577.9	51.0%	365.0	0.1%	\$466.1	>100.0%	\$0.0	N/A
21	Exelon	Novartis	\$521.5	13.0%	1,915.0	0.5%	\$38,874.5	-16.0%	\$255.0	-83.9%
22	Risperdal Consta	Janssen	\$501.9	1.0%	566.0	0.1%	\$0.1	100.0%	\$0.0	-100.0%
23	Zyprexa	Eli Lilly	\$453.6	-85.0%	669.0	0.2%	\$0.0	N/A	\$0.0	N/A
24	Geodon	Pfizer	\$439.3	-68.0%	942.0	0.2%	\$0.0	-100.0%	\$0.0	-100.0%
25	Invenga	Janssen	\$421.6	4.0%	622.0	0.2%	\$0.0	N/A	\$0.0	N/A
26	Tysabri	Biogen Idec	\$420.6	17.0%	4.0	0.0%	\$139.5	-69.0%	\$815.0	-2.5%
27	Temodar	Merck	\$419.3	3.0%	121.0	0.0%	\$0.0	N/A	\$112.0	-83.2%
28	Tasigna	Novartis	\$400.8	40.0%	46.0	0.0%	\$0.0	-100.0%	\$1,218.0	-22.5%
29	Ziprasidone HCl	Generic	\$381.7	N/A	1,763.0	0.4%	\$0.0	N/A	\$37.0	N/A
30	Quetiapine Fum	Generic	\$327.2	N/A	9,798.0	2.4%	\$0.0	N/A	\$0.0	N/A
31	Zolpidem Tart ER	Generic	\$321.4	-24.0%	4,017.0	1.0%	\$0.0	N/A	\$0.0	-100.0%
32	Bupropion HCL XL	Generic	\$311.3	-50.0%	14,481.0	3.6%	\$0.0	N/A	\$0.0	N/A
33	Venlafaxine HCl ER	Generic	\$269.0	-72.0%	14,458.0	3.6%	\$0.0	-100.0%	\$0.0	-100.0%
34	Actemra	Genentech	\$263.9	64.0%	18.0	0.0%	\$3,374.0	28.0%	\$588.0	-64.7%
35	Latuda	Sunovion	\$254.2	>100.0%	479.0	0.1%	\$0.0	N/A	\$2,443.0	-39.0%
36	Avonex Pen	Biogen Idec	\$248.8	N/A	49.0	0.0%	\$216.9	71.0%	\$921.0	48.1%
37	Azilect	Teva	\$211.8	26.0%	415.0	0.1%	\$0.0	N/A	\$0.0	-100.0%
38	Wellbutrin XL	GlaxoSmithKline	\$183.7	-16.0%	503.0	0.1%	\$1.2	100.0%	\$0.0	N/A
39	Ampyra	Acorda	\$182.2	18.0%	152.0	0.0%	\$73.8	51.0%	\$1,006.0	45.6%
40	Effexor XR	Pfizer	\$175.8	-55.0%	681.0	0.2%	\$0.0	N/A	\$0.0	N/A
41	Pegasys ProClick C	Genentech	\$174.5	>100.0%	64.0	0.0%	\$0.0	N/A	\$0.0	N/A
42	Saphris	Merck	\$173.5	25.0%	378.0	0.1%	\$0.0	N/A	\$0.0	N/A
43	Benlysta	GlaxoSmithKline	\$172.2	>100.0%	9.0	0.0%	\$527.0	>100.0%	\$439.0	-59.6%
44	Bupropion HCl SR W	Generic	\$145.0	-30.0%	8,086.0	2.0%	\$0.0	N/A	\$0.0	N/A
45	Aricept	Eisai/Pfizer	\$139.6	-42.0%	439.0	0.1%	\$35,702.9	27.0%	\$0.0	N/A
46	Risperidone	Generic	\$124.9	-31.0%	12,371.0	3.1%	\$0.0	N/A	\$0.0	N/A
47	Peg-Intron RediPen	Merck ^o	\$119.3	27.0%	44.0	0.0%	\$0.0	N/A	\$0.0	N/A
48	Sertraline HCl	Generic	\$118.5	-7.0%	38,855.0	9.7%	\$0.0	N/A	\$0.0	N/A
49	Fluoxetine HCl	Generic	\$116.9	-4.0%	25,545.0	6.4%	\$0.0	N/A	\$0.0	N/A
50	Clozapine	Generic	\$108.4	0.0%	1,448.0	0.4%	\$0.0	N/A	\$35.0	-13.2%

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

Note: List includes products FDA indicates as approved for treating MS, Parkinson's disease, Alzheimer's disease, depression, schizophrenia, bipolar and insomnia.