

The only once-daily, fixed-dose anticoagulant to reduce stroke risk in nonvalvular AF patients—

PROTECTION IN ACTION...



Xarelto
EDU-289
 PRACICICLOPRIDIL TABLETS
 JANSSEN-ORIGEN
 JANSSEN-ORIGEN

XARELTO™ is indicated to reduce the risk of stroke and systemic embolism in patients with nonvalvular atrial fibrillation (AF). There are no studies on the relative effectiveness of XARELTO™ and warfarin in reducing the risk of stroke and systemic embolism other than in those with AF.

Please see Important Safety Information and Brief Summary of Full Prescribing Information, including Boxed WARNING, on following page.

MOST ADVERTISED BRAND

Janssen blood thinner Xarelto seized most-advertised-brand honors with an outlay of just under \$12 million—more than \$4 million short of what last year's most advertised brand, Forest anti-depressant Viibryd, spent, but still a 162.6% jump over last year's expenditure. Runner-up Viibryd was joined in this year's top 10 by fellow Forest brands Daliresp (COPD) and Bystolic (blood pressure). The biggest percentage gainers were Lilly insulin Humalog (a nearly 1,674% increase) and Janssen cancer drug Zytiga (282.6%).

TOP 25 ADVERTISED BRANDS, 2012

Rank 2012	Rank 2011	Product	Company	\$ ad spending in thousands			% change	
				2012	2011	2010	2010 vs 2011	2011 vs 2010
1	13	Xarelto Tablets	Johnson & Johnson	\$11,721	\$4,463	\$0	162.6%	N/A
2	1	Viibryd	Forest	\$10,394	\$16,598	\$0	-37.4%	N/A
3	5	Daliresp	Forest	\$7,805	\$8,562	\$0	-8.8%	N/A
4	29	Lyrica Capsules	Eli Lilly	\$6,384	\$2,591	\$4,971	146.4%	-47.9%
5	-	Intermezzo Sublingual Tablet	Purdue/Transcept	\$6,063	\$0	\$0	N/A	N/A
6	66	Zytiga	Johnson & Johnson	\$5,122	\$1,339	\$0	282.6%	N/A
7	12	Victoza Injection	Novo Nordisk	\$4,999	\$4,607	\$4,649	8.5%	-0.9%
8	6	Pradaxa	Boehringer Ingelheim	\$3,895	\$6,413	\$1,551	-39.3%	313.3%
9	8	Bystolic	Forest	\$3,734	\$5,710	\$6,382	-34.6%	-10.5%
10	27	Humira	AbbVie	\$3,713	\$2,843	\$194	30.6%	1,368.1%
11	42	Byetta	Amylin	\$3,489	\$1,815	\$3,234	92.2%	-43.9%
12	68	Brilinta Ticagrelor Tablets	AstraZeneca	\$3,399	\$1,305	\$0	160.5%	N/A
13	48	Tradjenta Tablets	Boehringer Ingelheim/Eli Lilly	\$3,327	\$1,627	\$0	104.4%	N/A
14	4	Savella Tablets	Forest	\$3,192	\$8,684	\$13,909	-63.2%	-37.6%
15	-	Bydureon Injection	Amylin	\$3,151	\$0	\$0	N/A	N/A
16	3	Teflaro Injection	Forest	\$3,097	\$12,577	\$236	-75.4%	5,231.6%
17	15	Samsca Tablet	Otsuka	\$3,070	\$4,237	\$3,966	-27.5%	6.8%
18	25	Oxycontin Tablets	Purdue	\$2,734	\$3,005	\$3,325	-9.0%	-9.6%
19	58	Proair HFA Inhalation Aerosol	Teva	\$2,619	\$1,486	\$678	76.2%	119.2%
20	26	Livalo Tablets	Kowa/Eli Lilly	\$2,546	\$2,940	\$1,010	-13.4%	191.1%
21	17	Latuda	Sunovion	\$2,443	\$4,006	\$204	-39.0%	1,859.0%
22	437	Humalog Kwikpen	Eli Lilly	\$2,428	\$137	\$4,914	1,673.6%	-97.2%
23	24	Forteo Injection	Eli Lilly	\$2,413	\$3,175	\$1,283	-24.0%	147.5%
24	7	Butrans Transdermal System	Purdue	\$2,410	\$5,871	\$0	-58.9%	N/A
25	33	Xgeva	Amgen	\$2,346	\$2,404	\$21	-2.4%	11,422.3%