

Depression has a major impact on lives



Important Safety Information

WARNING: SUICIDALITY AND ANTIDEPRESSANT DRUGS
Antidepressants increased the risk compared to placebo of suicidal thinking and behavior (suicidality) in children, adolescents, and young adults in short-term studies of Major Depressive Disorder (MDD) and other psychiatric disorders. Anyone considering the use of VIBRYD or any other antidepressant in a child, adolescent, or young adult must balance this risk with the clinical need. Short-term studies did not show an increase in the risk of suicidality with antidepressants compared to placebo in adults beyond age 24; there was a reduction in risk with antidepressants compared to placebo in adults aged 65 and older. Depression and certain other psychiatric disorders are themselves associated with increases in the risk of suicide. Patients of all ages who are started on antidepressant therapy should be monitored appropriately and observed closely for clinical worsening, suicidality, or unusual changes in behavior. Families and caregivers should be advised of the need for close observation and communication with the prescriber. VIBRYD is not approved for use in pediatric patients.

Please also see additional Important Safety Information and brief summary of Prescribing Information on following page.

MOST ADVERTISED COMPANY

It spent considerably less in 2012 than it did in 2011—45% less—but Forest ranked as the top advertiser for the second year in a row. Eight of the top 10 companies cut ad spend in 2012, by margins small (1.2% for Johnson & Johnson, 3% for Novo Nordisk) and large (54.2% and 76.3%, for Novartis and Lilly). Of the top 25 companies, GlaxoSmithKline (50.8%), Janssen Biotech (82.2%) and new arrival Amylin/Eli Lilly & Co. (92.2%, before splitting) upped their spending by the most.

TOP 25 ADVERTISED COMPANIES, 2012

Rank 2012	Rank 2011	Company	\$ ad spending 2012	\$ ad spending 2011	% change 2012 vs 2011
1	1	Forest Laboratories	\$33,680	\$61,199	-45.0%
2	4	Pfizer	\$18,699	\$19,966	-6.3%
3	5	Johnson & Johnson	\$15,494	\$15,684	-1.2%
4	12	Purdue	\$11,246	\$8,989	25.1%
5	18	GlaxoSmithKline	\$10,072	\$6,681	50.8%
6	11	Novo Nordisk	\$9,789	\$10,089	-3.0%
7	3	Novartis	\$9,744	\$21,268	-54.2%
8	10	Abbott	\$9,337	\$10,772	-13.3%
9	9	Roche	\$8,800	\$10,870	-19.0%
10	2	Eli Lilly	\$7,439	\$31,443	-76.3%
11	26	Janssen Biotech	\$7,220	\$3,962	82.2%
12	17	AstraZeneca	\$5,941	\$6,855	-13.3%
13	25	Boehringer Ingelheim/Eli Lilly	\$5,558	\$4,024	38.1%
14	8	Takeda	\$5,391	\$10,954	-50.8%
15	14	Bayer	\$5,161	\$7,144	-27.7%
16	7	Merck	\$4,988	\$10,985	-54.6%
17	15	Bristol-Myers Squibb	\$4,853	\$6,973	-30.4%
18	13	Boehringer Ingelheim	\$4,774	\$7,242	-34.1%
19	16	Amgen	\$4,595	\$6,905	-33.4%
20	28	Teva	\$4,552	\$3,164	43.9%
21	24	Sunovion	\$4,440	\$4,189	6.0%
22	20	Allergan	\$4,048	\$5,098	-20.6%
23	6	Sanofi	\$3,848	\$12,057	-68.1%
24	19	Otsuka America	\$3,847	\$5,666	-32.1%
25	42	Amylin/Eli Lilly	\$3,489	\$1,815	92.2%