

TOP 25 WOMEN'S HEALTH PRODUCTS, 2013

Category leaders, ranked by 2013 US sales and their media spend

Rank	Product	Manufacturer	US sales \$ (millions)	Vs. prior 12 months	TRx (000s)	Vs. prior 12 months	US DTC media \$ (000s)	Vs. prior 12 months	US journal media \$ (000s)	Vs. prior 12 months
1	Evista	Eli Lilly	\$830.3	8.0%	2,941.0	-12.0%	\$0.0	N/A	\$1,291.0	-14.6%
2	Xgeva	Amgen	\$788.5	19.0%	7.0	21.0%	\$0.0	N/A	\$1,441.0	-32.9%
3	Mirena	Bayer	\$609.1	-7.0%	14.0	-49.0%	\$7,052.1	-48.5%	\$425.0	43.2%
4	NuvaRing	Merck	\$579.5	12.0%	5,018.0	1.0%	\$20,253.0	-18.9%	\$0.0	-100.0%
5	Forteo	Eli Lilly	\$547.8	12.0%	414.0	4.0%	\$0.0	N/A	\$2,699.0	11.8%
6	Prolia	Amgen	\$480.6	58.0%	177.0	66.0%	\$61,094.6	1.8%	\$0.0	-100.0%
7	Ortho-Tri-Cy Lo 28	Janssen	\$476.0	10.0%	3,198.0	-7.0%	\$0.0	N/A	\$0.0	N/A
8	Actonel	Actavis	\$329.8	-21.0%	1,623.0	-34.0%	\$0.0	N/A	\$0.0	N/A
9	Loestrin 24 FE	Actavis	\$299.3	-45.0%	3,058.0	-48.0%	\$0.0	N/A	\$0.0	N/A
10	Lo Loestrin FE	Actavis	\$276.4	70.0%	2,915.0	49.0%	\$0.0	N/A	\$0.0	N/A
11	Follistim AQ	Merck	\$257.0	5.0%	122.0	8.0%	\$0.0	N/A	\$0.0	N/A
12	Zoledronic acid	Generic	\$235.9	N/A	10.0	N/A	\$0.0	N/A	\$0.0	N/A
13	Progesterone	Generic	\$161.3	23.0%	2,596.0	55.0%	\$0.0	N/A	\$35.0	-38.1%
14	Medroxyprogesteron	Generic	\$154.9	6.0%	4,564.0	6.0%	\$0.0	N/A	\$0.0	N/A
15	Ortho Evra 3	Janssen	\$154.8	12.0%	1,203.0	-1.0%	\$0.0	N/A	\$0.0	N/A
16	Zometa	Novartis	\$146.0	-76.0%	3.0	-62.0%	\$0.0	N/A	\$304.0	-72.2%
17	Menopur	Ferring	\$140.9	14.0%	89.0	19.0%	\$0.0	N/A	\$110.0	-6.0%
18	Ibandronate sodium	Generic	\$135.9	-28.0%	1,881.0	26.0%	\$0.0	N/A	\$0.0	N/A
19	Reclast	Novartis	\$133.4	-63.0%	7.0	-49.0%	\$0.0	-100.0%	\$0.0	N/A
20	Gianvi	Teva	\$121.4	-17.0%	2,531.0	-7.0%	\$0.0	N/A	\$0.0	N/A
21	Minastrin 24 FE	Actavis	\$113.5	N/A	1,027.0	N/A	\$0.0	N/A	\$0.0	N/A
22	Beyaz-28	Bayer	\$112.8	-12.0%	1,097.0	-25.0%	\$0.0	N/A	\$0.0	N/A
23	Loryna	Sandoz	\$104.8	-12.0%	945.0	-20.0%	\$0.0	N/A	\$0.0	N/A
24	Next Choice 1 Dose	Actavis	\$99.0	173.0%	218.0	211.0%	\$0.0	N/A	\$0.0	N/A
25	Norgest-eth.estradiol	Generic	\$98.8	44.0%	2,514.0	45.0%	\$0.0	N/A	\$0.0	N/A

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

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