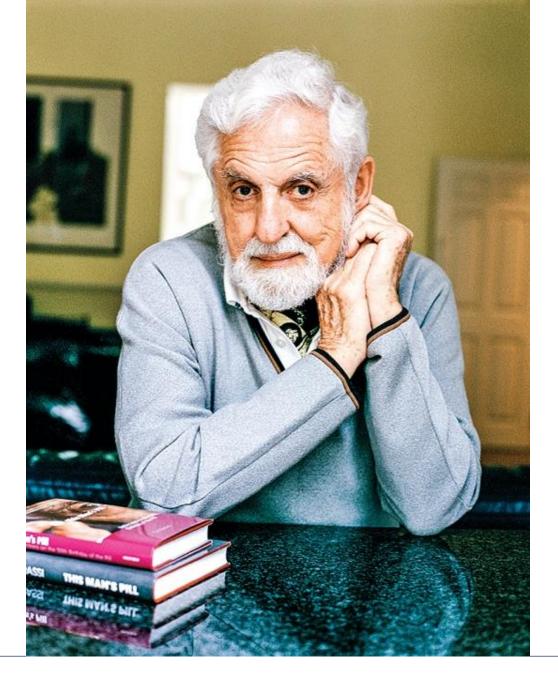
The US Contraceptive Market Since 1960: A Very Brief History of Innovation (or Lack Thereof)

Elizabeth Watkins, PhD Provost and Executive Vice Chancellor Professor of History University of California, Riverside







"The Bitter Pill", Science, 1989

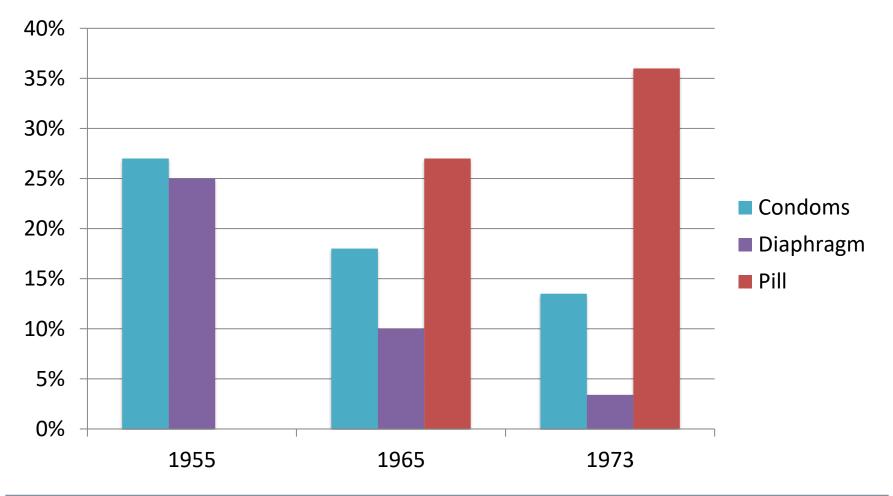
- Animal toxicology tests required by the FDA
- Negative portrayal of the pharmaceutical industry
- Increasingly litigious nature of American society







Contraceptive use by married women in the U.S.













"Still Waiting for the Contraceptive Revolution"

- Product liability costs
- Increased government regulation
- Changes in public opinion
- Limited opportunities for growth





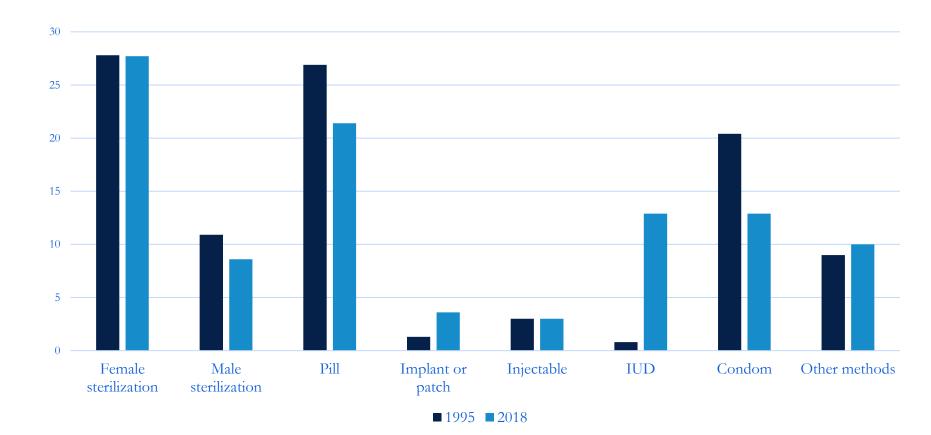




Please see brief summary of prescribing information on the following page. ©1992, Wyeth-Ayerst Laboratories. 70443B



Contraceptive use in the US, 1995 and 2018



UCR







A NEW OC WITH PROVEN EFFICACY ■ ORTHO-CEPT provides excellent efficacy* with .15 mg desogestrel and 30 mcg ethinyl estradiol

MOST WIDELY PRESCRIBED OC IN EUROPE Over 500 million cycles of experience A most extensively studied low-dose OC PACKAGED IN THE NUMBER-ONE-RATED ORTHO DIALPAK® TABLET DISPENSER¹

BOUND FOR SUCCESS IN ORAL CONTRACEPTION

(desogestrel/ethinyl estradiol)

21- and 28-day regimens

TABLETS

*Serious as well as minor side effects have been reported with the use of oral contraceptives. The physician should remain alert to the earliest manifestations of any symptoms of serious disease and discontinue oral contraceptive therapy when appropriate.

1. Personal interviews with 200 users and nonusers of oral contraceptives conducted by an independent research firm in 1990. Data on file, Ortho Pharmaceutical Corporation.

Please see full Prescribing Information, a brief summary of which appears on the last page of this advertisement.

© Ortho Pharmaceutical Corporation 1993 0J-1295R



NEW FROM ORTHO TWO NEW OCS WITH NORGESTIMATE*

The first new progestin in over 20 years

Norgestimate, a new progestin, in combination with ethinyl estradiol provides excellent efficacy

NEW ORTHO TRI-CYCLEN[™] and NEW ORTHO-CYCLEN are packaged in the numberone-rated ORTHO DIALPAK[™] Tablet Dispenser¹

*Serious as well as minor side effects have been reported with the use of oral contraceptives. The physician should remain alert to the earliest manifestations of any symptoms of serious disease and discontinue oral contraceptive therapy when appropriate.

 Personal interviews with 200 users and nonusers of oral contraceptives conducted by an independent research firm in 1990. Data on file, Ortho Pharmaceutical Corporation.

Please see full Prescribing Information for both products, a brief summary of which appears on the last page of this advertisement.

Ortho Pharmaceutical Corporation 1992 OJ





WITH THE FIRST NEW PROGESTIN IN OVER 20 YEARS...NORGESTIMATE



There's a highly effective birth control pill that can actually help clear up your skin too. Ortho Tri-Cyclen. It provides you with a low daily dose of hormones that prevent pregnancy, while actually lowering the level of the hormone in your body that's likely to cause acne. In clinical tests, only Ortho Tri-Cyclen has been proven to help reduce mild to moderate acne — nearly nine out of ten women saw significant improvements in their skin.

Ortho Tri-Cyclen can be a good choice for women 15 or over with mild to moderate acne who have reached menstruation, are seeking contraception, have no known contraindications to birth control pills, and are unresponsive to topical acne medication.

Ortho Tri-Cyclen is more than 99% effective at preventing pregnancies when taken correctly. And what's more, pills like Ortho Tri-Cyclen may even work with your body to reduce cramps, increase regularity, and lighten your flow.

Oral contraceptives are not for everybody: most side effects of birth control pills are not serious. Those that are, occur infrequently. Serious risks of all birth control pills, which can be life threatening, include blood clots, stroke and heart attacks, and are increased if you smoke cigarettes. Cigarette smoking increases the risk of serious cardiovascular side effects, especially if you're over 35. Women who use oral contraceptives are strongly advised not to smoke. Some women should not use the Pill, including women who have blood clots, certain cancers, a history of heart attack or stroke, as well as those who are or may be pregnant. Speak to your doctor or health care professional about these risks. The Pill does not protect against HIV or sexually transmitted diseases.

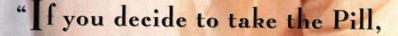
The only pill that helps clear up your skin can also help you save. Just call **1-800-318-9357** for more information and \$5 off your Ortho Tri-Cyclen prescription.

> CRITHO TRI-CYCLEN (nogestimate ethiny (strado)

The #1 prescribed birth control pill.

Call today for valuable information and your \$5 savings. 1-800-318-9357 www.orthotri-cyclen.com

See important information on following page.



why not take the only one

clinically proven to help

your skin look better too?"



INTRODUCING SEASONALE®

Take her life in a whole neulirection with just 4 periods a year

A whole new OC regimen

- First and only 91-day (84/7) regimen reduces periods from 13 to just 4 per year*
- Indicated for the prevention of pregnancy
- More information for healthcare professionals and patients at www.seasonale.com or call 1-800-719-FOUR (3687)

What to expect from the extended-cycle OC

- Efficacy and safety comparable to a 28-day OC with the same components¹¹¹
- A higher incidence of breakthrough bleeding/spotting during early cycles*



Extended-Cycle Tablet Dispenser contains a 3-month supply

Prescribe the OC that offers her just 4 periods a year!



Fewer periods. More possibilities.

Serious as well as minor side effects have been reported with the use of hormonal contraceptrogestins (an additional 9 weeks per year). While this added exposure may pose an additional risk of Serious risks include blood clots, stroke, and heart attack. Cigarette smoking increases the risk of schrombotic and thromboembolic disease, studies to date with SEASONALE® have not suggested an cardiovascular side effects, especially in women over 35 years. Oral contraceptives do not procreased risk of these disorders.

against HIV infection (AIDS) and other sexually transmitted diseases.

The convenience of fewer menses (4 vs 13 per year) should be weighed against the inconvenience of Increased intermenstrual bleeding/spotting.

Use of SEASONALE® provides women with more hormonal exposure on a yearly increased intermenstrual biedding/sporting. than conventional monthly oral contraceptives containing similar strength synthetic estrogens from taken as directed. If scheduled biedding does not coour, pregnancy should be ruled out.

Please see adjacent page for brief summary of full Prescribing Information.

Ference: 1. Anderson FD, Halt H, and the Seasonale-301 Study (roup. A multicenter, randomized study an extended gible oral contraceptive. *Contraception*. 2003;68:89-96.



for convenience for peace of mind for full efficiency on critical occasions



ENOVID

will postpone menstruation ... safely ... surely

There are many occasions when women would like, even need, to delay a menstrual cycle.

Postponing the menstrual period may contribute importantly to a woman's comfort, efficiency and peace of mind. On occasions, delaying the period may prevent serious mental distress.

Menstruation can now be postponed with both certainty and safety. Your patients will be grateful if you let them know they can rely on your prescription when the menses threaten to be inconvenient or to keep them away from important events.

Enovid, with its reliable progestational control of uterine cyclic function, suppresses menstruation for reasonable periods of time on simple once-a-day dosage.

To delay menstruation, one 10-mg. tablet of Enovid (brand of norethynodrel with ethynylestradiol 3-methyl ether) may be given daily, starting as late as day 22 of the cycle. The daily dose should be increased to 20 mg. if Enovid is administered for longer than three weeks.

Enovid is supplied as uncoated, scored coral-colored tablets of 10 mg. each.

G. D. SEARLE & CO. CHICAGO BO, ILLINOIS Research in the Service of Medicine





READY FOR BIRTH CONTROL THAT GOES BEYOND?

YAZ," like all birth control pills, is 99% effective and can give you shorter, lighter periods. But YAZ goes beyond the rest. It's the first and only contraceptive proven to treat emotional and physical premenstrual symptoms severe enough to impact your life, a condition doctors call PMDD. Symptoms could include:

•	Irritability
•	Moodiness
•	Feeling anxious
•	Bloating

Increased appetite
Fatigue
Headaches
Muscle aches

YAZ can also help keep your skin clear. In recent studies, 9 out of 10 women saw improvement in their moderate acne.

YAZ is for women who choose the Pill for contraception. It should be taken as directed, and is available by prescription only.

Who shouldn't take YAZ?

YAZ contains a different kind of hormone that may increase potassium. Therefore, you should not take YAZ if you have kidney, liver, or adrenal disease because this could cause serious heart and health problems. Tell your doctor if you are on daily long-term treatment for a chronic condition such as cardiovascular disease or chronic inflammatory disease. Women who take certain drugs (see below) should have their potassium levels checked in the first month of taking YAZ.

You don't have to take it anymore! Talk to your healthcare professional to find out if YAZ is right for you.



BEYOND BIRTH CONTROL^{**}

www.YAZ-us.com

1-866-YAZ-PILL

<u>What cardiovascular or chronic inflammatory drugs may increase potassium?</u> NSAIDs—ibuprofen (Motrin,* Advil*), naproxen (Naprosyn,* Aleve,* and others) when taken long-term and daily for arthritis or other diseases or conditions, Potassium-sparing diuretics (spironolactone and others), Potassium supplementation, ACE inhibitors (Capoten,* Vasotec,* Zestril,* and others), Angiotensin-II receptor antagonists (Cozar,* Diovan,* Avapro,* and others), Heparin, and Aldosterone antagonists. See important patient information on reverse side.

IMPORTANT SAFETY INFORMATION ABOUT YAZ: What are the risks involved with taking any oral contraceptive (OC)? OCs can be associated with increased

visits of several serious side effects. OCs do not protect against HIV infection or other STDs. Women, especially those 35 and over, are strongly advised not to smoke because it increases the risk of serious cardiovascular side effects including blood clots, stroke, and heart attack.



Top 200 Drugs by Units Sold (2009)

Rank	Drug	Current Manufacturer	Total Rxs (000)	% Change 2008
1	Lipitor	Pfizer Inc	42,027	-14.3%
2	Nexium	AstraZeneca Pharmaceuticals LP	26,464	-1.5%
3 (• 2)	Plavix	Bristol-Myers Squibb	25,615	1.9%
4	Singulair	Merck & Co., Inc.	24,820	-3.8%
5 (+2)	Lexapro	Forest Laboratories, Inc.	23,713	-9.7%
6 (*8)	ProAir HFA	Teva Pharmaceuticals	22,100	58.7%
7 (4 1)	Synthroid	Abbott Laboratories	21,077	-8.8%
8 (• 3)	Crestor	AstraZeneca Pharmaceuticals LP	18,430	21.9%
9 (1)	Advair Diskus	GlaxoSmithKline	17,410	-2.3%
10	Diovan	Novartis Pharmaceuticals Corporation	14,678	-6.4%
11 (° 2)	Cymbalta	Eli Lilly and Company	14,653	1.6%
12 (4 3)	Effexor XR	Pfizer Inc	13,732	-18.8%
13 (_{\$} 2)	Klor-Con	Sandoz Inc.	13,051	-3.7%
14 (4 7)	Prevacid	Takeda Pharmaceuticals U.S.A., Inc	13,040	-30.0%
15 (•1)	Diovan HCT	Novartis Pharmaceuticals Corporation	12,137	-8.0%
16 (*2)	Actos	Takeda Pharmaceuticals U.S.A., Inc	11,698	-6.6%
17 (•2)	Flomax	Boehringer Ingelheim Pharmaceuticals, Inc	11,680	0.9%
18 (₂ 2)	Seroquel	AstraZeneca Pharmaceuticals LP	11,079	-3.7%
19 (4 2)	Levaquin	Janssen Pharmaceuticals, Inc	10,692	-17.1%
20 (Tricor	Abbott Laboratories	9,929	-9.7%
_	Yaz	Bayer Healthcare Pharmaceuticals	9,896	-0.7%
22 (+10)	Vytorin	Merck & Co., Inc.	9,618	-33.9%







WINTER, SPRING, SUMMER OR FALL ALL YOU HAVE TO DO IS CALL AND I'LL BE THERE, YEAH, YEAH, YEAH, YOU'VE GOT A FRIEND. - CAROLE KING

Put yourself in harmony with the seasons.

Go online to learn how to get seasonal periods instead of monthly ones.

Now you can make spring just one of 4 times all year you'll get your period. Imagine going times Easter through Memorial Day period Teo. You can with SUASGNIQUE*, the only birt control pill designed a to give you assessed periods. SUASGNIQUE* comes with 3 straight months of active pills that your take daily. Plus, you get the same TVK effectiveness as offer birth control pills, and the same Tight period that lasts about 3 days - but now only 4 times a your. Go to sensoriepus.com today is set about with thing to seasonal periods.

Go to seasonique.com or call 800.000.0000 to get up to \$75 off your first season of SEASONIQUE®

Tal of exclusive south and explorer Higgsituse reing explicit. Metanes service functional memory dimensional sourced dimensionly were considered in deliverse dimensionly and income and disk. Of his starting transitive sindespends, Nacion workers are disnot function as influences and an algorithm or sequences dimensional and, converse many address explorer and provide and and demonstrative starting based and new to be subject to any second and starting address dimensionly were and the second and the disk of granter relative affit doer based and and starting to be set and a starting dimension and the function of the disk of the observation of source and any disk at all the disk distances and the out of the disk of the observation of source and the disk disk means and the out of the disk of the observation of source and the disk and the disk of the disk of the disk of the disk of the disk means the disk means.



4 periods a year. Just like the seasons.





