

Generic Calendar

New generic releases in the upcoming months!



April - June 2010

Brand Name	Indication	Sales
Arimidex®	Breast Cancer	\$569M
Astelin®	Seasonal Allergies	\$210.1M

July - September 2010

Brand Name	Indication	Sales
Effexor® XR	Depression	\$2,658M
Diastat®	Seizures	\$5.63M

*Look for these
new generic releases!*

October - December 2010

Brand Name	Indication	Sales
Aricept® ODT	Dementia	\$9.02M
Androderm®	Testosterone replacement	\$76.24M
Quixin®	Bacterial eye infections	\$2.55M
Gemzar®	Cancer	\$790.88M

Day 181 Alerts Generic items losing exclusivity

Be sure to also keep track of generic items that previously launched and are expected to lose their 180-day exclusivity. The information can be used to evaluate the possible impact that a multi-supplier, competitive market could have on your pharmacy business.

Brand Name	Indication	Sales	Day 181
Aldara®	Imiquimod	2.25.10	Late Aug. 2010
Cardizem® LA 24 HR.	Diltiazem HCl	3.16.10	Late Sept. 2010
Mirapex®	Pramipexole Di-HCl	1.05.10	Early Oct. 2010
Cozaar®	Losartan Potassium	4.06.10	Mid Oct. 2010
Hyzaar®	Losartan Potassium/HCTZ	4.06.10	Mid Oct. 2010

The new items listed above are anticipated to launch as shown; however, the product release dates are subject to change due to unforeseen market conditions, legal proceedings, etc. Brand sales noted are based on 2009 data published by Drug Topics.



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