The US Pharmaceutical Market: Trends, Issues and Outlook

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The World pharmaceutical market

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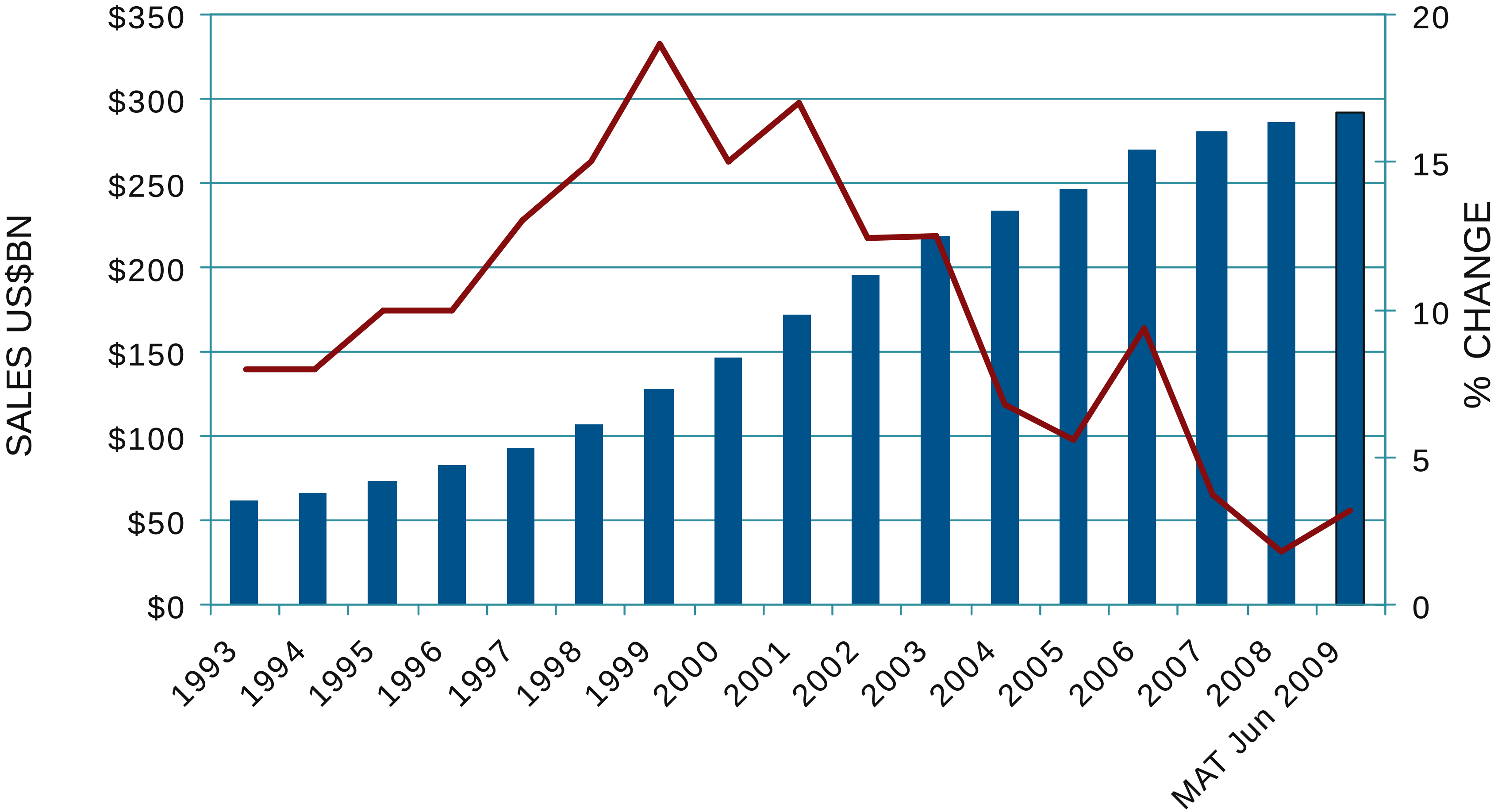
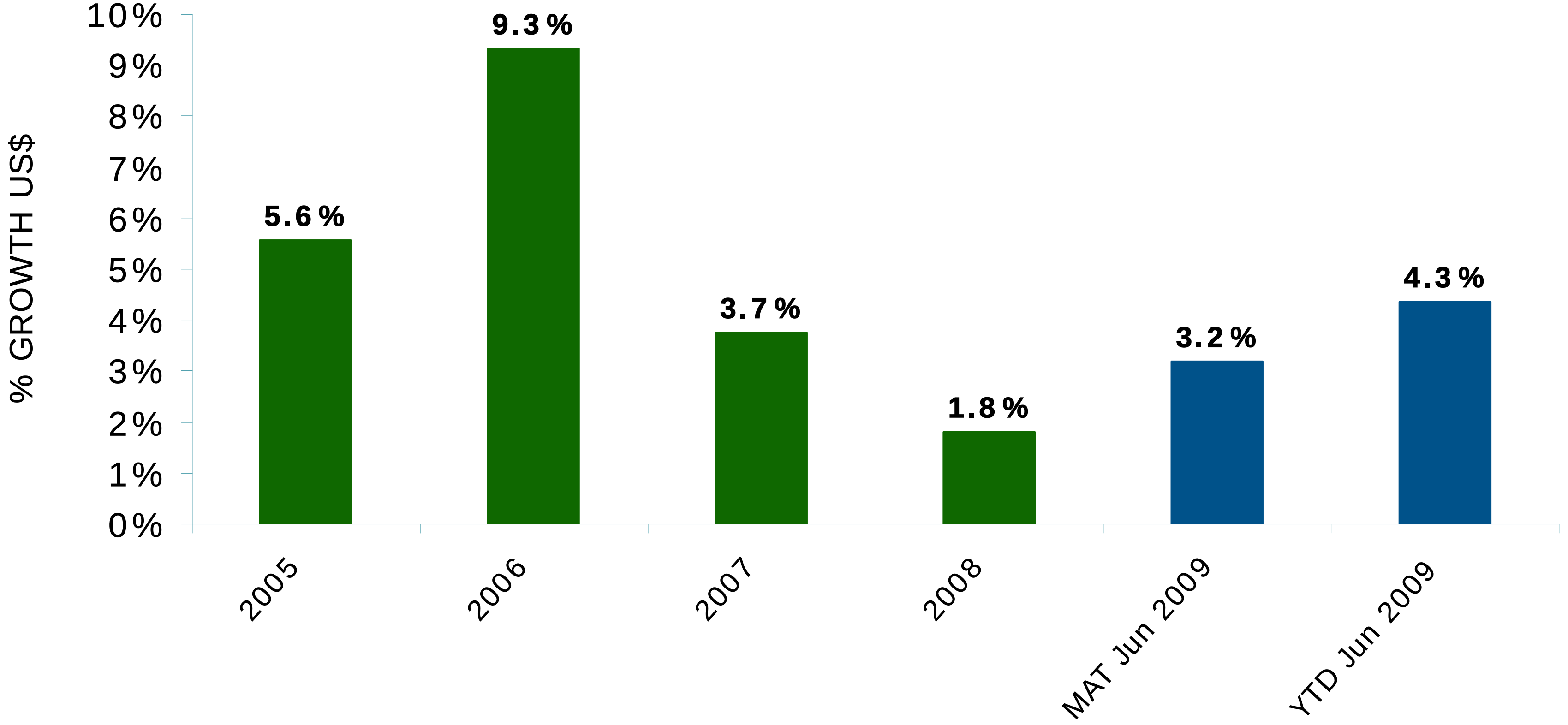
US Market Performance

US market growth in MAT June was 3.2%;



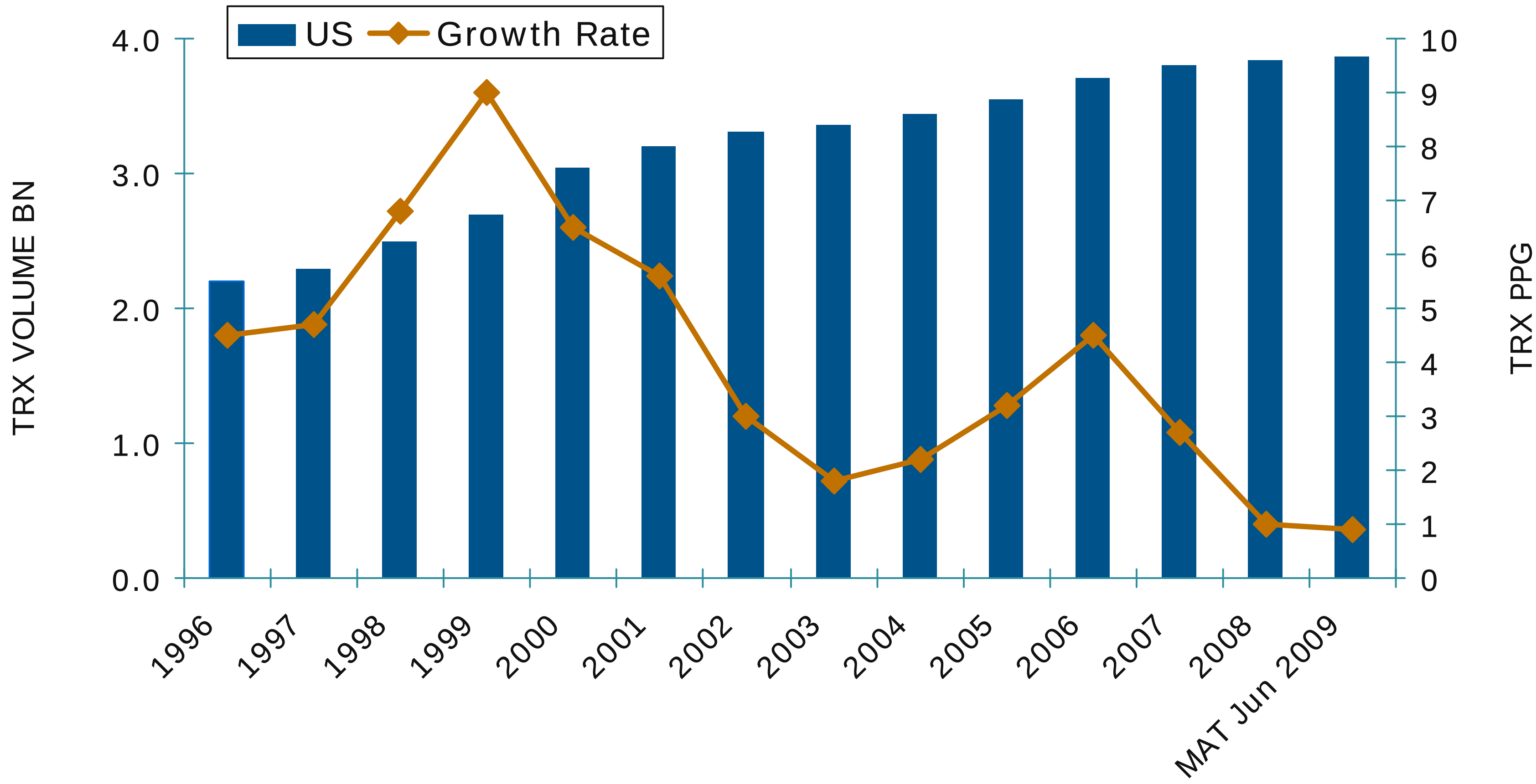
Source: IMS Health, National Sales Perspectives, Jun 2009

US market growth is 4.3% for the first half of 2009



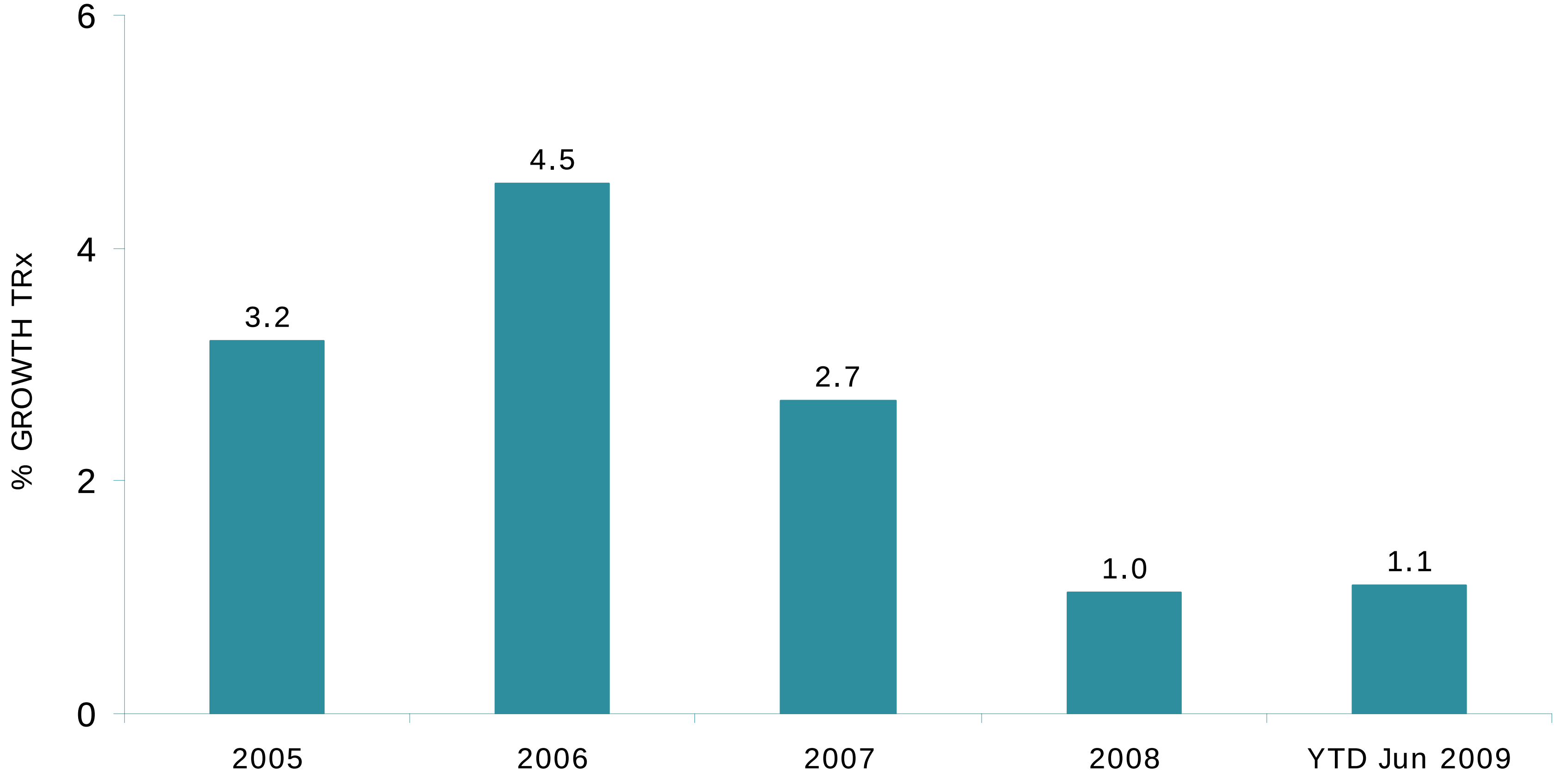
Source: IMS Health, National Sales Perspectives, Jun 2009

US prescription growth is just positive at 0.9% in MAT June 2009



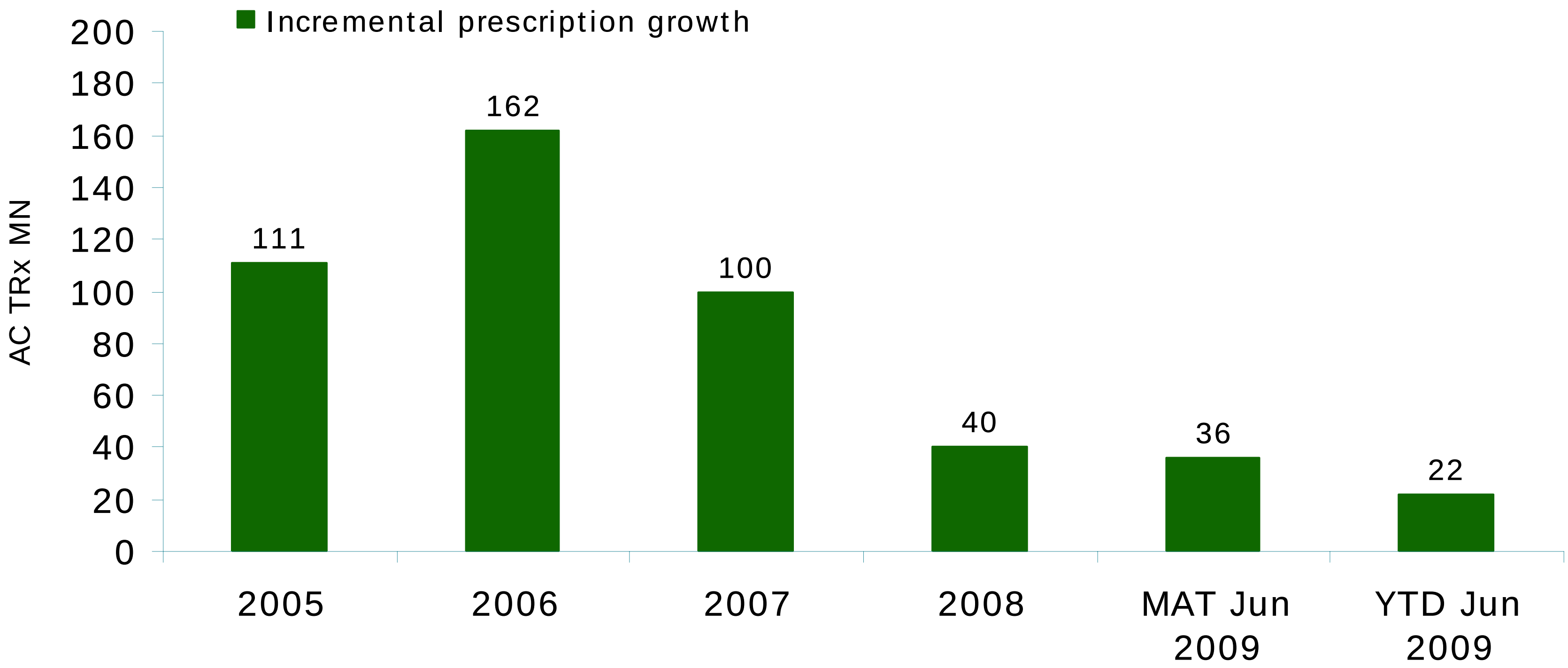
Source: IMS Health, National Prescription Audit, Jun 2009

US prescription growth is positive 1.1% in year to date June 2009



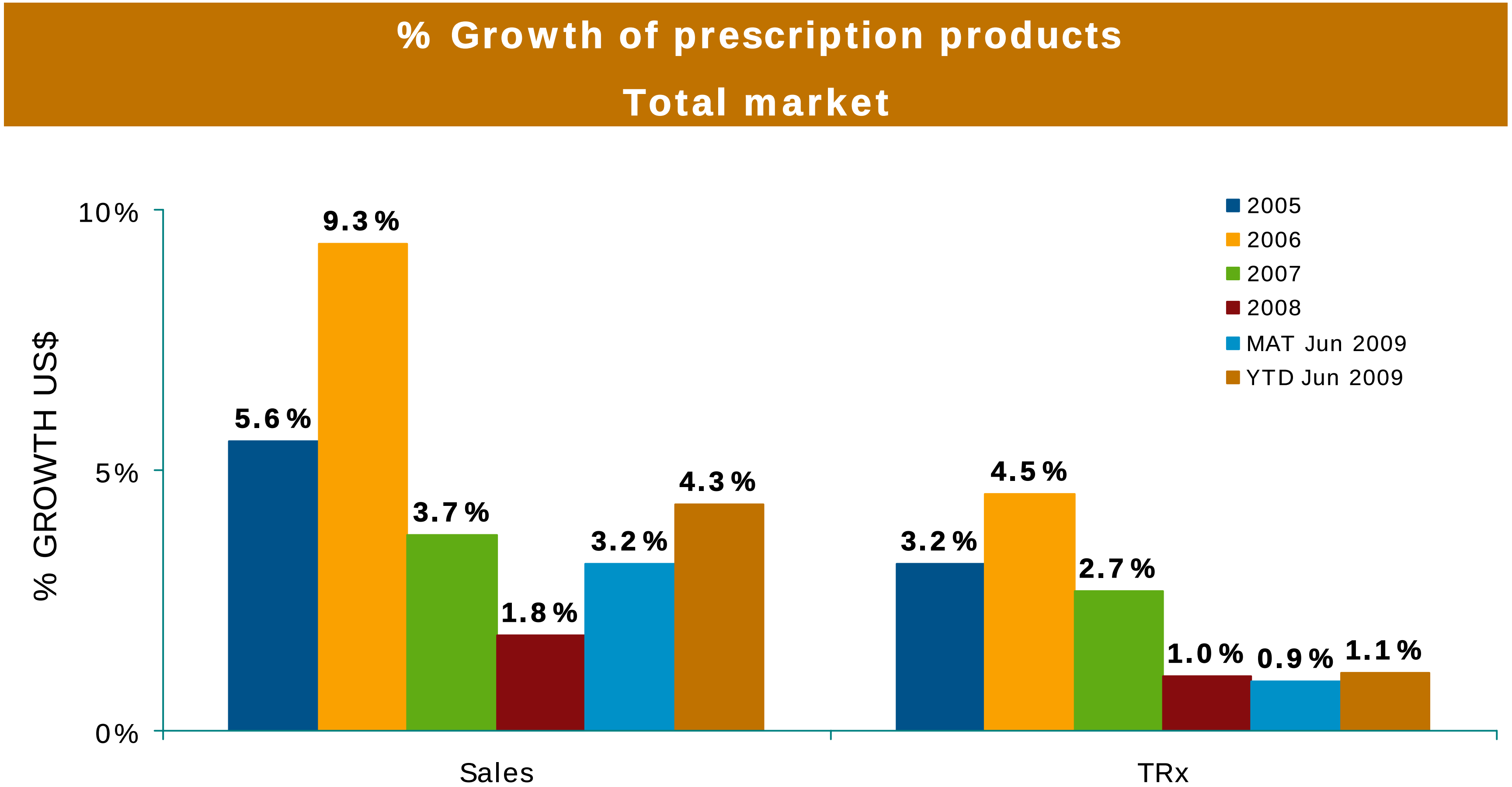
Source: IMS Health, National Prescription Audit, Jun 2009

Absolute growth of prescriptions is positive



Source: IMS Health, National Prescription Audit, Jun 2009

Sales grew at 3.2% MAT June 2009

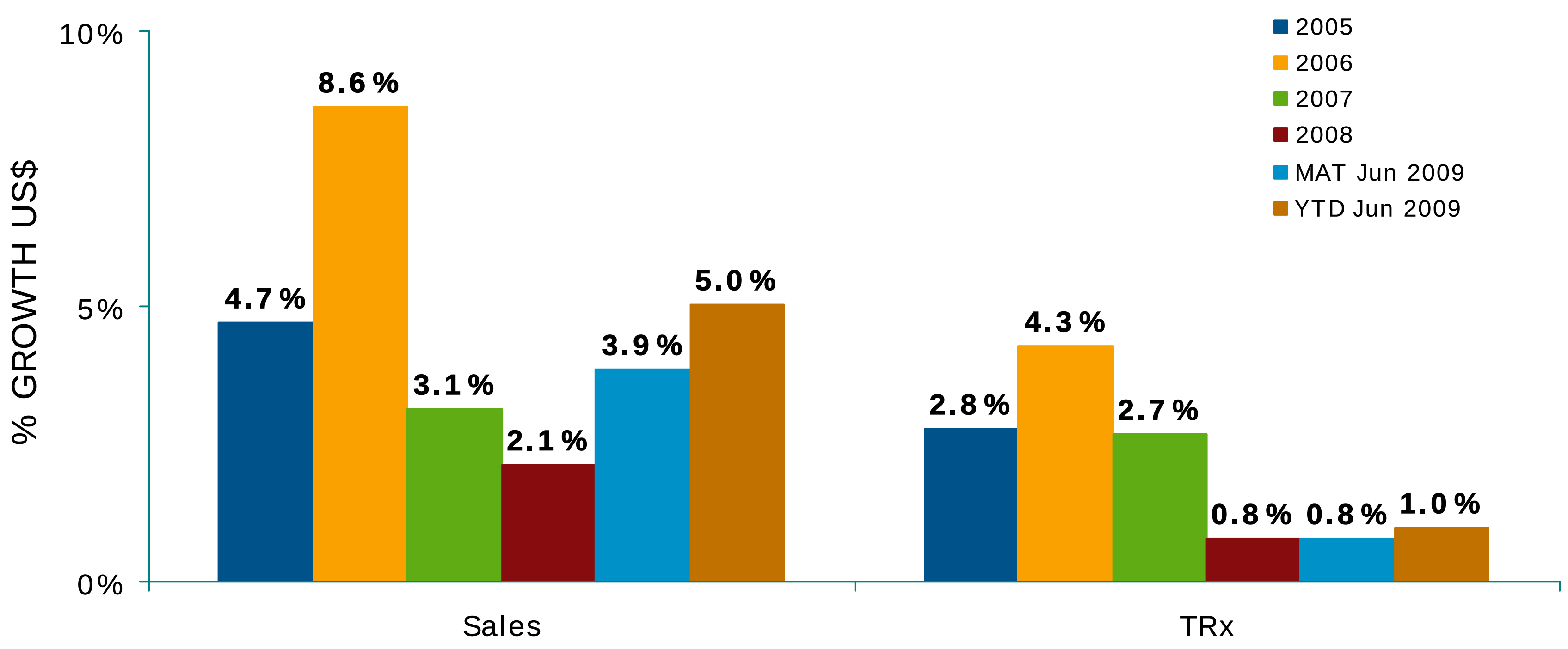


Source: IMS Health, National Sales Perspectives, Jun 2009 IMS Health, National Prescription Audit, Jun 2009

Year to date sales are 3.9% ahead of last year while Rx volume is flat

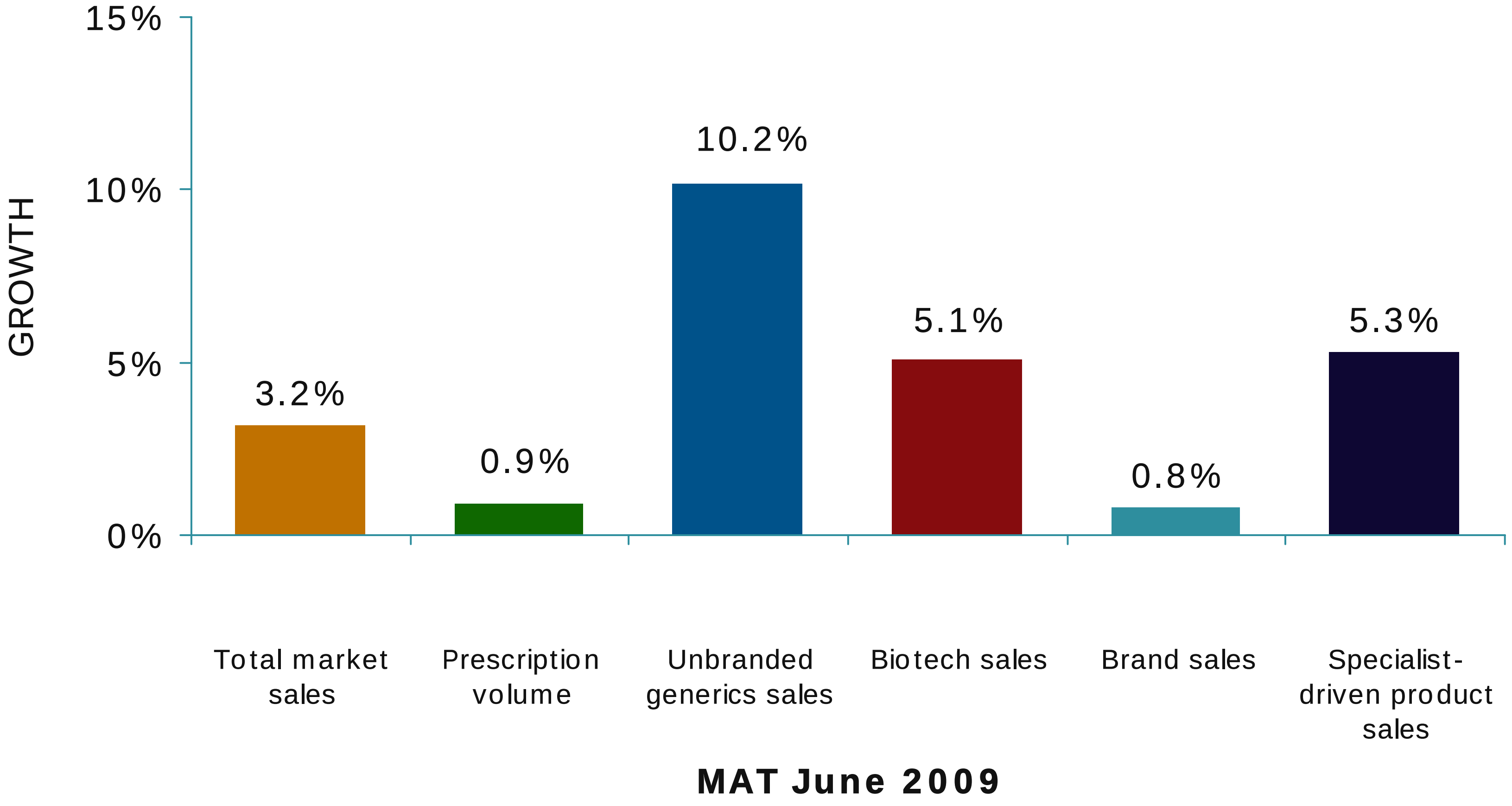
% Growth of prescription products

Retail and mail order channels



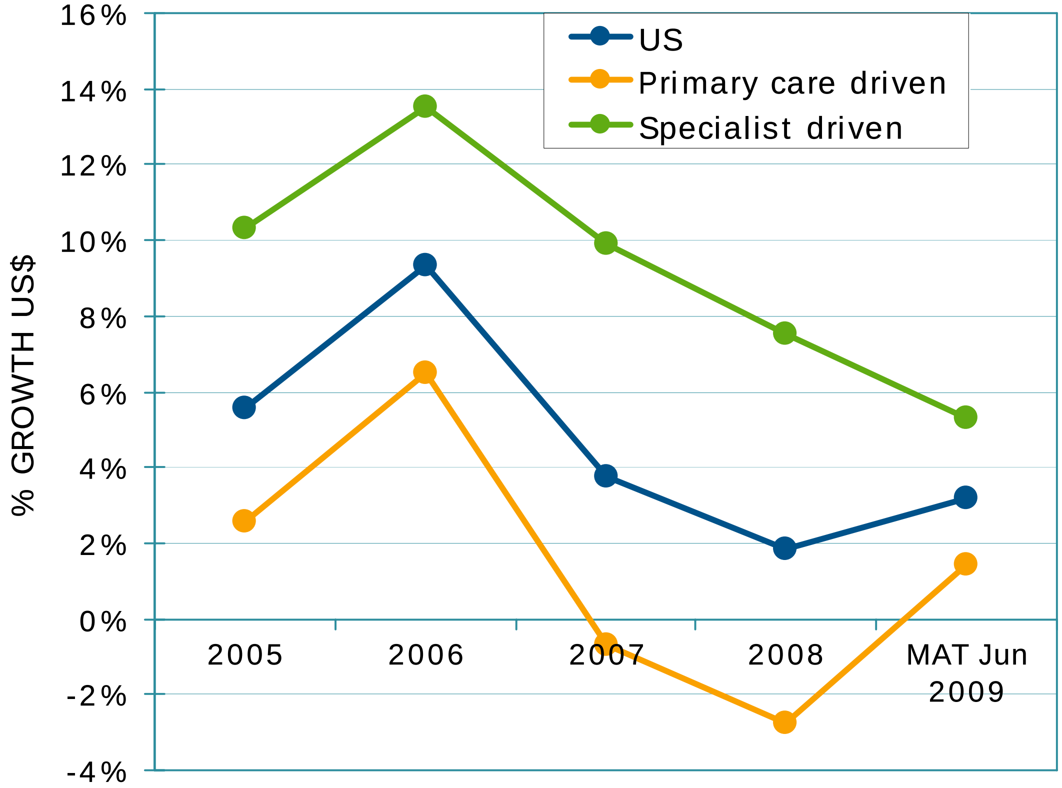
Source: IMS Health, National Sales Perspectives, Jun 2009 IMS Health, National Prescription Audit, Jun 2009

Unbranded generic growth leads the market followed by specialist driven products



Source: IMS Health, MIDAS, National Sales Perspectives, Rx Only, June 2009

Growth in primary care driven products turns positive



MAT Jun 2009

% Market share US$

Primary care driven 53%

Specialist driven 47%

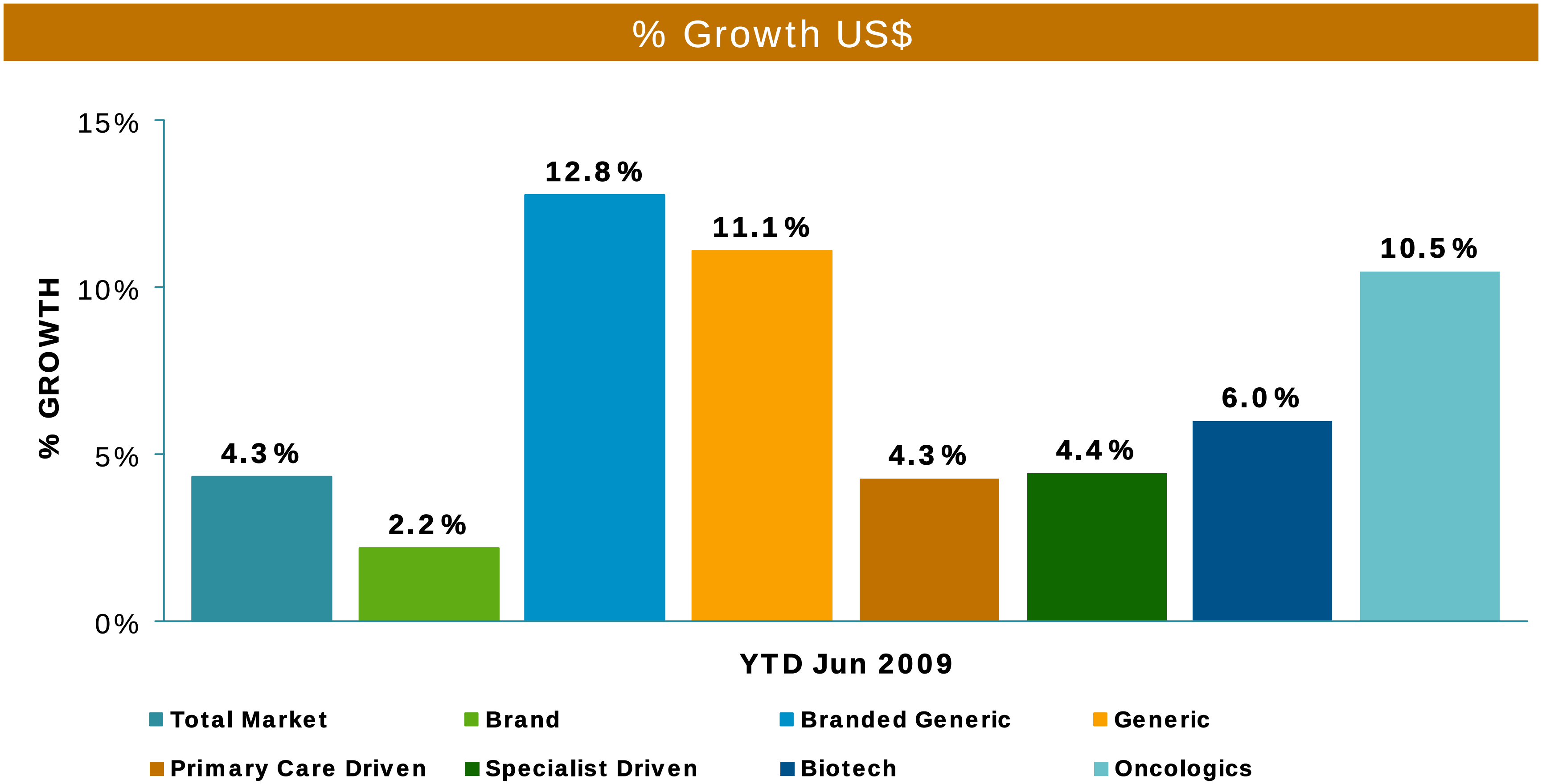
% Absolute change US$

Primary care driven 24%

Specialist driven 76%

Source: IMS Health, National Sales Perspectives, Jun 2009

Year to date oncologics and generics lead growth



Source: IMS Health, National Sales Perspectives, Jun 2009

US Sales by Channel

Chains account for more than one third of market sales in MAT June 2009 and grow at 4.6%

Channels	MAT Jun 2009		
	US$bn	% Market Share	% Growth
Retail	**208.4**	**71.4**	**3.9**
Chain	102.1	35.0	4.6
Mail service	48.7	16.7	7.8
Independents	36.8	12.6	-0.8
Food stores	20.7	7.1	0.0
Institutional	**83.4**	**28.6**	**1.6**
Clinics	33.6	11.5	2.1
Hospitals	31.4	10.7	2.4
Long-term care	13.7	4.7	1.1
Home health care	2.5	0.9	-3.6
HMO	1.2	0.4	-14.3
Others	1.0	0.3	2.9
Total	**291.8**	**100.0**	**3.2**

Source: IMS Health, National Sales Perspectives, Jun 2009

Year to date growth is strong at 4.3%

Channels	YTD Jun 2009		
	US$bn	% Market Share	% Growth
Retail	107.0	71.7	5.0
Chain	52.4	35.1	4.9
Mail service	25.4	17.0	10.0
Independents	18.6	12.4	-0.1
Food stores	10.6	7.1	3.5
Institutional	42.2	28.3	2.7
Clinics	17.0	11.4	3.9
Hospitals	16.0	10.7	3.6
Long-term care	6.9	4.6	0.0
Home health care	1.3	0.9	-1.3
HMO	0.5	0.4	-16.1
Others	0.5	0.3	4.8
Total	149.2	100.0	4.3

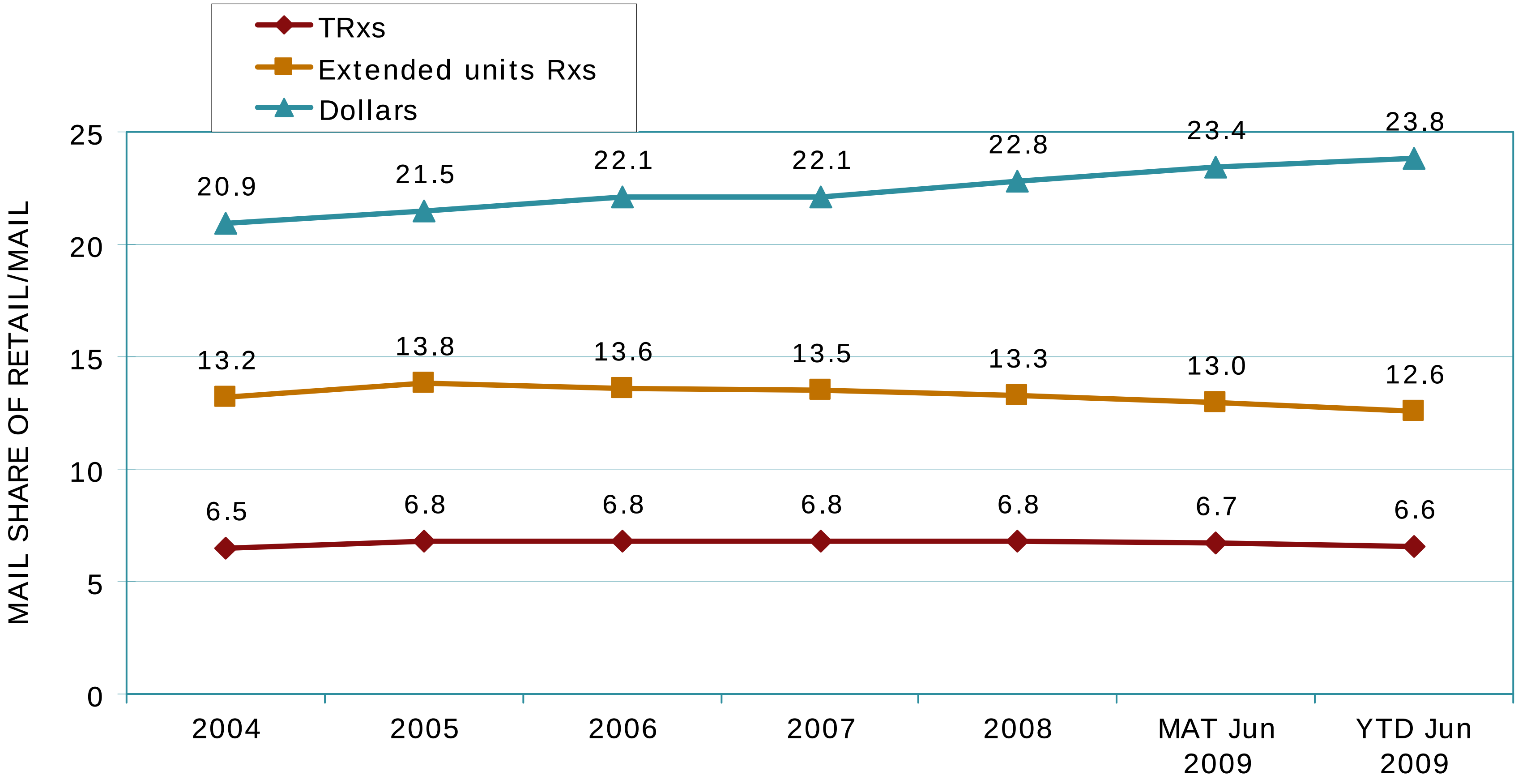
Source: IMS Health, National Sales Perspectives, Jun 2009

The US market exceeded 3.8bn prescriptions with growth a positive 0.9%

Channels	MAT Jun 2009		
	TRxs mn	% Market Share	% Growth
Retail	3,556	91.9	0.8
Chain	2,075	53.7	2.2
Independents	756	19.6	-3.0
Mail service	240	6.2	-0.1
Food stores	484	12.5	1.4
Non retail channels	311	8.1	2.8
LTC	311	8.1	2.8
Total	3,867	100.0	0.9

Source: IMS Health, National Prescription Audit, Jun 2009

Mail services share of dollars is three times greater than the share of prescriptions

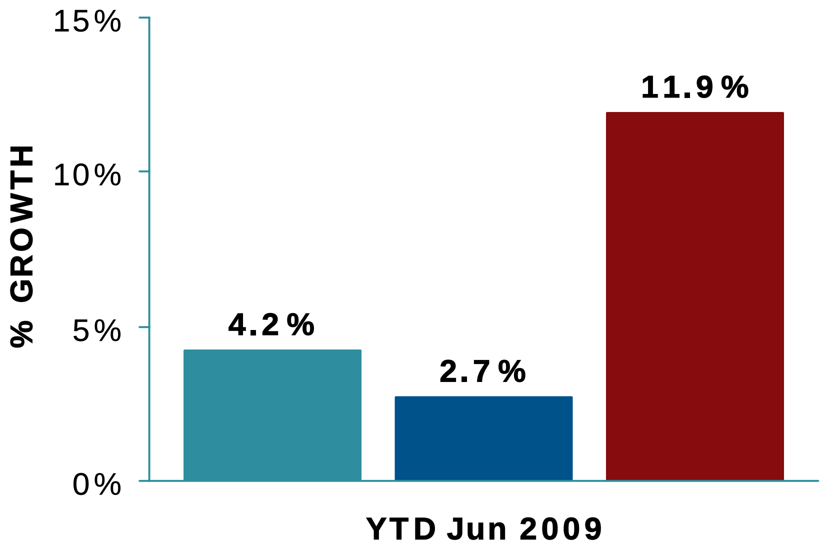


Source: IMS Health, National Sales Perspectives, Jun 2009, National Prescription Audit, Jun 2009

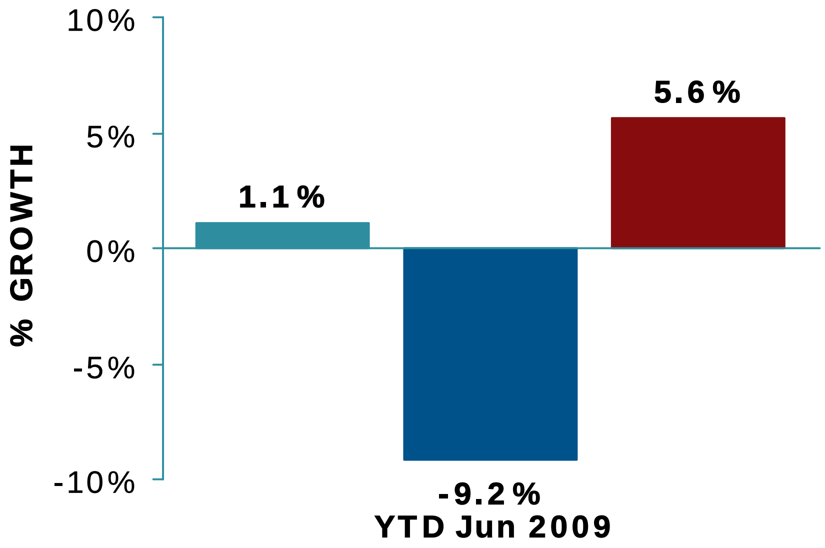
Generics Performance

Generic Rx growth is at 5.6% and sales growth is 11.9% in YTD June 2009

% Growth US$



% Growth TRx

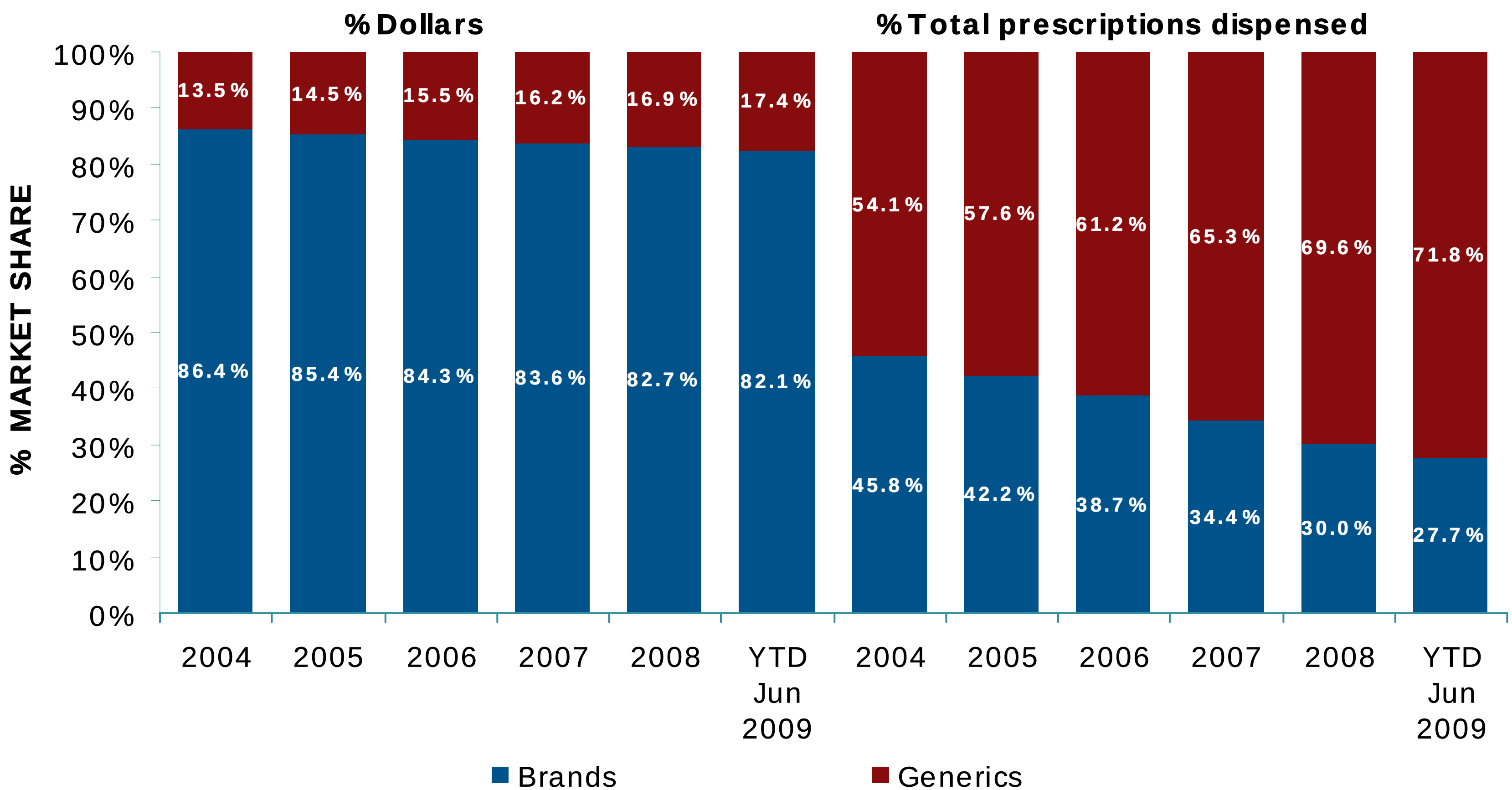


Total market **Brands** **Generics**

Source: IMS Health, National Sales Perspectives, Branded generics disaggregated, Jun 2009

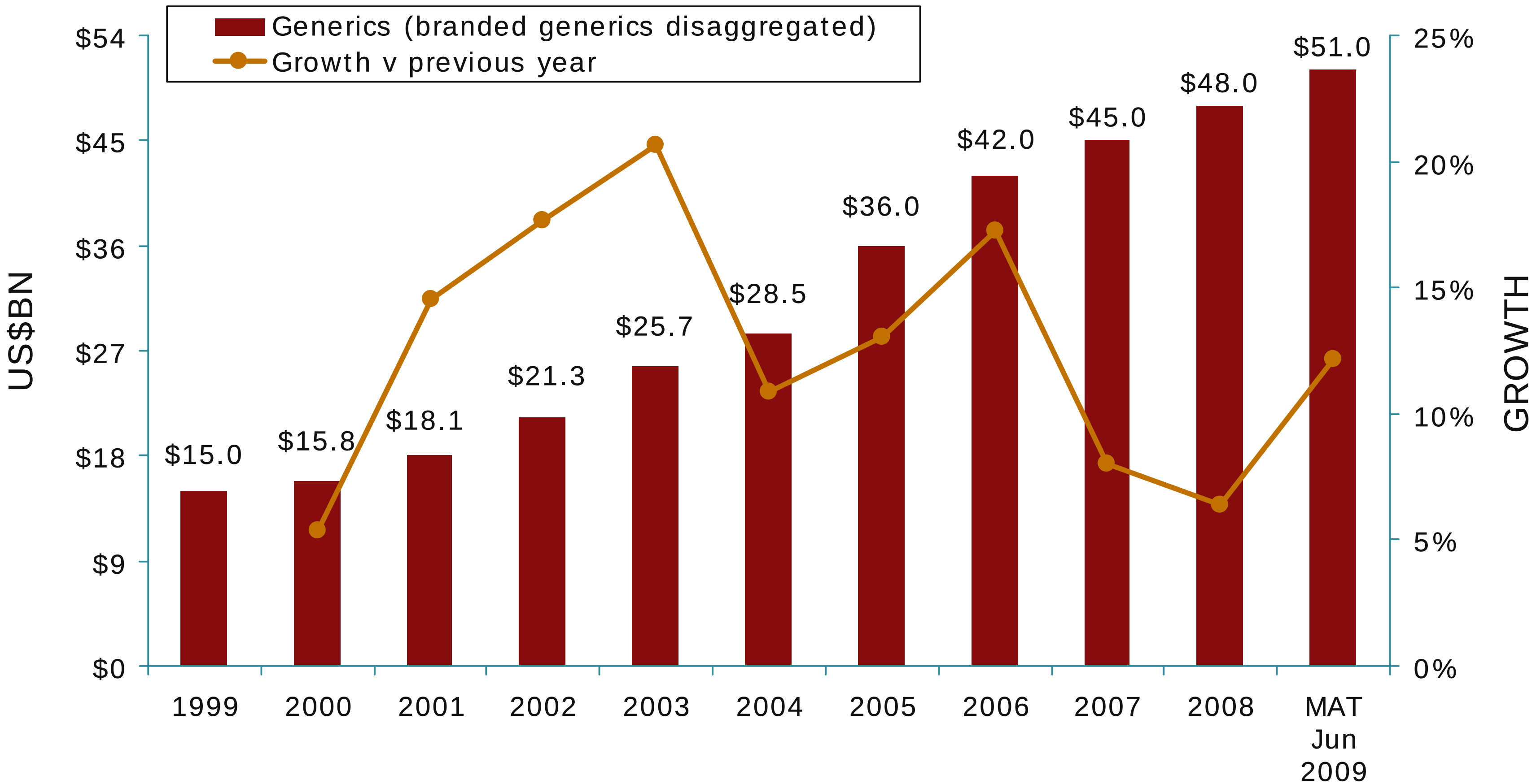
Source: IMS Health, National Prescription Audit, Branded generics disaggregated, Jun 2009

Generics hold more than 70% of scripts but 17% of sales



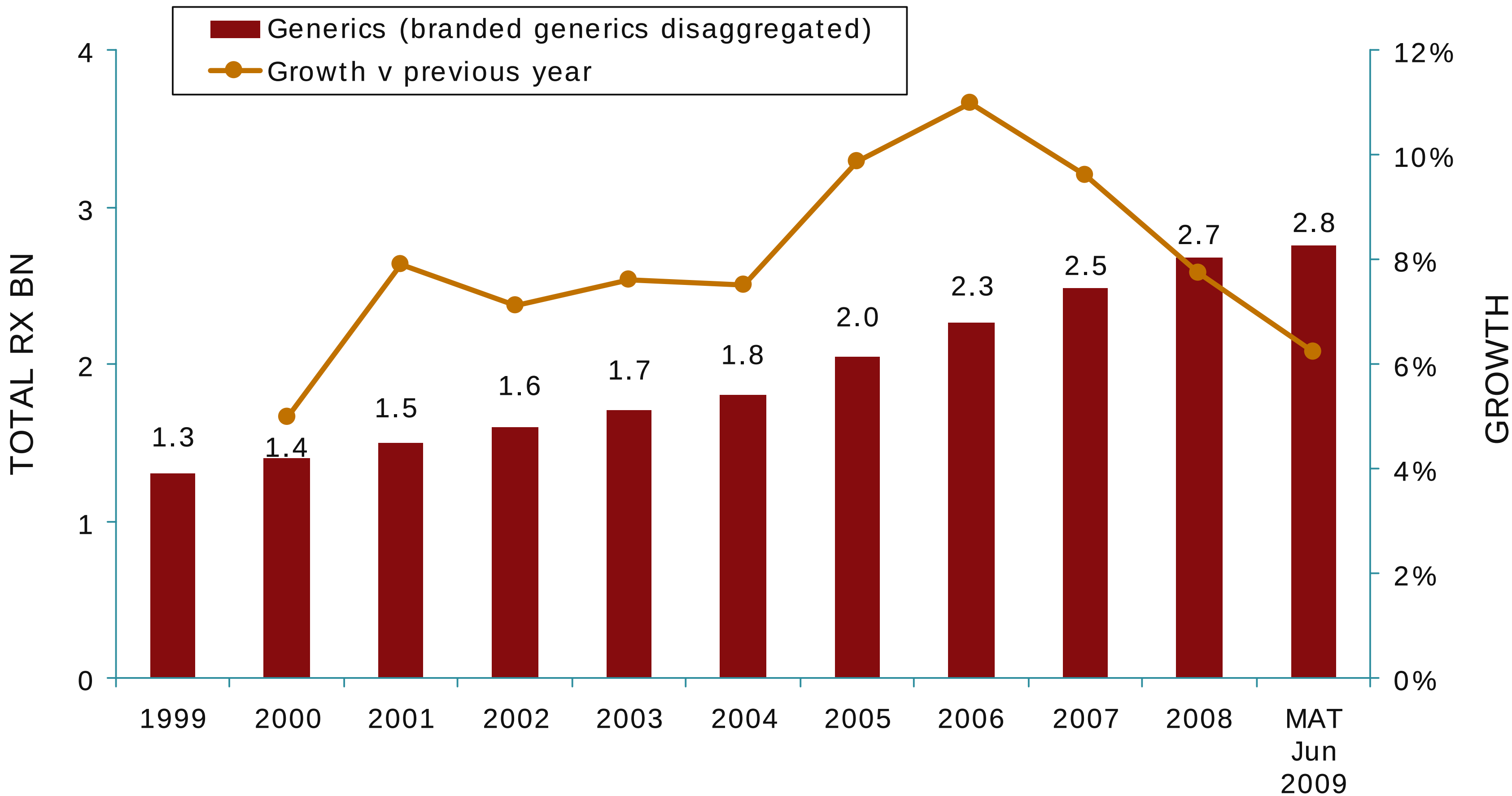
Source: IMS Health, National Sales Perspectives, Jun 2009, National Prescription Audit, Jun 2009, Branded generics disaggregated

Generic sales have more than tripled since 2000 and now exceed $51 billion



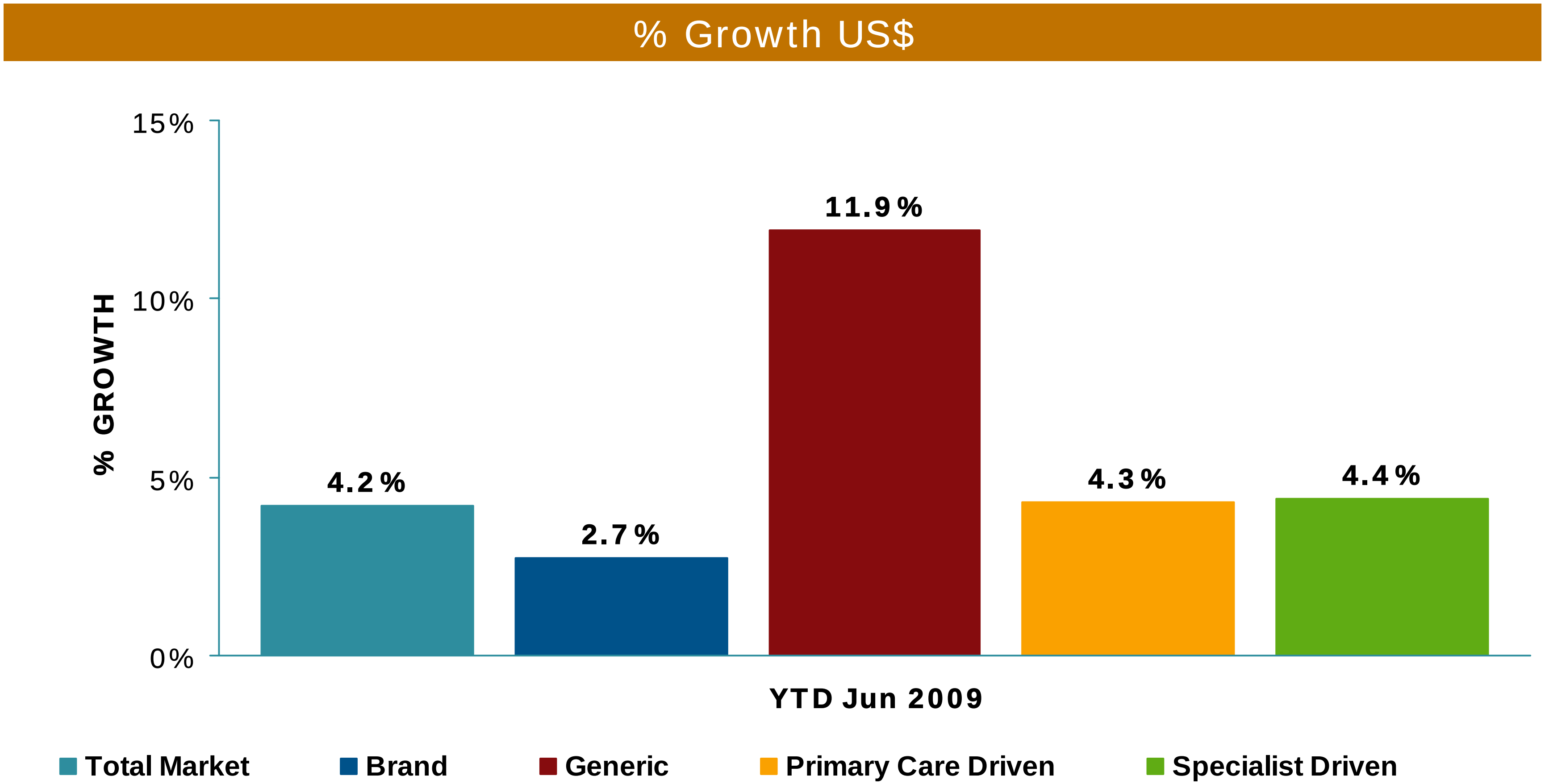
Source: IMS Health, National Sales Perspectives, Branded generics disaggregated, Jun 2009

Generic prescription volume tops 2.8 billion as growth drops to 6.2%



Source: IMS Health, National Sales Perspectives, Branded generics disaggregated, Jun 2009

Generic sales growth is 11.9% in YTD June 2009



Source: IMS Health, National Sales Perspectives, Branded generics disaggregated, Jun 2009

Sales growth for the top 10 generic companies grow at 12.7%

Sales of unbranded generics by leading corporations		MAT Jun 2009		
		US$mn	% Market Share	% Growth
	US Industry	30,362	10.4	10.2
1	Teva	7,281	24.0	16.7
2	Mylan Labs, Inc.	3,329	11.0	29.8
3	Sandoz (Novartis)	2,188	7.2	-25.3
4	Watson Pharma	1,828	6.0	7.3
5	Par Pharma	961	3.2	6.9
6	Apotex Corp	959	3.2	2.5
7	Hospira Inc	883	2.9	11.5
8	Mallinckrodt	868	2.9	70.5
9	Wyeth Corp	789	2.6	195.4
10	Greenstone (Pfizer)	783	2.6	-0.4
	Top 10	19,868	65.4	12.7

Source: IMS Health, National Sales Perspectives, Jun 2009

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Top 20 generic companies grow at 13.6%

Sales of unbranded generics by leading corporations	MAT Jun 2009		
	US$mn	% Market Share	% Growth
11 Dr Reddy Inc	782	2.6	65.6
12 Boehringer Ingelheim	710	2.3	-11.7
13 Fresenius Kabi	632	2.1	43.8
14 Actavis US	498	1.6	-24.3
15 Johnson & Johnson	431	1.4	1,503.3
16 Lupin Pharma	376	1.2	21.1
17 K.V. Pharm Corp	369	1.2	-17.5
18 Baxter Healthcare	358	1.2	-10.8
19 Qualitest Products	350	1.2	19.8
20 Taro Pharm	308	1.0	24.5
Top 20	24,682	81.3	13.6

Source: IMS Health, National Sales Perspectives, Jun 2009

Two companies account for more than 30% of generic prescriptions

Prescriptions of unbranded generics by leading corporations		MAT Jun 2009		
		TRxs mn	% Market Share	% Growth
	US Industry	2,496	64.5	7.3
1	Teva	557	22.3	3.6
2	Mylan Labs, Inc.	317	12.7	7.8
3	Watson Pharma	187	7.5	-3.6
4	Sandoz (Novartis)	176	7.0	-12.3
5	Apotex Corp	101	4.1	32.3
6	Mallinckrodt	92	3.7	3.5
7	Qualitest Products	91	3.6	6.1
8	Greenstone (Pfizer)	87	3.5	4.4
9	Lupin Pharma	80	3.2	87.7
10	Actavis US	69	2.8	-11.8
	Top 10	1,758	70.4	4.5

Source: IMS Health, National Prescription Audit, Jun 2009

Top 20 corporations show a 5.3% growth

Prescriptions of unbranded generics by leading corporations		MAT Jun 2009		
		TRxs mn	% Market Share	% Growth
11	Dr Reddy Inc	62	2.5	39.7
12	Amneal Inc	50	2.0	114.8
13	Par Pharma	47	1.9	-20.6
14	Ranbaxy Labs Limit	35	1.4	-32.8
15	Lannett	35	1.4	10.1
16	Aurobindo Pharm	34	1.4	54.8
17	Caraco Pharm	33	1.3	-8.0
18	K.V. Pharm Corp	32	1.3	-16.6
19	West Ward	28	1.1	18.6
20	Zydus Pharm	28	1.1	27.7
	Top 20	2,141	85.8	5.3

Source: IMS Health, National Prescription Audit, Jun 2009

Company Performance

Teva leads growth in the top ten

Leading corporations		MAT Jun 2009 US$mn	MAT Jun 2009 % Market Share	MAT Jun 2009 % Growth
	US Industry	291,804	100.0	3.2
1	Pfizer (incl Greenstone)	20,103	6.9	-6.3
2	AstraZeneca	17,128	5.9	10.2
3	GlaxoSmithKline	16,259	5.6	-12.3
4	Merck & Co	14,678	5.0	-13.3
5	Johnson & Johnson	14,162	4.9	-11.9
6	Roche (incl Genentech)	13,221	4.5	6.8
7	Novartis (incl Sandoz)	12,604	4.3	0.7
8	Lilly	12,564	4.3	10.3
9	Amgen Corporation	12,404	4.3	-5.8
10	Teva	12,171	4.2	23.6
	Top 10	145,293	49.8	-1.7

Source: IMS Health, National Sales Perspectives, Jun 2009

Bristol-Myers Squibb, Boehringer Ingelheim and Mylan achieve double digit growth

Leading corporations		MAT Jun 2009		
		US$mn	% Market Share	% Growth
11	Sanofi Aventis	11,227	3.8	8.2
12	Abbott	9,566	3.3	1.3
13	Bristol-Myers Squibb	8,422	2.9	13.2
14	Takeda	8,102	2.8	2.9
15	Wyeth Corp	7,693	2.6	-4.1
16	Boehringer Ingelheim	6,908	2.4	15.2
17	Schering Plough	4,780	1.6	3.2
18	Forest Lab	4,211	1.4	6.3
19	Eisai Corp	4,127	1.4	8.6
20	Mylan Labs, Inc.	3,747	1.3	21.0
	Top 20	214,078	73.4	0.7

Source: IMS Health, National Sales Perspectives, Jun 2009

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Teva leads in prescription volume with more than 16% share

Leading corporations		MAT Jun 2009		
		TRxs mn	% Market Share	% Growth
	US Industry	3,867	100.0	0.9
1	Teva	625	16.2	5.2
2	Mylan Labs, Inc.	320	8.3	5.0
3	Novartis (incl Sandoz)	237	6.1	-10.3
4	Watson Pharma	225	5.8	-2.5
5	Pfizer (incl Greenstone)	212	5.5	-10.5
6	Apotex Corp	104	2.7	32.9
7	Mallinckrodt	94	2.4	3.3
8	Qualitest Products	93	2.4	4.3
9	AstraZeneca	91	2.4	1.6
10	Merck & Co	88	2.3	-23.0
	Top 10	2,091	54.1	-0.2

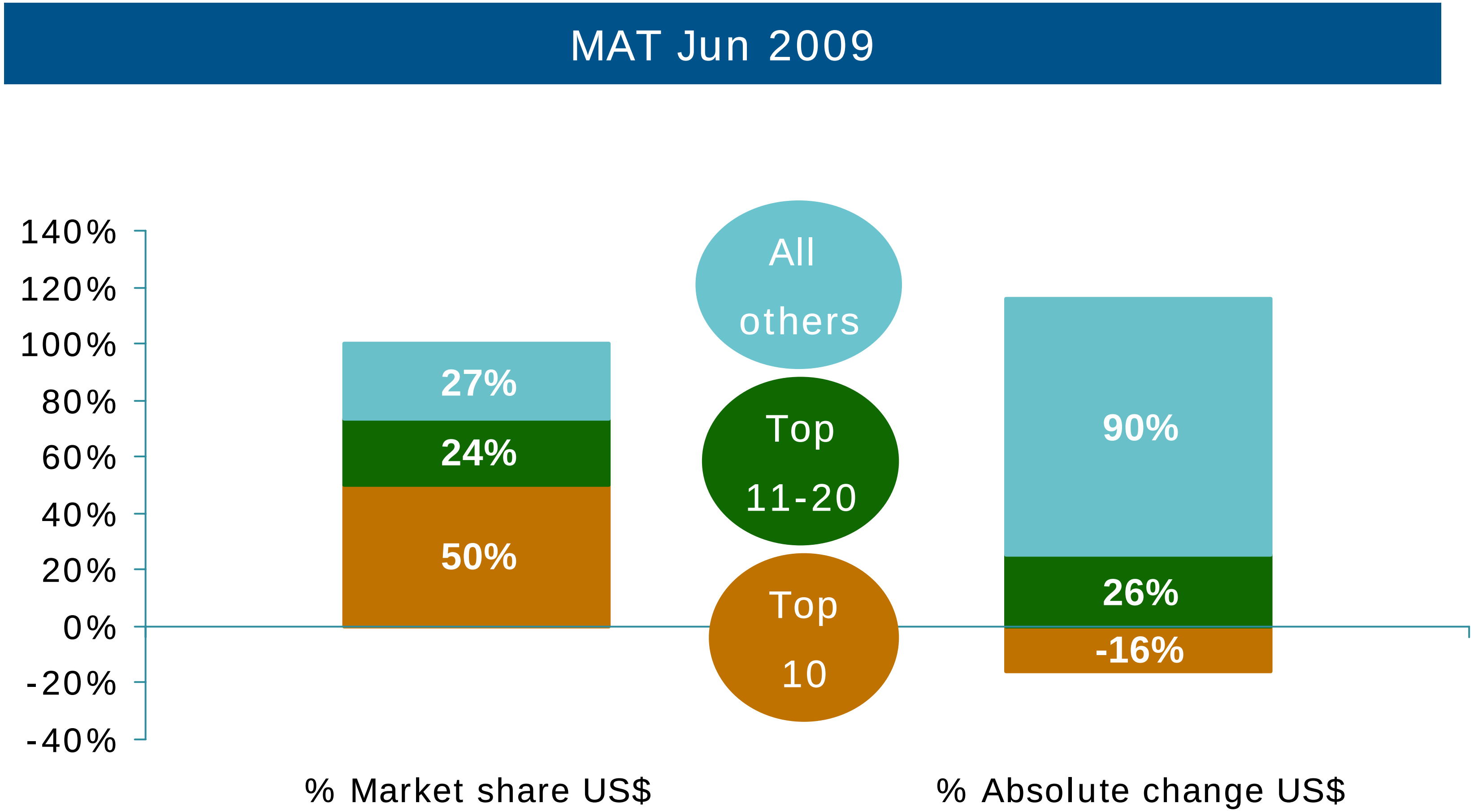
Source: IMS Health, National Prescription Audit, Jun 2009

Prescription growth among the top 20 corporations is flat

Leading corporations		MAT Jun 2009	
	TRxs mn	% Market Share	% Growth
11 Lupin Pharma	80	2.1	87.0
12 GlaxoSmithKline	78	2.0	-14.5
13 Actavis US	74	1.9	-13.2
14 Boehringer Ingelheim	70	1.8	3.5
15 Dr Reddy Inc	62	1.6	39.8
16 Abbott	62	1.6	-11.2
17 Johnson & Johnson	51	1.3	-21.4
18 Amneal Inc	50	1.3	114.7
19 Lilly	50	1.3	0.9
20 Par Pharma	48	1.2	-20.3
Top 20	2,717	70.3	0.8

Source: IMS Health, National Prescription Audit, Jun 2009

Majority of US growth is coming from companies outside the top 20



Source: IMS Health, National Sales Perspectives, Jun 2009

Absolute growth – top 10 corporations

Dollars	AC US$BN	TRx	AC TRx mn
Teva	2.3	Lupin Pharma	37.4
AstraZeneca	1.6	Teva	30.9
Lilly	1.2	Amneal Inc	26.9
Purdue Pharma	1.1	Apotex Corp	25.7
Bristol-Myers Squibb	1	Dr Reddy Inc	17.7
Boehringer Ingelheim	0.9	Mylan Labs, Inc.	15.2
Otsuka America Ph	0.9	Cadista Inc	14.4
Roche (incl Genentech)	0.8	Wockhardt America	12.2
Sanofi Aventis	0.8	Aurobindo Pharma	12.1
Mylan Labs, Inc.	0.7	Glenmark Pharma	6.8

Source: IMS Health, National Sales Perspectives, Jun 2009, National Prescription Audit, Jun 2009

Relative growth – top 10 corporations

Dollars	% Growth	TRx	% Growth
Wockhardt America	205	Cadista Inc	512
Hi-Tech Pharma Inc	82	Kvk-Tech	462
Purdue Pharma	68	Wockhardt America	161
Reckitt Benckiser	61	Anchen Pharma	120
Global Pharma Corp	51	Sun Pharma Ceutical	109
Ista Pharma	46	Lupin Pharma	87
Paddock Labs Inc	42	Purdue Pharma	85
Mallinckrodt	39	Boca Pharma Ceutica	71
Grifols USA	38	Xttrium	69
Prometheus Product	38	Corepharma	61

Source: IMS Health, National Sales Perspectives, Jun 2009, National Prescription Audit, Jun 2009

USC Performance

Analogs of human insulin enter the top 10 with growth approaching 30%

Leading classes		MAT Jun 2009		
		US$mn	% Market Share	% Growth
	US Industry	291,804	100.0	3.2
1	Lipid regulators	16,811	5.8	-3.2
2	Antipsychotics,oth	14,222	4.9	3.3
3	Proton pump inhib	13,891	4.8	-0.9
4	Anti-depressants	11,420	3.9	-1.9
5	Angiotensin II antagonists	7,946	2.7	12.9
6	Seizure disorders	7,773	2.7	-18.1
7	Antineo monoclonal antib	7,670	2.6	9.3
8	Erythropoietins	6,450	2.2	-12.9
9	Antiarth,biol resp mod	5,938	2.0	13.6
10	Analogs of human insulin	5,699	2.0	28.8
	Top 10	97,819	33.5	0.4

Source: IMS Health, National Sales Perspectives, Jun 2009

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Double digit growth is still possible

Leading classes		MAT Jun 2009		
		US$mn	% Market Share	% Growth
11	Anti-platelets,oral	5,622	1.9	15.7
12	Analeptics	5,303	1.8	21.9
13	Steroid,inhaled bronch	5,132	1.8	12.9
14	Codeine & comb	4,551	1.6	15.8
15	GI anti-inflam	4,549	1.6	11.7
16	HIV antiviral combination	4,359	1.5	15.0
17	Immune system adjuncts	3,970	1.4	-2.8
18	Insulin sensitizer	3,809	1.3	-1.5
19	Anticoag,inj	3,785	1.3	14.2
20	Alzheimer-type dementia	3,656	1.3	14.4
	Top 20	142,556	48.9	3.7

Source: IMS Health, National Sales Perspectives, Jun 2009

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Insulins exceed $1 billion in incremental growth

Leading classes by absolute growth		MAT Jun 2009 US$mn	MAT Jun 2009 Incr sales growth $mn
	US Industry	291,804	9,069
1	Analogs of human insulin	5,699	1,276
2	Analeptics	5,303	952
3	Angiotensin II antagonists	7,946	908
4	Anti-platelets,oral	5,622	761
5	Antiarth,biol resp mod	5,938	713
6	Antineo monoclonal antib	7,670	653
7	Codeine & comb	4,551	621
8	Steroid,inhaled bronch	5,132	585
9	HIV antiviral combination	4,359	569
10	UT benign prostate	2,807	520

Source: IMS Health, National Sales Perspectives, Jun 2009

Lipid lowering agents now rank second in Rx volume

Leading therapy classes		MAT Jun 2009		
		TRxs mn	% Market Share	% Growth
	US Industry	3,867	100.0	0.9
1	Anti-depressants	238	6.2	2.0
2	Lipid regulators	233	6.0	3.6
3	Codeine & comb	198	5.1	4.2
4	Ace inhibitors	161	4.2	1.1
5	Beta blockers	130	3.4	-2.0
6	Proton pump inhib	117	3.0	6.0
7	Thyroid hormone,synth	102	2.6	1.7
8	Seizure disorders	101	2.6	6.0
9	Calcium blockers	90	2.3	2.2
10	Benzodiazepines	87	2.2	3.2
	Top 10	1,458	37.7	2.7

Source: IMS Health, National Prescription Audit, Jun 2009

Rx growth in the top 20 classes is 2.2%

Leading therapy classes	MAT Jun 2009		
	TRxs mn	% Market Share	% Growth
11 Angiotensin II antagonists	84	2.2	-0.2
12 O/C estrogen/progestogen	81	2.1	-0.6
13 Antiarth,plain	77	2.0	3.1
14 Macrolides & related	65	1.7	-1.1
15 Penicillins	61	1.6	-2.5
16 Beta agonists	59	1.5	1.3
17 Non-barb,oth	58	1.5	6.0
18 Biguanides	52	1.3	3.7
19 Diuretics,thiazide & rel	52	1.3	-1.0
20 Antipsychotics,oth	51	1.3	5.1
Top 20	2,098	54.2	2.2

Source: IMS Health, National Prescription Audit, Jun 2009

Absolute growth – top 10 therapies

Dollars	AC US$mn	Total Rx dispensed	AC TRxs mn
Analogs of human insulin	1275.6	Lipid regulators	8.0
Analeptics	952.2	Codeine & comb	8.0
Angiotensin II antagonists	907.8	Proton pump inhib	6.7
Anti-platelets,oral	761.0	Seizure disorders	5.7
Antiarth,biol resp mod	712.6	Vitamin D	4.8
Antineo monoclonal antib	652.9	Anti-depressants	4.7
Codeine & comb	620.7	Analeptics	3.4
Steroid,inhaled bronch	585.0	Analogs of human insulin	3.3
HIV antiviral combination	569.2	Non-barb,oth	3.3
UT benign prostate	519.8	Benzodiazepines	2.7

Source: IMS Health, National Sales Perspectives, Jun 2009, National Prescription Audit, Jun 2009

Bottom 10 therapies by absolute TRx growth

Therapeutic classes: Ten largest negative absolute growth	Absolute change TRx mn	% Growth TRx
Penicillins	-1.6	-2.5
Hormones,estrogens	-1.7	-5.5
Leukotriene agents	-2.0	-6.3
Diuretics,comb	-2.0	-8.6
Insulin sensitizer	-2.2	-11.4
Anthst/decn	-2.4	-21.3
Synth narc,analg	-2.5	-8.6
Beta blockers	-2.7	-2.0
Quinolones, systemic	-2.7	-6.6
Antihistamines alone	-13.9	-33.0

Source: IMS Health, National Prescription Audit, Jun 2009

Relative growth – top 10 therapies

Dollars	% Growth	Total Rx dispensed	% Growth
DPP-4 Inhibitor	51	Vitamin D	79
Antineoplastics,misc,oth	46	DPP-4 Inhibitor	35
Tetracyclines	43	Specific antagonists	28
Antineo folic acid analo	33	Antihyperlipidemic agt	23
Antihyperlipidemic agt	33	Pre-Xray evacuants	18
Neurological disorders	33	Alpha-beta blocker	14
Analogs of human insulin	29	Anti-obesity,systemic	13
Specific antagonists	28	Analogs of human insulin	12
Diabetes,non-insulin com	25	Analeptics	9
Hormones,androgens	25	UT benign prostate	8

Source: IMS Health, National Sales Perspectives, Jun 2009, National Prescription Audit, Jun 2009

Product Performance

Abilify and Plavix achieve double digit growth in MAT June 2009

	Products	Company	MAT Jun 2009		
			US$mn	% Market Share	% Growth
	US Industry		291,804	100.0	3.2
1	Lipitor®	Pfizer	7,668	2.6	-2.9
2	Nexium®	AstraZeneca	6,111	2.1	7.2
3	Plavix®	BMS	5,212	1.8	15.8
4	Advair Diskus®	GlaxoSmithKline	4,540	1.6	6.1
5	Seroquel®	AstraZeneca	3,965	1.4	9.2
6	Singulair®	Merck & Co	3,548	1.2	2.5
7	Abilify®	Otsuka America Ph	3,525	1.2	35.7
8	Actos®	Takeda	3,245	1.1	5.8
9	Enbrel®	Amgen	3,164	1.1	0.1
10	Remicade®	Johnson & Johnson	3,099	1.1	7.9
	Top 10		44,076	15.1	7.1

Source: IMS Health, National Sales Perspectives, Jun 2009

Double digit growth from Avastin, Cymbalta and Oxycontin

	Products	Company	MAT Jun 2009		
			US$mn	% Market Share	% Growth
11	Epogen®	Amgen	3,074	1.1	2.1
12	Prevacid®	Takeda	2,971	1.0	-7.7
13	Neulasta®	Amgen	2,965	1.0	-2.4
14	Effexor XR®	Wyeth	2,926	1.0	-1.2
15	Avastin®	Genentech,Inc.	2,789	1.0	18.7
16	Lexapro®	Forest Lab	2,734	0.9	1.5
17	Lovenox®	Sanofi Aventis	2,662	0.9	7.5
18	Cymbalta®	Lilly	2,650	0.9	19.8
19	Oxycontin	Purdue Pharma	2,644	0.9	70.6
20	Zyprexa®	Lilly	2,564	0.9	7.4
	Top 20		72,056	24.7	7.5

Source: IMS Health, National Sales Perspectives, Jun 2009

Watson's hydrocodone with APAP replaces Lipitor as the most prescribed product

	Leading Products	Company	MAT Jun 2009 TRxs mn	MAT Jun 2009 % Market Share	MAT Jun 2009 % Growth
	US Industry		3,867	100.0	0.9
1	hycd / apap	Watson Pharma	59	1.5	5.8
2	Lipitor®	Pfizer	55	1.4	-9.7
3	hycd / apap	Mallinckrodt	53	1.4	-1.7
4	levothyroxine	Mylan Labs, Inc.	38	1.0	6.9
5	amoxicillin	Teva	36	0.9	2.7
6	lisinopril	Lupin Pharma	34	0.9	32.7
7	Nexium®	AstraZeneca	31	0.8	1.0
8	Plavix®	BMS	29	0.8	4.1
9	Lexapro®	Forest Lab	29	0.8	-5.7
10	Singulair®	Merck & Co	28	0.7	-6.2
	Top 10		394	10.2	1.6

Source: IMS Health, National Prescription Audit, Jun 2009

Top 20 drugs show positive growth

Leading Products		Company	MAT Jun 2009 TRxs mn	% Market Share	% Growth
11	Synthroid®	Abbott	26	0.7	-7.7
12	amlodipine besy	Mylan Labs, Inc.	25	0.7	9.8
13	simvastatin	Teva	24	0.6	-15.8
14	hydrochlorothiazic	Teva	23	0.6	-5.4
15	metoprolol tart	Mylan Labs, Inc.	23	0.6	27.8
16	warfarin sod	Teva	23	0.6	5.3
17	azithromycin	Greenstone (Pfizer)	23	0.6	-4.8
18	Proair Hfa	Teva	22	0.6	52.2
19	levothyroxine	Lannett	21	0.5	16.3
20	furosemide	Mylan Labs, Inc.	21	0.5	-0.7
	Top 20		624	16.1	2.6

Source: IMS Health, National Prescription Audit, Jun 2009

Absolute growth – top 10 products

Dollars		AC US$mn	Total Rx dispensed		AC TRxs mn
Oxycontin	Purdue Pharma	1,094	simvastatin	Lupin Pharma	14.8
Abilify	Otsuka America Ph	928	alendronate sod	Teva	10.1
lamotrigine	Teva	745	azithromycin	Wockhardt America	8.8
Plavix	BMS Sanofi	712	lisinopril	Lupin Pharma	8.5
Crestor	Astrazeneca	699	ibuprofen (rx)	Amneal Pharma	7.6
Humira	bott Pharma Prods	561	Proair Hfa	Teva Respiratory	7.4
pantoprazole sod	Wyeth-Ayerst	522	Ocella	Teva	6.9
Januvia	Merck	465	pantoprazole sod	Wyeth-Ayerst	6.8
Avastin	Genentech	439	lamotrigine	Teva	6.2
Cymbalta	Lilly	439	fluticasone prop	Apotex	5.8

Source: IMS Health, National Sales Perspectives, Jun 2009, National Prescription Audit, Jun 2009

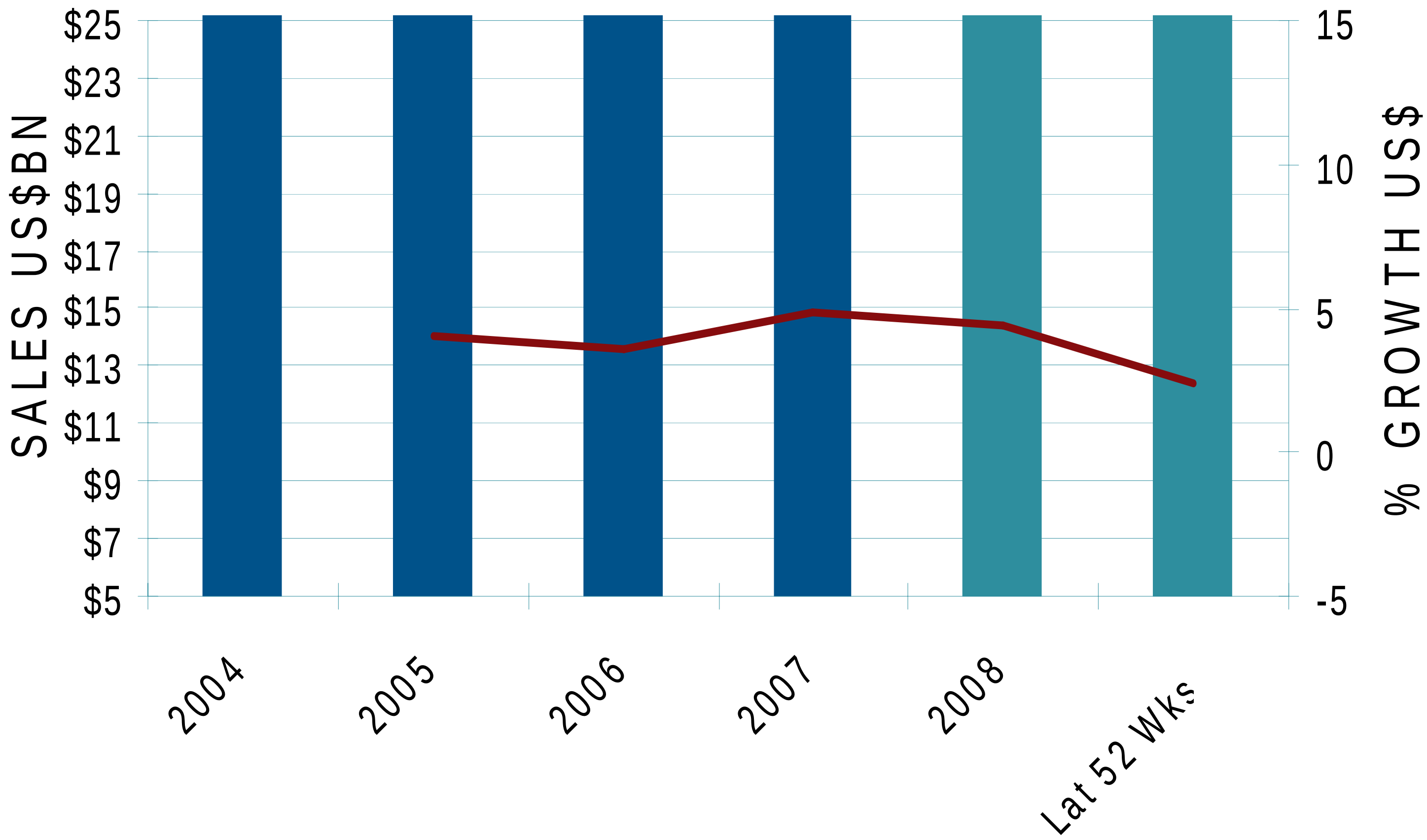
Relative growth – top 10 products

Dollars		% Growth	Total Rx dispensed		% Growth
lamotrigine	Teva	>999	azithromycin	Vockhardt America	>999
Novoseven Rt	Novo Nordisk	>999	Ocella	Teva	>999
risperidone	Teva	>999	lamotrigine	Teva	>999
Ocella	Teva	>999	cyclobenzaprin hcl	Cadista Pharma	>999
risperidone	Patriot Pharma	>999	risperidone	Teva	>999
amphetamin salt e	Teva	>999	citalopram hbr	Torrent Pharma	621
oxycodone hcl er	Mallinckrodt	>999	simvastatin	Lupin Pharma	505
sumatriptan succir	Dr Reddy's	>999	fluticasone prop	Apotex	458
Isentress	Merck	237	methylprednisolon	Cadista Pharma	438
pantoprazole sod	Wyeth-Ayerst	197	lorazepam	Actavis	375

Source: IMS Health, National Sales Perspectives, Jun 2009, National Prescription Audit, Jun 2009

OTC Trends from IRI

OTC dollar sales showing sustained growth over time. Highest growth of 4.9% achieved in 2007



Source: IRI Infoscan Total US FDMx Latest 52 weeks ending July 12, 2009

Drug accounts for almost 60% of OTC sales volume and grew at 3.9% in Latest 52 weeks period

Channels	Lat 52 Wks		
	Sales US$BN	% Market Share	% Growth
FDMx	$21.6	100.0	2.4
Drug	$12.6	58.3	3.9
Food	$6.7	31.2	(0.4)
Massx	$2.3	10.5	2.7

Source: IRI Infoscan Total US FDMx Latest 52 weeks ending July 12, 2009

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Cold/Allergy/Sinus Tablets are significantly larger than other OTC categories while grew in the Latest 52 weeks period.

Leading classes		Lat 52 Wks		
		US$mn	% Market Share	% Growth
	Total OTC	$21,560	100.0	2.4
1	COLD/ALLERGY/SINUS TABLETS/PAC	$2,614	12.1	3.8
2	INTERNAL ANALGESIC TABLETS	$2,098	9.7	0.6
3	MINERAL SUPPLEMENTS	$1,514	7.0	7.7
4	ANTACID TABLETS	$1,111	5.2	0.9
5	EYE/LENS CARE SOLUTIONS	$932	4.3	- 0.6
6	WEIGHT CONTROL/NUTRITIONALS LI	$896	4.2	5.8
7	FACIAL ANTI-AGING	$769	3.6	16.1
8	MULTI-VITAMINS	$739	3.4	2.6
9	ADULT INCONTINENCE PRODUCTS	$685	3.2	6.7
10	COLD/ALLERGY/SINUS LIQUID/POWI	$610	2.8	- 0.2
	Top 10	$11,970	55.5	3.8

Source: IRI Infoscan Total US FDMx Latest 52 weeks ending July 12, 2009

1&2 Letter Vitamins and Laxative Stimulants have posted strong growth in the Latest 52 weeks period.

Leading classes	Lat 52 Wks		
	US$mn	% Market Share	% Growth
11 FIRST AID - TAPE/BANDAGE/GAUZE/CC	$523	2.4	(0.9)
12 NASAL SPRAY/DROPS/INHALER	$517	2.4	3.8
13 LAXATIVE TABLETS	$484	2.2	3.7
14 FIRST AID OINTMENTS/ANTISEPTICS	$457	2.1	1.4
15 FOOT CARE DEVICES	$422	2.0	6.5
16 1 & 2 LETTER VITAMINS	$400	1.9	17.0
17 COUGH/SORE THROAT DROP	$399	1.9	(3.9)
18 LIP BALM/COLD SORE MEDICATION	$399	1.9	(0.4)
19 ACNE TREATMENTS	$370	1.7	1.1
20 LAXATIVE/STIMULANT LIQ/PWDR/OIL	$325	1.5	9.5
Top 20	16,266	75.4	3.6

Source: IRI Infoscan Total US FDMx Latest 52 weeks ending July 12, 2009

Mineral Supplements has the highest sales growth in the Latest 52 weeks period.

Leading classes by absolute growth		Lat 52 Wks US$mn	Lat 52 Wks Absolute sales growth $mn
	Total OTC	$21,560	$511
1	MINERAL SUPPLEMENTS	$1,514	$108
2	FACIAL ANTI-AGING	$769	$107
3	COLD / ALLERGY / SINUS TABLETS / PACKETS	$2,614	$96
4	1 & 2 LETTER VITAMINS	$400	$58
5	WEIGHT CONTROL / NUTRITIONALS LIQ / PWD	$896	$49
6	ADULT INCONTINENCE PRODUCTS	$685	$43
7	PERSONAL LUBRICANTS	$154	$31
8	LIQUID VITAMINS / MINERALS	$150	$31
9	LAXATIVE / STIMULANT LIQ / PWDR / OIL	$325	$28
10	FOOT CARE DEVICES	$422	$26

Source: IRI Infoscan Total US FDMx Latest 52 weeks ending July 12, 2009

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Nasal Spray Drops have posted stronger growth than some larger categories in the Latest 52 week period

Leading classes by absolute growth		Lat 52 Wks US$mn	Lat 52 Wks Absolute sales growth $mn
11	NASAL SPRAY/DROPS/INHALER	$517	$19
12	MULTI-VITAMINS	$739	$18
13	LAXATIVE TABLETS	$484	$17
14	COUGH SYRUP	$297	$17
15	INTERNAL ANALGESIC TABLETS	$2,098	$12
16	MUSCLE/BODY SUPPORT DEVICES	$313	$11
17	ANTACID TABLETS	$1,111	$10
18	STOMACH REMEDY TABLETS	$48	$9
19	ANTI SMOKING PATCH	$115	$7
20	FIRST AID OINTMENTS/ANTISEPTICS	$457	$6

Source: IRI Infoscan Total US FDMx Lat 52 weeks ending July 12, 2009

Strongest growth from Zyrtec, Natures Bounty, Nature Made and Private Label. Private Label share is significantly larger than other brands.

	Products	Company	Lat 52 Wks		
			US$mn	% Total OTC Share	% Growth
	US Industry		21,560	100.0	2.4
1	Private Label	Private Label	4,852	22.5	10.9
2	Tylenol	J&J	755	3.5	- 3.1
3	Mucinex	Reckitt Benckiser	384	1.8	7.3
4	Advil	Wyeth	383	1.8	- 0.3
5	Nature Made	Pharmavite Corp	374	1.7	15.5
6	Claritin	Schering Plough	333	1.5	- 7.1
7	Zyrtec	J&J	311	1.4	68.8
8	Natures Bounty	US Nutrition	289	1.3	18.7
9	Alcon	Nestle	266	1.2	- 0.1
10	Ensure	Abbott	239	1.1	5.1
	Top 10		8,186	38.0	5.5

Source: IRI Infoscan Total US FDMx, Latest 52 weeks ending July 12, 2009

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Private Label and Zyrtec had the strongest absolute growth

Dollars		AC US$mn
Private Label	Private Label	476
Zyrtec	J&J	127
Nature Made	Pharmavite	50
Natures Bounty	US Nutrition	45
Miralax	Schering-Plough	35
Mucinex	Reckitt Benckiser	26
Poise	Kimberly Clark	12
Ensure	Abbott	12
Depend	Kimberly Clark	10
Bayer	Bayer	5

Source: IRI Infoscan Total US FDMx, Latest 52 weeks ending July 12, 2009

Top 20 brands made up almost 46% of OTC dollar sales and grew 5.4%

	Products	Company	Lat 52 Wks US$mn	% Total OTC Share	% Growth
11	Dr Scholls	Schering-Plough	234	1.1	- 3.2
12	Depend	Kimberly-Clark	212	1.0	5.1
13	Benadryl	J&J	204	0.9	- 2.7
14	Aleve	Bayer AG	187	0.9	- 1.5
15	Poise	Kimberly-Clark	160	0.7	7.9
16	Nicorette	GlaxoSmith Kline	156	0.7	- 3.7
17	Bayer	Bayer AG	142	0.7	3.8
18	Slimfast	Unilever	134	0.6	- 10.8
19	Miralax	Schering-Plough	105	0.5	50.7
20	Alli	GlaxoSmith Kline	104	0.5	- 22.2
	Top 20		9,825	45.6	5.4

Source: IRI Infoscan Total US FDMx, Latest 52 weeks ending July 12, 2009

Johnson & Johnson and Private Label brands contributed more than 30% of Total OTC sales

Leading corporations		Lat 52 Wks		
		US$mn	% Total OTC Share	% Growth
	US Industry	21,560	100.0	1.6
1	Private Label	4,852	22.5	10.9
2	Johnson & Johnson *	1,705	7.9	- 3.8
3	Procter & Gamble	1,165	5.4	- 5.1
4	Wyeth	1,079	5.0	- 3.0
5	GlaxoSmithKline	902	4.2	- 6.7
6	Schering Plough	899	4.2	- 2.0
7	Bayer AG	793	3.7	0.8
8	Novartis	631	2.9	- 3.0
9	Reckitt Benckiser	496	2.3	5.2
10	Abbott	381	1.8	1.9
	Top 10	12,902	59.8	6.4

* Includes Pfizer OTC, Neutrogena, McNeil

Source: IRI Infoscan Total US FDMx, Latest 52 weeks ending July 12, 2009

Private Label and Pharmavite had the strongest absolute growth

	AC US$ ('000)
Private Label	**475,650**
Pharmavite	**40,553**
Loreal	**26,449**
Reckitt Benckiser	**24,694**
Kimberly Clark	**21,938**
Abbott	**7,124**
Bayer AG	**6,450**
US Nutrition	**1,668**

Source: IRI Infoscan Total US FDMx, Latest 52 weeks ending July 12, 2009

Products from the Top 20 Vendors made up almost 70% of Total OTC sales.

Leading corporations	Lat 52 Wks		
	US$mn	% Market Share	% Growth
11 Pharmavite	379	1.8	12.0
12 Kimberly Clark	372	1.7	6.3
13 Chattem	236	1.1	(3.1)
14 Bausch and Lomb	234	1.1	(3.8)
15 Cadbury	170	0.8	(0.6)
16 Boehringer Ingelheim	160	0.7	(4.7)
17 Loreal	156	0.7	20.5
18 3M	153	0.7	(0.7)
19 Nestle	93	0.4	(2.0)
20 US Nutrition	9	0.0	23.9
Top 20	14,864	68.9	6.0

Source: IRI Infoscan Total US FDMx, Latest 52 weeks ending July 12, 2009

OTC Categories

1 & 2 LETTER VITAMINS
ACNE TREATMENTS
ADULT INCONTINENCE PRODUCTS
ALL OTHER FEM. HYGIENE/MED. TREATMENTS
ANTACID LIQUID/POWDER
ANTACID TABLETS
ANTACID/ANALGESIC COMBO
ANTI ITCH TREATMENTS (INC CALAMINE)
ANTI SMOKING ALL OTHER FORMS
ANTI SMOKING FILTERS
ANTI SMOKING GUM
ANTI SMOKING MOUTH SPRAY
ANTI SMOKING PATCH
ANTI SMOKING TABLETS
BEDWETTING REMEDIES
BODY ANTI-AGING
BORIC ACID
CAFFEINE TABLETS/LIQUIDS
CHEST RUBS
COLD/ALLERGY/SINUS LIQUID/POWDER
COLD/ALLERGY/SINUS TABLETS/PACKETS
COUGH SYRUP
COUGH/SORE THROAT DROP
DEODORANT TABLETS
DIARRHEA MEDICINE LIQUID/POWDER
DIARRHEA TABLETS
DIURETIC LIQUIDS/POWDERS
DIURETIC TABLETS
DOUCHES
DRINKING WATER GERMICIDAL TABLETS
EAR CARE PRODUCTS
EAR DROPS/TREATMENTS
EPSOM SALTS
EXTERNAL ANALGESICS RUBS
EYE/LENS CARE SOLUTIONS
EYE/LENS CARE TABLETS/ACCESSORIES
FACIAL ANTI-AGING
FEMININE PAIN RELIEVERS
FIRST AID - TAPE/BANDAGE/GAUZE/COTTON
FIRST AID KITS
FIRST AID OINTMENTS/ANTISEPTICS
FOOT CARE DEVICES
FOOT CARE/ATHLETES FOOT MEDICATION
HAIR GROWTH PRODUCTS
HEAT/ICE PACKS
HEMORRHOIDAL CREAM/OINTMENT/SPRAY
HEMORRHOIDAL REMEDIES
INSECT FIRST AID PRODUCTS
INTERNAL ANALGESIC LIQUIDS
INTERNAL ANALGESIC TABLETS
LAXATIVE TABLETS
LAXATIVE/STIMULANT LIQ/PWDR/OIL
LICE TREATMENTS
LIP BALM/COLD SORE MEDICATION
LIQUID VITAMINS/MINERALS
MINERAL SUPPLEMENTS
MOTION SICKNESS TABLETS
MOTION SICKNESS/EMETIC/ANTI-EMETIC
MULTI-VITAMINS
MUSCLE/BODY SUPPORT DEVICES
NASAL ASPIRATORS
NASAL SPRAY/DROPS/INHALER
NASAL STRIPS
ORAL PAIN RELIEF
OVULATION PREDICTION KITS
PERSONAL LUBRICANTS
PREGNANCY TEST KITS
RFG WEIGHT CONTROL/NUTRITIONAL LIQ/PWD
SALT TABLETS
SLEEPING AID LIQUIDS
SLEEPING AID TABLETS
SMELLING SALTS
SORE THROAT REMEDY LIQUIDS
STOMACH REMEDY LIQUID/POWDER
STOMACH REMEDY TABLETS
THUMB SUCKING REMEDIES
VAGINAL TREATMENTS
WEIGHT CONTROL CANDY/TABLETS
WEIGHT CONTROL/NUTRITIONALS LIQ/PWD
WART REMOVERS
SUNSCREEN/INSECT REPELLENT

Thank you

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