

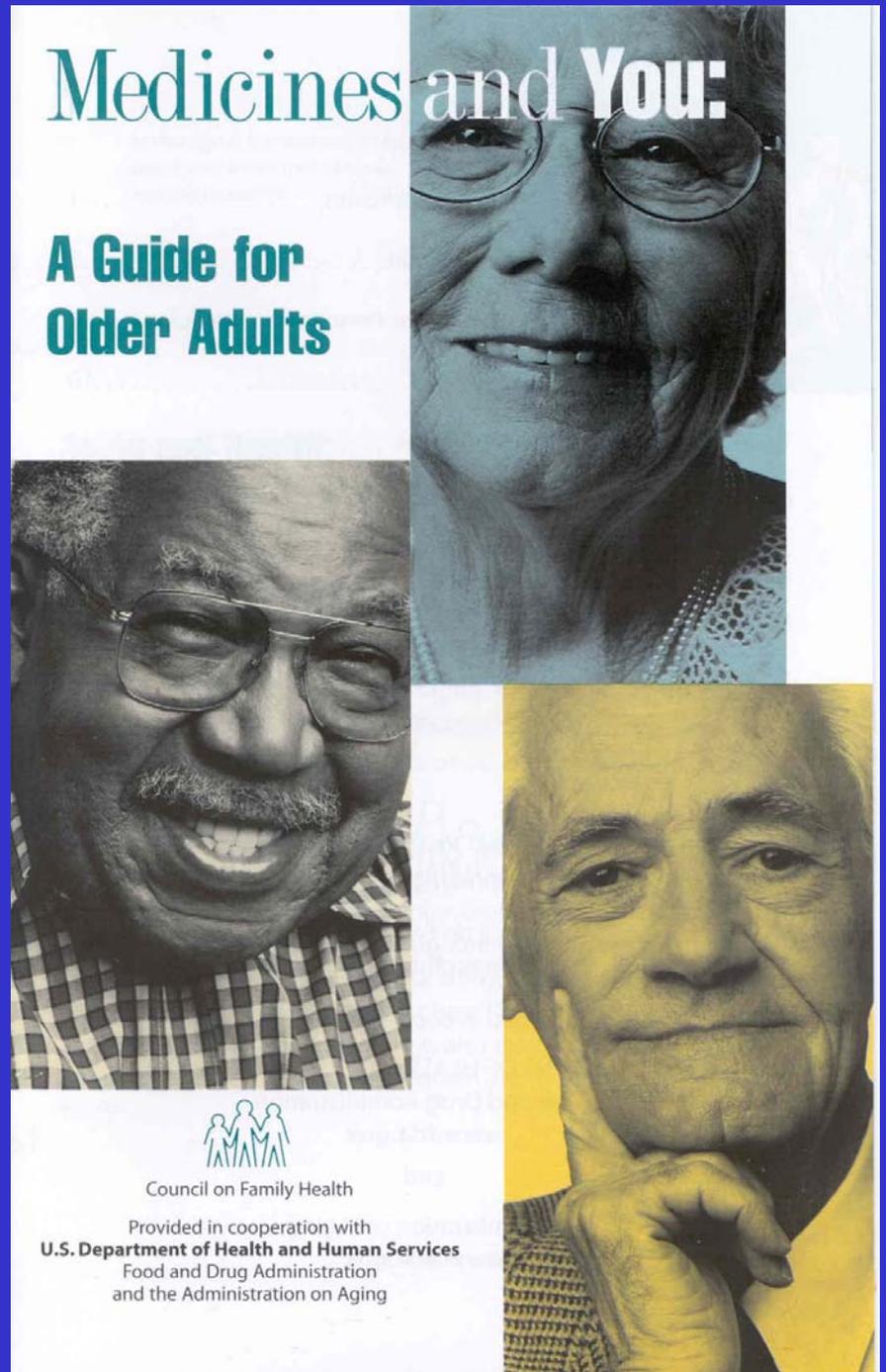


Providing Information to Consumers, Health Professionals and Industry on the Safe and Effective Use of Medical Products

**Ellen Frank, Director, Division of Public Affairs
Center for Drug Evaluation and Research
US Food and Drug Administration**

Medications and the Elderly

Partnership with Council on Family Health

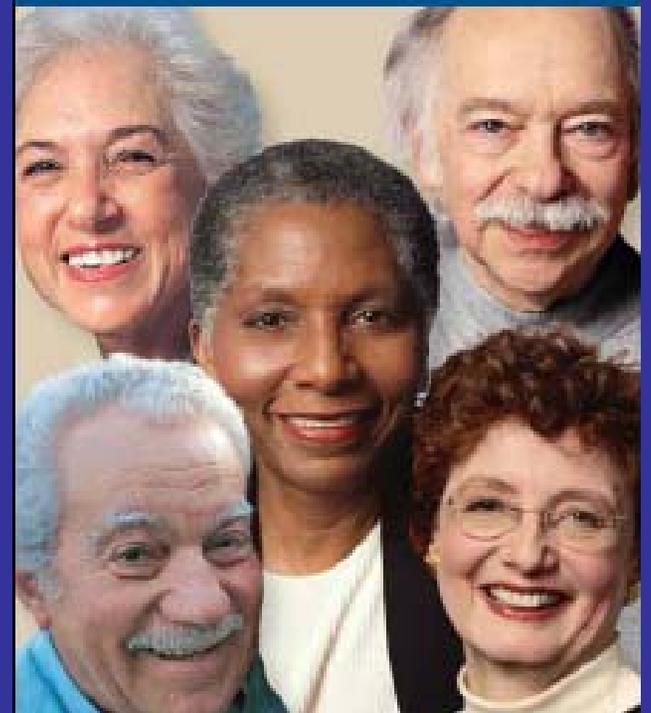


Medications and the Elderly

Partnership with SAMHSA

As You Age...

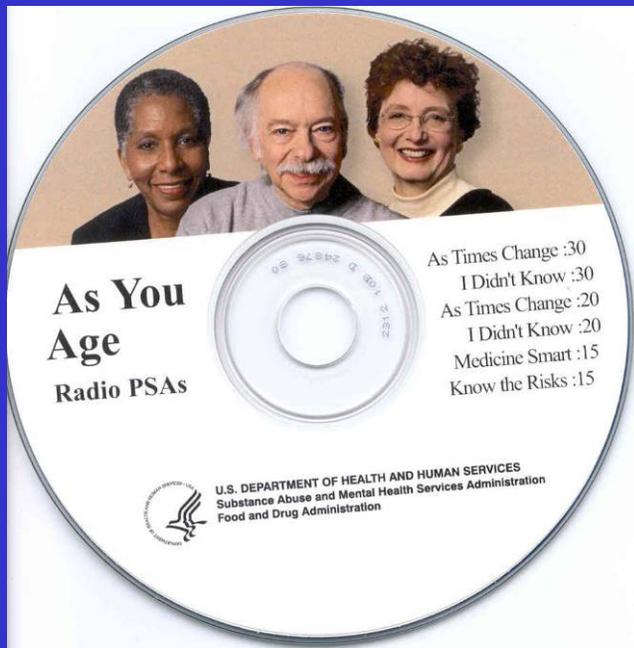
A Guide to
Aging, Medicines,
and Alcohol



U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES
Substance Abuse and Mental Health Services Administration
Food and Drug Administration
www.samhsa.gov
www.fda.gov

“As You AGE” campaign

Partnership with SAMHSA



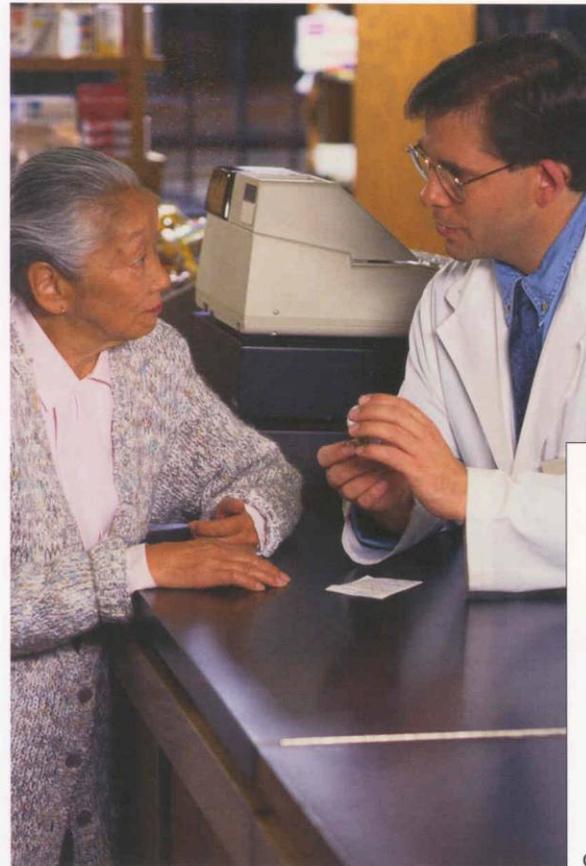
As you age...

Ask
questions
about the
medications
you take



Guard
against harmful
interactions and
misuse

Educate
yourself about the
dangers of mixing
alcohol with
medications



Times change. So does your body. As you get older, medications are processed differently, so talk to your doctor or pharmacist about your medications.



Call 1-800-662-HELP for a free copy of
*As You Age...A Guide to Aging,
Medicines, and Alcohol.*
www.samhsa.gov
www.fda.gov



U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES
Substance Abuse and Mental Health Services Administration
Food and Drug Administration

Prescription Pain Relievers and the Elderly

Follow the prescription.



Prescription pain relievers are safe and effective when used correctly. If misused, you could become addicted or experience other problems.

Take your prescription as directed. To get answers about your pain reliever, call your doctor. For information about addictions, call **1-800-662-HELP**.

Do the right dose.



U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES
Substance Abuse and Mental Health Services Administration
Food and Drug Administration
www.samhsa.gov
www.fda.gov

Do The Right Dose



Sometimes your pain seems overwhelming.

Prescription pain relievers are safe and effective when used correctly. If misused, you could become addicted or experience other problems.

Take your prescription as directed. To get answers about your pain reliever, call your doctor. For information about addictions, call 1-800-662-HELP.

Do the right dose.



U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES
Substance Abuse and Mental Health Services Administration
Food and Drug Administration
www.samhsa.gov
www.fda.gov

Aspirin for Reducing Your Risk of Heart Attack and Stroke:

KNOW THE FACTS

Aspirin therapy

Maintaining Good Health: Important Tips from FDA



Before Using Aspirin to Lower Your Risk of Heart Attack or Stroke, Here is What You Should Know

Only a health professional can safely decide if the regular use of aspirin to prevent a heart attack or stroke is right for you

Aspirin. It's often thought of as one of those harmless over-the-counter drugs that you've relied on for years to fight pain, swelling, headache and fever. Now you're hearing that it can also lower your risk of a heart attack, the kinds of strokes and other very specific heart and blood vessel diseases. Why not use an aspirin a day? No need to bother your health professional with questions about something so simple, right? **Wrong.** Although aspirin may seem like a quick and easy solution to any fears you might have, it's not as simple as you think.

If you're using aspirin to lower your chance of a heart attack or clot-related stroke and you haven't talked with a health professional about it, read on. The information here could help you avoid risks and stay healthy.

It's been about one hundred years since aspirin was created, and in that time, it has played a major role in treating headaches, fevers, minor aches and pains for millions of people. Now there are studies that show it is also helpful in lowering the chance of a heart attack, clot-related stroke, and for increasing blood flow to the heart or brain in people with evidence of poor circulation.

But most health professionals agree that long-term aspirin use to prevent a heart attack or stroke in healthy people is unnecessary. **If you are using aspirin to lower the risk of a heart attack and stroke and you have not yet talked with a health professional about it, you may be putting your health at risk. You should ONLY use aspirin daily under the guidance of a health professional.**

Visit www.fda.gov or call toll-free 1-888-INFO-FDA



TAKING ASPIRIN DAILY FOR YOUR HEART HAS BENEFITS AND RISKS

TALK TO YOUR DOCTOR FIRST.

Taking aspirin for a few days at a time to relieve pain or reduce fever is fine. But if you're taking it for weeks, months or even years to prevent a heart attack or stroke without guidance from your doctor, you could be doing your body more harm than good.

Daily aspirin use has been shown to reduce the risk of a second cardiovascular episode, but only in people for whom the health benefits outweigh the risks.

Talk to your doctor **first** before you begin taking aspirin to reduce your risk of heart attack or stroke. Only your doctor can tell you if you are a candidate for long-term aspirin therapy, and can then prescribe the correct dose and type of aspirin that is right for you.

For more information on how to safely reduce your risk of heart attack or stroke with aspirin, visit our website at www.fda.gov/cder, or call toll-free 1-888-INFO-FDA.

FDA This message is brought to you as a public service of the U.S. Food and Drug Administration's Center for Drug Evaluation and Research.

Sedating Drugs and Driving PSA on MapQuest

st: Maps: map - Microsoft Internet Explorer

View Favorites Tools Help

Customize Links Free Hotmail Windows Media Windows Best of the Web Channel Guide

http://www.mapquest.com/maps/map.adp?historyid=2&searchtype=address

MAPQUEST. Home | Help | Settings | Mobile | Toolbar

DRIVING? CHECK THE MEDICINE LABEL TO MAKE SURE YOU'RE ABLE

U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES - FOOD AND DRUG ADMINISTRATION

★ 185 Parkwood Cir Carrollton, GA 30117-8756, US [Hotel Offers](#) - [Flight Deals](#)

Street Map [Print](#) | [E-Mail](#) | [Download to PDA](#) | [New Map](#)



DRIVING?

Check ALL of Your Medicine Labels BEFORE YOU HIT THE ROAD

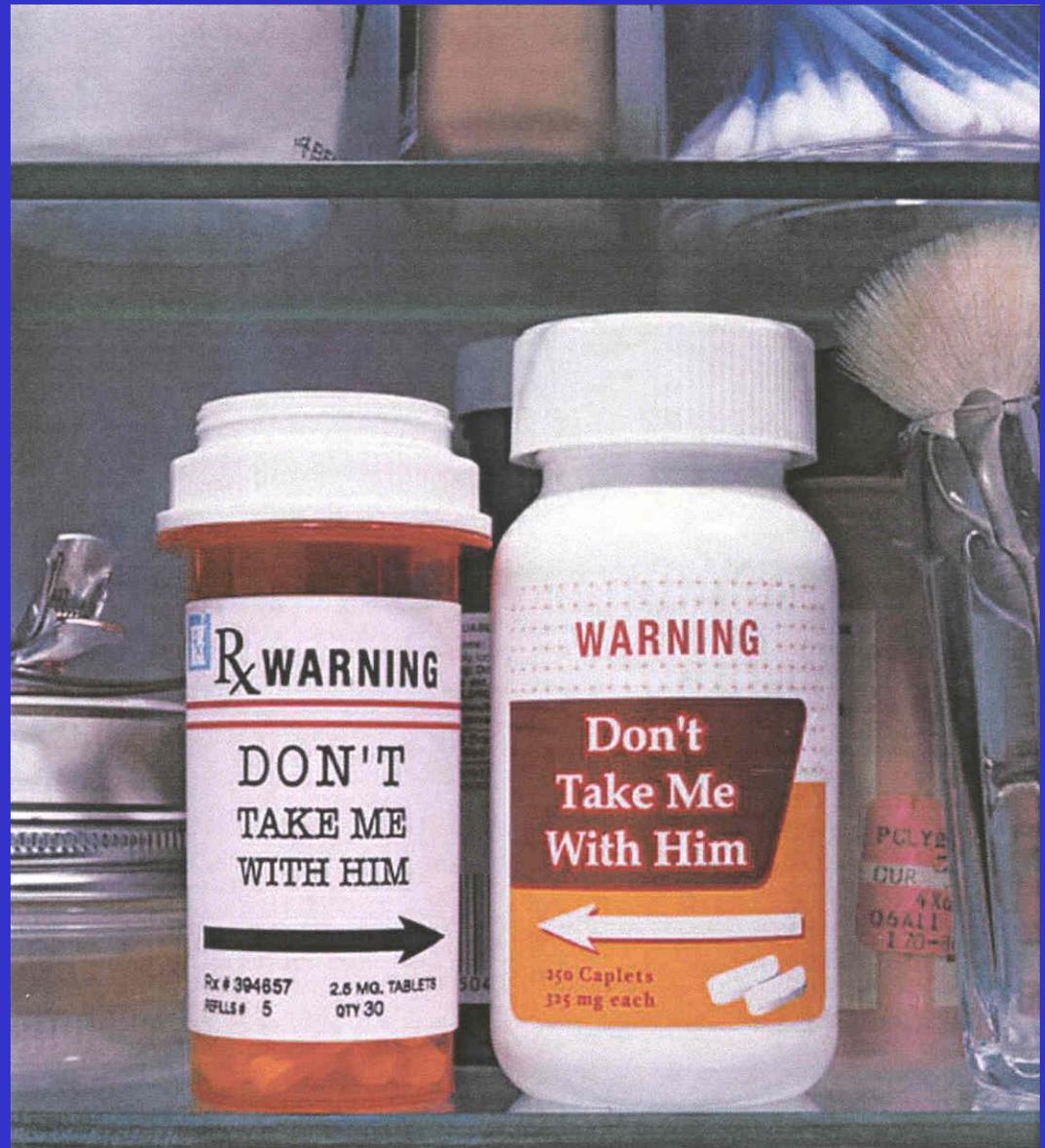
When Using This Product...

- you may get drowsy
- avoid alcoholic drinks
- alcohol, sedatives, and tranquilizers may increase drowsiness
- use caution when driving a motor vehicle or operating machinery



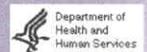
“Take with Care” Campaign

Partnership with
National Consumers
League



Just because a drug is sold without a prescription doesn't mean it isn't serious medicine. Sometimes different over-the-counter or prescription medicines contain the same ingredient. So when you take more than one medicine at the same time, it's possible to take too much. Read the label carefully to find out exactly what you're taking. When in doubt, ask your doctor or pharmacist.

It's simple. Read the label. www.nclnet.org



Acetaminophen and NSAID PSA

Why is it important to know that all these medicines contain acetaminophen?



Because too much can damage your liver.

Acetaminophen is an active ingredient found in more than 600 over-the-counter and prescription medicines, such as pain relievers, cough suppressants and cold medications. It is safe and effective when used correctly, **but taking too much can lead to liver damage.** Different medicines contain different amounts, so follow dosage directions carefully. And don't take more than one acetaminophen product a day without first speaking to a health care professional. To learn more, call 1-888-INFO-FDA or visit www.fda.gov/cder.

Read the label. Know the active ingredients in your medicines.



The best way to take your over-the-counter pain reliever? **Seriously.**



Know the active ingredients in your pain relievers. Read the labels.

Pain relievers such as aspirin, ibuprofen and naproxen are known as nonsteroidal anti-inflammatory drugs (NSAIDs). These medicines are safe and effective when taken as directed, but can cause stomach bleeding or kidney problems in some people. So read the label warnings, and follow dosage directions carefully. And be sure to talk with your health care professional or pharmacist if you have any questions. You can also learn more by calling 1-888-INFO-FDA or visiting www.fda.gov/cder.



Buying Drugs from Outside the United States

BUYING MEDICINE FROM **OUTSIDE THE U.S.** IS **RISKY BUSINESS**



Think it's safe buying
medicine from outside
the United States?
Think again.

If you buy foreign medicine from an Internet site, from a storefront business that offers to order medicine for you, or during visits outside of the United States, you are taking a risk. This medicine may be fake, have the wrong ingredient, or have the no medicine at all – and could be dangerous to your health.

Don't Risk Your Health



U.S. Department of Health and Human Services
Food and Drug Administration
www.fda.gov/importeddrugs
1-888-INFO-FDA



Buying Medicine from Outside the U.S. is **Risky Business**



It's a gamble you can't afford to take

If you buy foreign medicine from an Internet site, from a storefront business that offers to order foreign medicine for you, or during visits outside the United States, you are taking chances with your health. The FDA cannot guarantee the safety of medicine bought from outside the United States.

Don't play games with your health



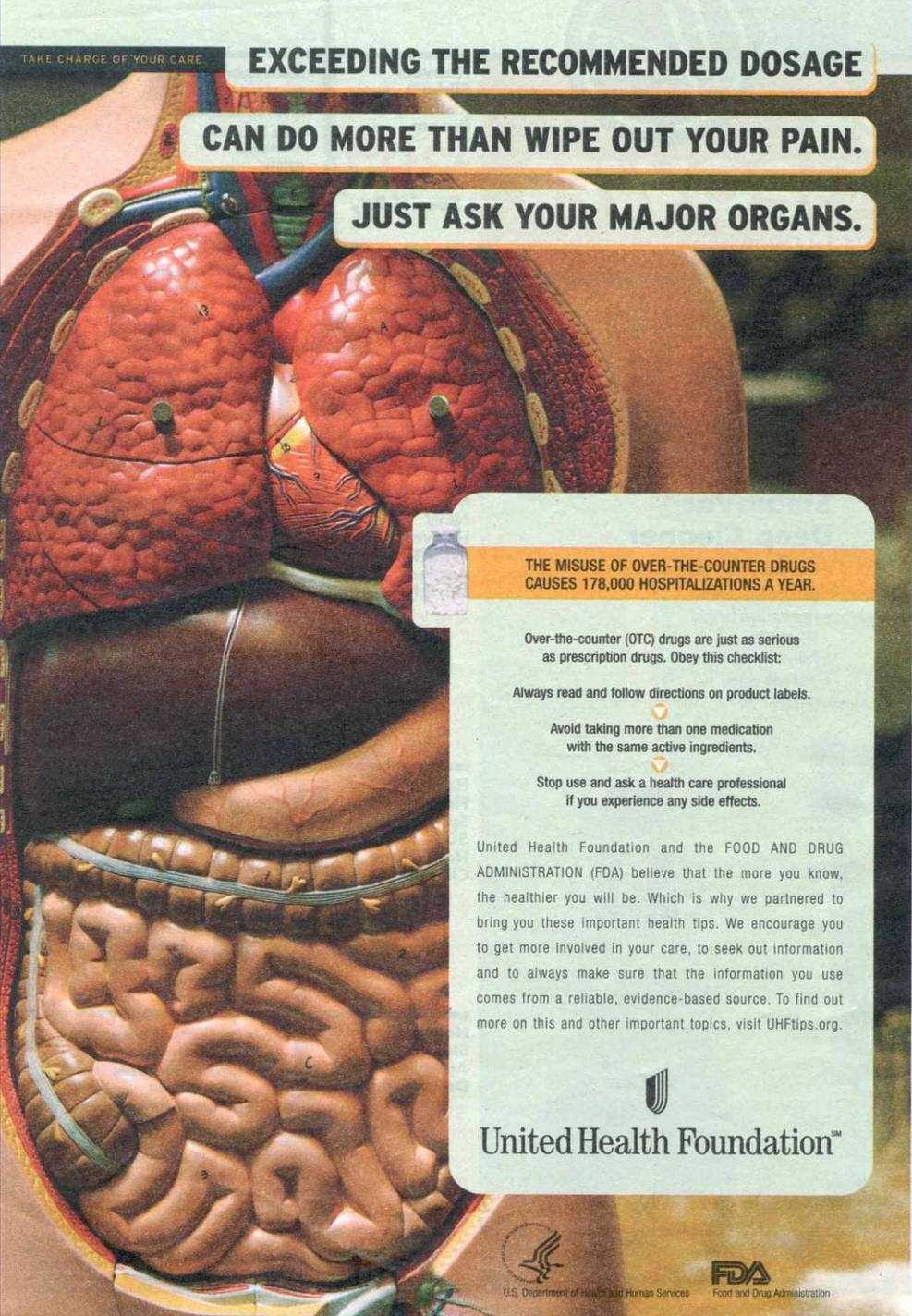
U.S. Department of Health and Human Services
Food and Drug Administration

www.fda.gov/importeddrugs
1-888-INFO-FDA



Safe Use of Over -The Counter Medications: Partnership with United Health Foundation

- Parade
- People
- Better Homes and Gardens
- Family Circle
- Ladies Home Journal
- Prevention
- Woman's Day
- Ebony
- Good Housekeeping
- Reader's Digest
- Parenting
- WebMD
- USA Weekend
- MediZine



TAKE CHARGE OF YOUR CARE.

**EXCEEDING THE RECOMMENDED DOSAGE
CAN DO MORE THAN WIPE OUT YOUR PAIN.
JUST ASK YOUR MAJOR ORGANS.**

**THE MISUSE OF OVER-THE-COUNTER DRUGS
CAUSES 178,000 HOSPITALIZATIONS A YEAR.**

Over-the-counter (OTC) drugs are just as serious as prescription drugs. Obey this checklist:

Always read and follow directions on product labels.

▼
Avoid taking more than one medication with the same active ingredients.

▼
Stop use and ask a health care professional if you experience any side effects.

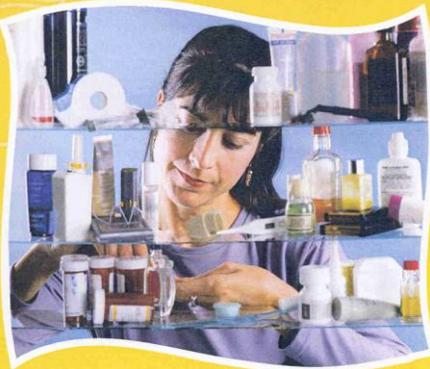
United Health Foundation and the FOOD AND DRUG ADMINISTRATION (FDA) believe that the more you know, the healthier you will be. Which is why we partnered to bring you these important health tips. We encourage you to get more involved in your care, to seek out information and to always make sure that the information you use comes from a reliable, evidence-based source. To find out more on this and other important topics, visit UHFtips.org.


United Health Foundation™


U.S. Department of Health and Human Services


Food and Drug Administration

Think It Through...



ALL medicines, both prescription and over-the-counter, have risks as well as benefits. Think it through and work together with your doctor, pharmacist, and other health care professionals to better manage the benefits and risks of your medicines.

Speak up. **A**sk questions. **F**ind the facts. **E**valuate your choices. **R**ead the label.

www.fda.gov/cder/drug or call 1-888-INFO-FDA

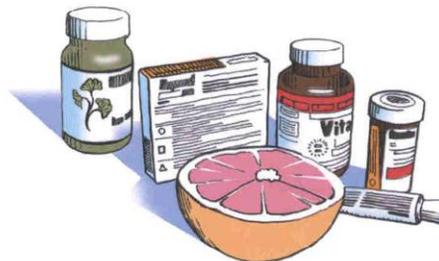


U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES



FOOD AND DRUG ADMINISTRATION

What are you adding to the mix?



Prescription and over-the-counter medicines don't always mix well with each other. Dietary supplements (including vitamins and herbals) and some foods and beverages can cause problems with your medicines. In fact, every time you add one more product, the chance of unwanted side effects increases.

Tell your doctor, pharmacist or other health care professional everything you are using, and *before* you add something new to the mix. Your health professionals can help you with what mixes well--and what doesn't.

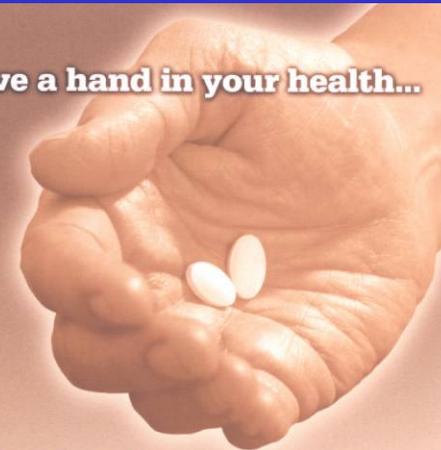
Speak up
Ask questions
Find the facts
Evaluate your choices
Read labels



U.S. Department of Health and Human Services
Food and Drug Administration
www.fda.gov/cder
1-888-INFO-FDA



You have a hand in your health...



with the safe and effective use of your medicines.

When you use your medicines as directed, you can increase their safety and effectiveness. But, if your treatment plan doesn't fit your schedule, lifestyle, or habits, following it can be hard. Other concerns important to you, such as cost, convenience, and side effects, can make it even harder.

Speak up
Ask questions
Find the facts
Evaluate your choices
...with your health care professionals

Have a hand in your health decisions. Together with your health care professionals, agree on a medicine treatment plan that works for you.



U.S. Department of Health and Human Services
Food and Drug Administration
www.fda.gov/cder
1-888-INFO-FDA

Risk Management Print Public Service Ads

When it comes to taking medicine... sometimes, two rights make a wrong.

The fact is, no medicine is completely safe. Any prescription or over-the-counter drug can interact with foods, dietary supplements or other medicines. Understand the benefits and risks of your medicines. **Ask questions. Learn the facts. Read labels.**

For more information, go to www.fda.gov/cder or call 1 (888) INFO-FDA.

FDA
U.S. Food and Drug Administration
Center for Drug Evaluation and Research

Be An Active Member of Your Health Care Team

Physicians, physician assistants, nurses, pharmacists, and other health care professionals **YOU** make up your health care team. To minimize the risks and maximize the benefits of medicine use, you need to play an active role. **Speak up. Ask questions. Learn the facts. Read labels.**

For more information, go to www.fda.gov/cder or call 1 (888) INFO-FDA.

FDA
U.S. Food and Drug Administration
Center for Drug Evaluation and Research

BALANCE THE BENEFITS AND RISKS OF USING MEDICINES

To minimize the risks and maximize the benefits of medicine use, follow the directions printed on the label.

- Read the label every time you fill your prescription and every time you use it.
- Take the recommended dose exactly as prescribed.
- Finish all the medicine as directed.
- Pay attention to how you feel and notify your health care team of any problems.

For more information, go to www.fda.gov/cder or call 1 (888) INFO-FDA.

FDA
U.S. Food and Drug Administration
Center for Drug Evaluation and Research

Rx Information

Your best medicine.

The information you exchange with your health care team may be the most important prescription for your health. Before you purchase a prescription or over-the-counter medicine, discuss the options and learn what choice is best for you.

Learn the facts. Ask questions. Speak up. Read labels.

For more information, go to www.fda.gov/cder or call 1 (888) INFO-FDA.

FDA
U.S. Food and Drug Administration
Center for Drug Evaluation and Research

Risk Management Print Public Service Ads

You know that question
that goes through your mind
when you take your
generic drug?
Here's the answer.

FDA ensures that all generic drugs are put through a rigorous, multi-step review process. From manufacturing to labeling, everything must meet FDA's high standards. We make it tough to become a generic drug in America so you can feel confident.

Generic Drugs: Safe. Effective. FDA Approved.



U.S. Food and Drug Administration
1-888-INFO-FDA or www.fda.gov/cder/

¿Recuerda esa preguntita que
siempre se hace cuando toma
**medicamentos
genéricos?**
Aquí tiene la respuesta.

La Agencia FDA del gobierno federal se asegura que todos los medicamentos genéricos sean sometidos a un riguroso proceso de revisión. Desde su fabricación hasta la colocación de la etiqueta, todo debe cumplir con las más altas normas de calidad de la FDA. Y hacemos el proceso exigente para que en los Estados Unidos, todos podamos confiar en los medicamentos genéricos.

Medicamentos genéricos: Seguros. Efectivos. Aprobados por la FDA.



Administración de Alimentos y Medicamentos
DEPARTAMENTO DE SALUD Y SERVICIOS HUMANOS DE LOS EE.UU.
1-888-463-6332 o www.fda.gov/cder/



FACTS

ABOUT GENERIC DRUGS

FDA FOOD AND DRUG
ADMINISTRATION

FACT WHAT ARE GENERIC DRUGS?

A generic drug is the same as a brand-name drug in:

- dosage
- safety
- strength
- quality
- the way it works
- the way it is taken
- the way it should be used



FACT ARE GENERIC DRUGS AS SAFE AS BRAND-NAME DRUGS?

Yes. The FDA says that all drugs must work well and be safe. Generic drugs use the same active ingredients as brand-name drugs and work the same way. So they have the same risks and benefits as the brand-name drugs.



FACT ARE GENERIC DRUGS AS STRONG AS BRAND-NAME DRUGS?

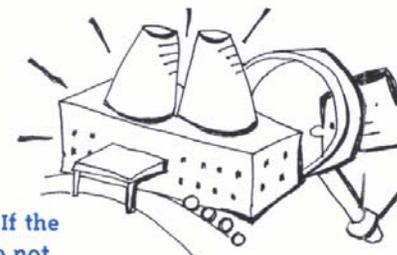
Yes. FDA requires generic drugs must be as:

- high quality
- strong
- pure, and
- stable as brand-name drugs



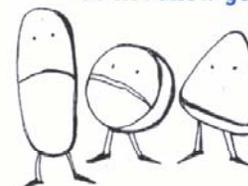
FACT ARE BRAND-NAME DRUGS MADE IN BETTER FACTORIES THAN GENERIC DRUGS?

No. All factories must meet the same high standards. If the factories do not meet certain standards, the FDA won't allow them to make drugs.



FACT IF BRAND-NAME DRUGS AND GENERIC DRUGS HAVE THE SAME ACTIVE INGREDIENTS, WHY DO THEY LOOK DIFFERENT?

In the United States, trademark laws do not allow generic drugs to look exactly like the brand-name drug. However, the generic drug must have the same active ingredients.



Colors, flavors, and certain other parts may be different. But these things don't affect the way the drug works and they are looked at by FDA.

**Generic Drugs:
Safe. Effective. FDA Approved.**

Keeping track of your medicines

Be an Active Member of Your Health Care Team

My Medicine Record



U.S. Department of Health & Human Services
Food and Drug Administration



Name: _____

Birth date: _____

	What I'm Using Rx-brand & generic name; OTC-name & active ingredients	What It Looks Like color, shape, size, markings, etc.	How Much	How to Use / When to Use	Start / Stop Dates	Why I'm Using / Notes	Who Told Me to Use / How to Contact
--- Enter ALL prescription (Rx) medicine (include samples), over-the-counter (OTC) medicine, and dietary supplements ---							
Ex	XXXXXX/XXXXXXXXXX	20 mg pill; small, white, round	20 mg; use two 20 mg pills	Take orally, 2 times a day, at 8:00 am & 8:00 pm	1-15-06	Lowers blood pressure; check blood pressure once a week; blood test on 4-15-06	Dr. X (800) 555-1212
1							
2							
3							
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8							

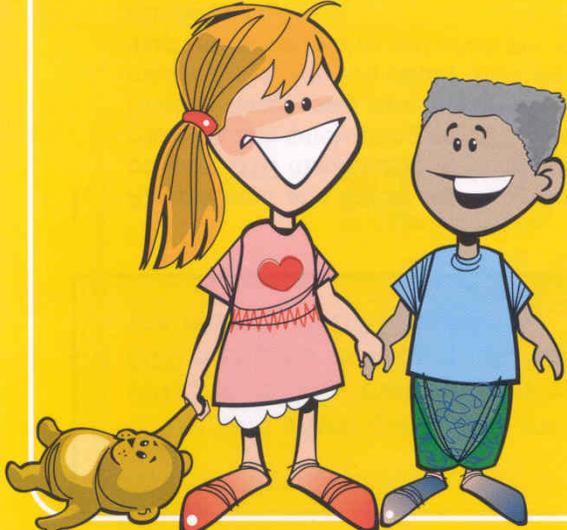
www.fda.gov/usemedicinesafely/my_medicine_record.htm

(888) INFO-FDA
www.fda.gov/usemedicinesafely

These are my medicines as of:

Partnership with Consumer Healthcare Products Association

English



**KIDS AREN'T JUST
SMALL ADULTS**

Medicines, Children, and the Care
Every Child Deserves

Developed by the
U.S. Food and Drug Administration
and the
Consumer Healthcare Products Association

Spanish

**LOS NIÑOS NO SON SIPLEMENTE
ADULTOS PEQUEÑOS**

Las medicinas, los niños, y el
cuidado que todo niños se merece

Preparado por la
U.S. Food and Drug Administration, FDA
(Administración de Alimentos y Drogas de los EE.UU.)
y la
Consumer Healthcare Products Association
(Asociación de Productos de Consumo para la Salud)



Giving medicines to children

Do You Know Your Child's Weight?



Giving over-the-counter medicines to infants and children should not be a guessing game. Doses for most OTC medicines for children are based on a child's weight. Before giving your child any OTC medicine, it's important to....

Know Your Child's Weight!



U.S. Department of Health
and Human Services
Food and Drug Administration



What Are You Weighting For?

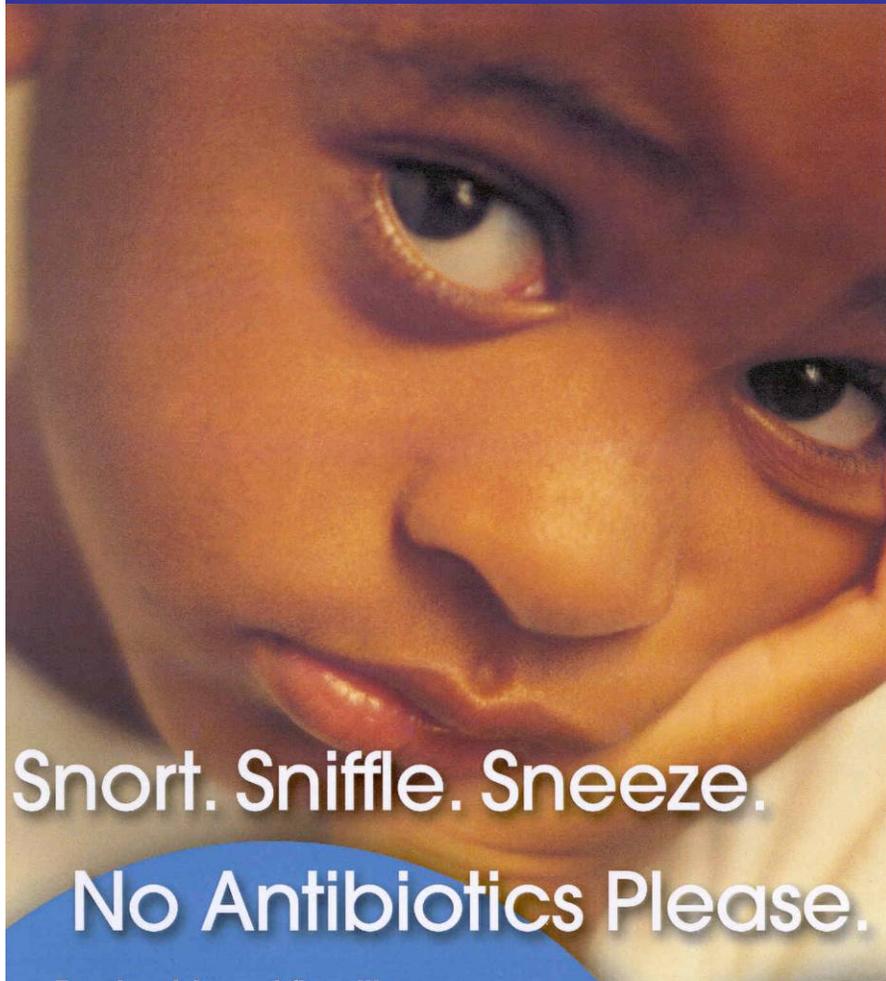
Giving over-the-counter medicines to infants and children should not be a guessing game. Doses for most OTC medicines for children are based on a child's weight. Before giving your child any OTC medicine, it's important to....

Know Your Child's Weight!



U.S. Department of Health and Human Services
Food and Drug Administration

Antibiotic Resistance Print PSA's Partnership with CDC

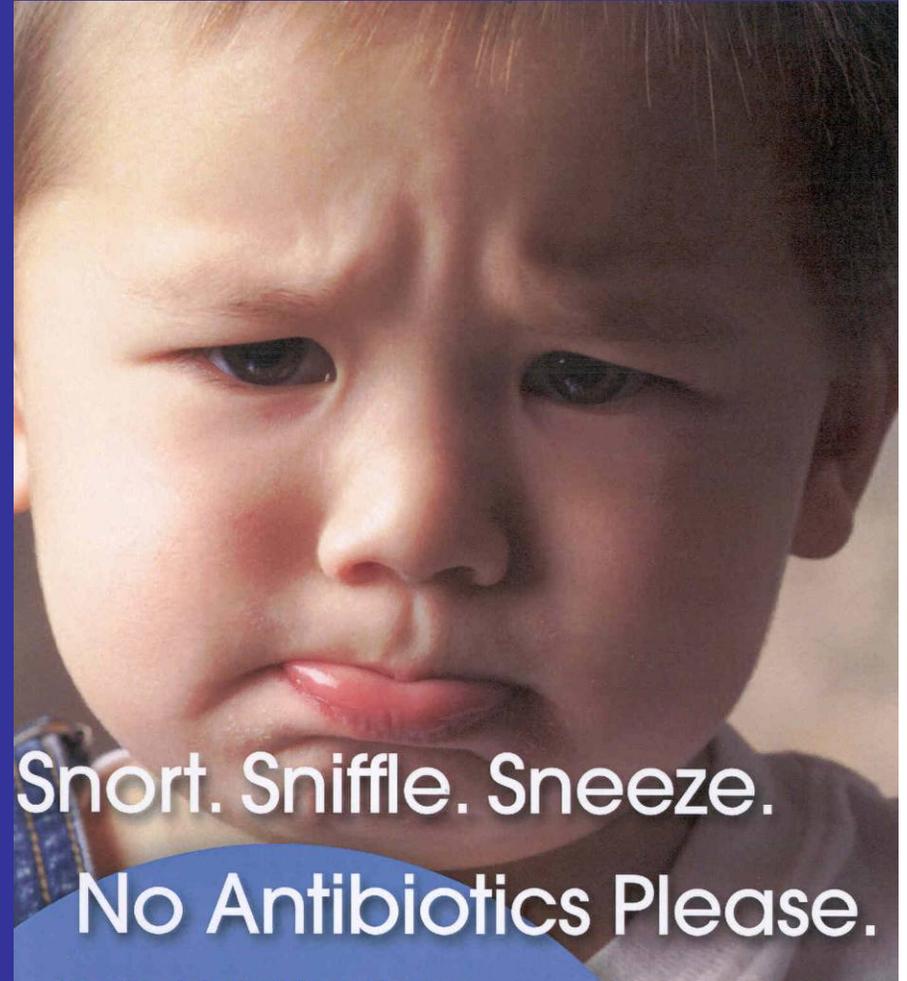


Snort. Sniffle. Sneeze.
No Antibiotics Please.

Treat colds and flu with care.
Talk to your doctor.

As a parent, you want to help your child feel better. But antibiotics aren't always the answer. They don't fight the viruses that cause colds and flu. What will? Fluids and plenty of rest are best. Talk to your doctor. Find out when antibiotics work – and when they don't. The best care is the right care.

For more information, please call 1-888-246-2675 or visit www.cdc.gov/getsmart.



Snort. Sniffle. Sneeze.
No Antibiotics Please.

Treat colds and flu with care.
Talk to your doctor.

As a parent, you want to help your child feel better. But antibiotics aren't always the answer. They don't fight the viruses that cause colds and flu. What will? Fluids and plenty of rest are best. Talk to your doctor. Find out when antibiotics work – and when they don't. The best care is the right care.

For more information, please call 1-888-246-2675 or visit www.cdc.gov/getsmart.





Medicines In My Home



Department of Health and Human Services
Food and Drug Administration

It's to die for.



It starts with "just this once," and it can end there.

Misuse of prescription pain relievers can kill you.

If someone offers you oxy, percs, vics or some other party drug,

think twice—because you only die once.

For information or help, call 1.800.662.HELP.

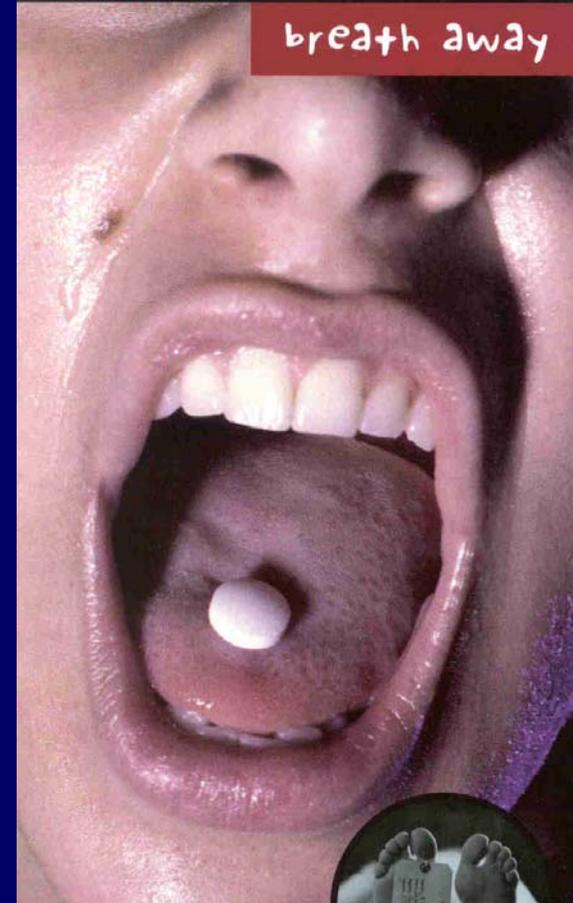


U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES
Substance Abuse and Mental Health Services Administration
Food and Drug Administration

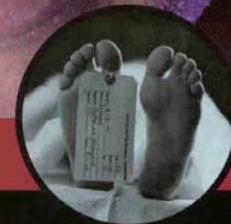
Prescription pain relievers, when used correctly and under a doctor's supervision, are safe and effective.

The buzz takes your

breath away



Permanently.



Misuse of prescription
pain relievers can kill you.



U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES
Substance Abuse and Mental Health Services Administration
Food and Drug Administration

Misuse of prescription pain relievers

Brochure for the Native American community on proper use of Antibiotics

You are Smart

You are careful about taking medicines — and giving medicines to children. But there is a problem. Many people take antibiotics when they do not need them. Antibiotics do not work for every illness.

What is An Antibiotic?

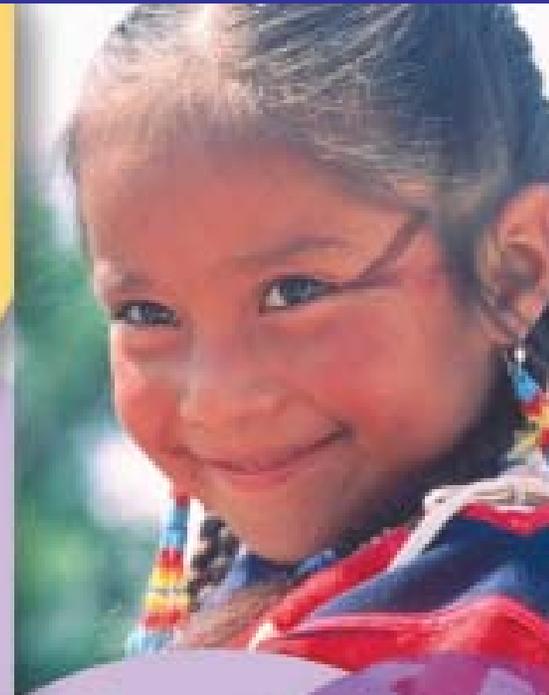
An antibiotic is a medicine that destroys bacteria. Antibiotics have many different names such as penicillin and ampicillin.

BE SMART

Antibiotics Will Not Help a Cold or the Flu.

Lela had a cold two weeks ago. Lela's grandmother did the right things. She made sure the child received plenty of rest and fluids... Grandmother knew that giving the child antibiotics would not be smart.

For more information talk with your healthcare provider, call 1-888-246-2675 or go to www.cdc.gov/getsmart

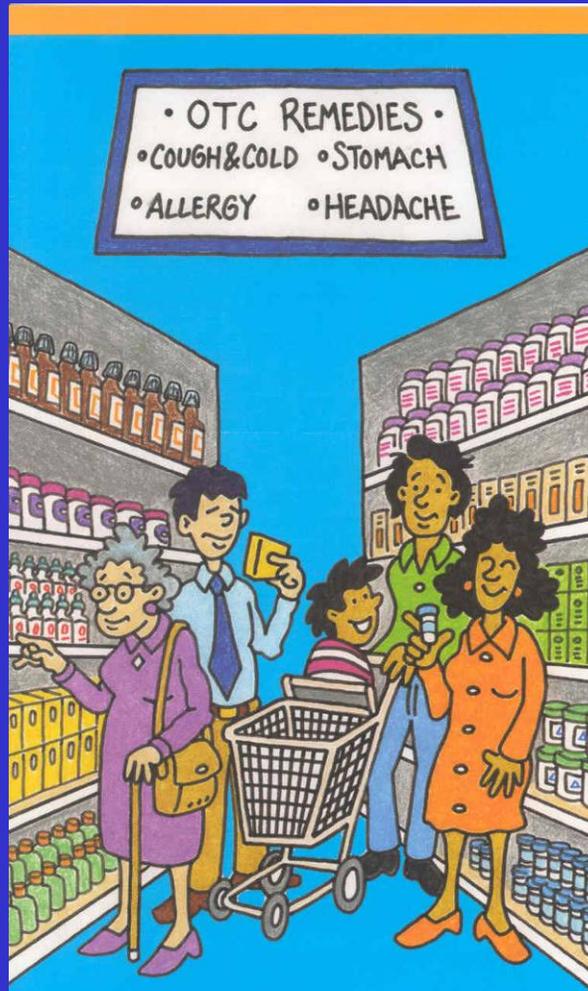


BE SMART

Antibiotics Will Not Help a Cold or the Flu.

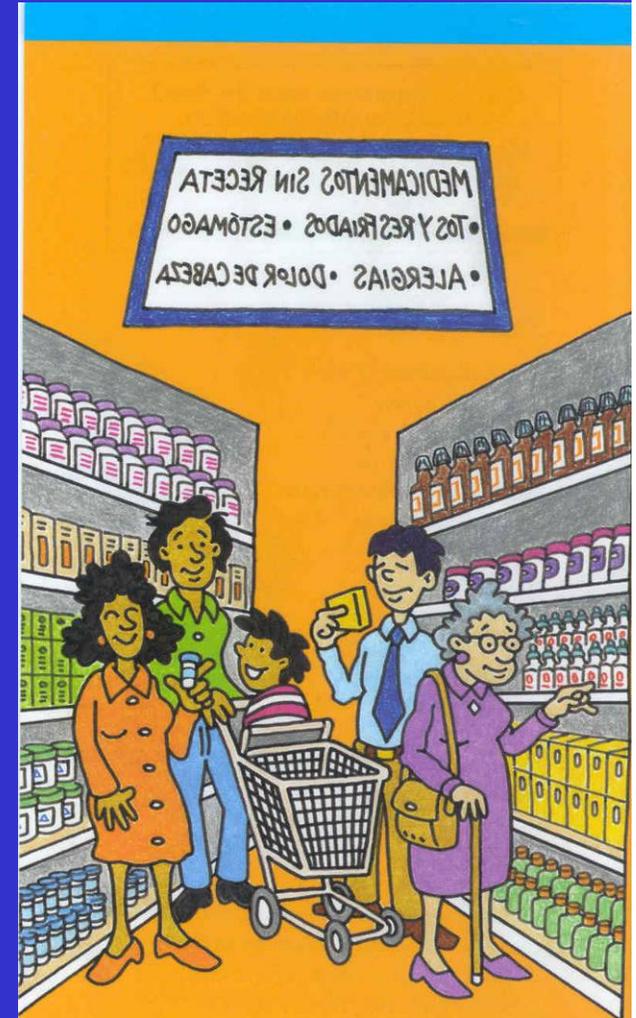


English and Spanish brochures on OTC's produced in partnership with CHPA



Over-the-Counter Medicines

What's Right
for You?



Medicamentos sin receta

¿Cuál es adecuado
para usted?

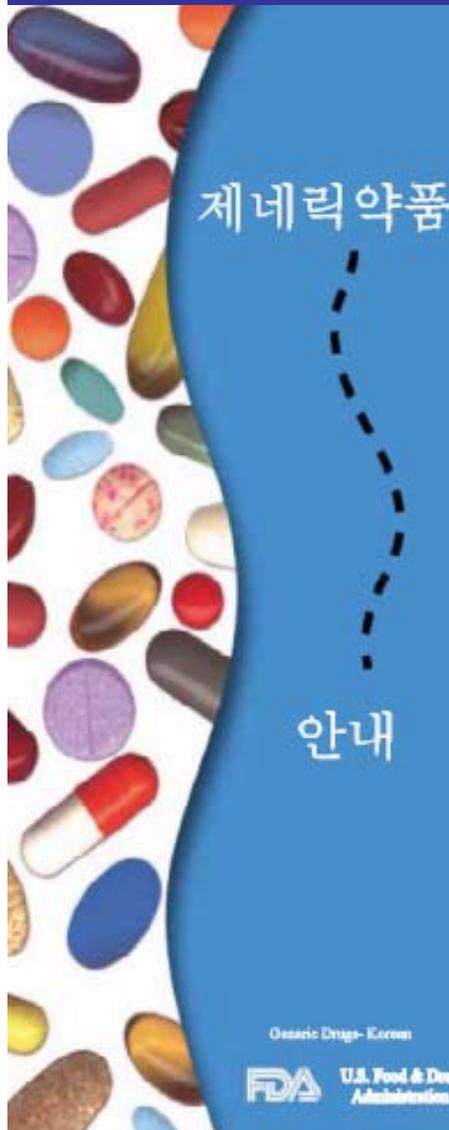
Generic Drug Brochure

Korean

Vietnamese

Chinese

Spanish

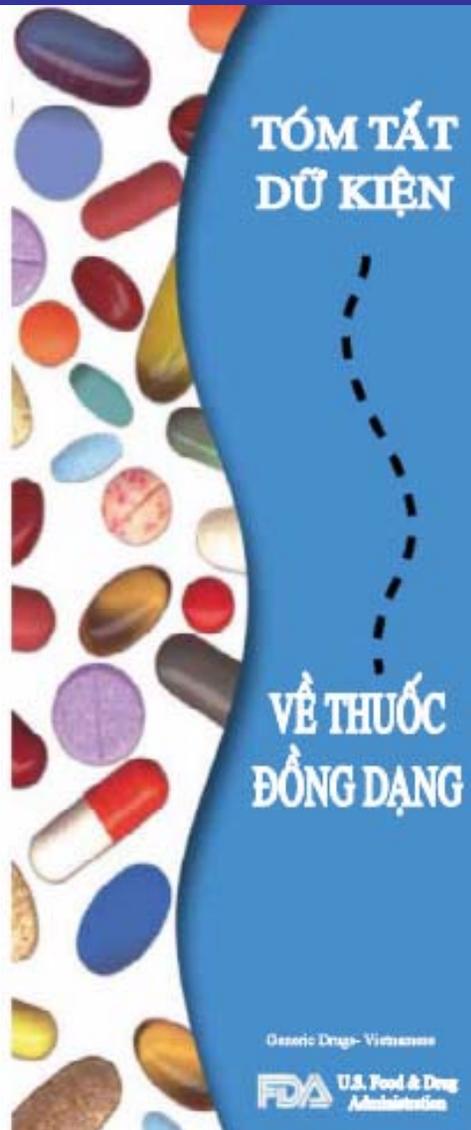


제네릭약품

안내

Generic Drugs- Korea

FDA U.S. Food & Drug Administration



TÓM TẮT
DỮ KIẾN

VỀ THUỐC
ĐỒNG DẠNG

Generic Drugs- Vietnamese

FDA U.S. Food & Drug Administration

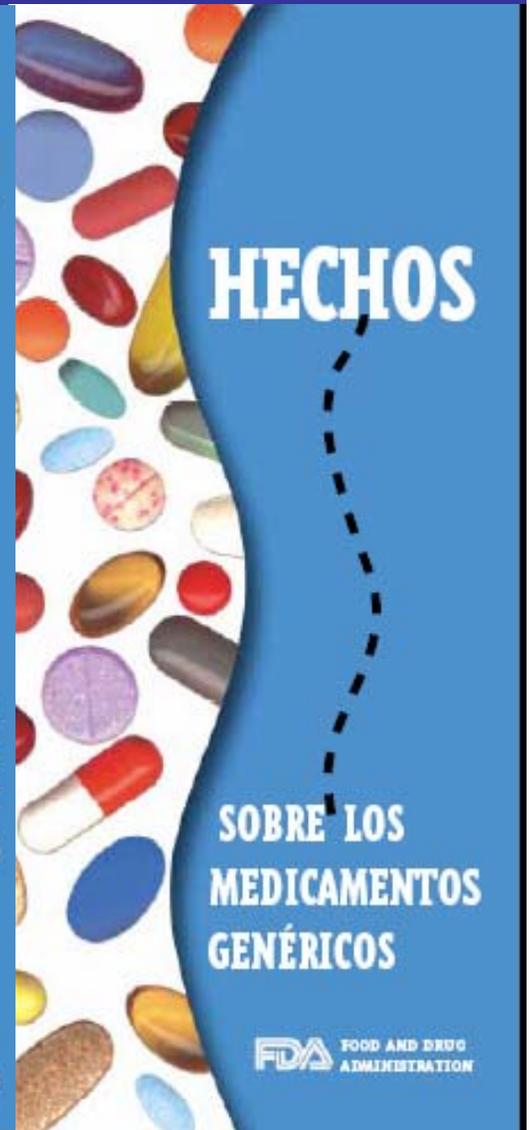


認識

學名藥
(非專利藥)

Generic Drugs- Chinese

FDA U.S. Food & Drug Administration



HECHOS

SOBRE LOS
MEDICAMENTOS
GENÉRICOS

FDA FOOD AND DRUG
ADMINISTRATION

Appearing in 4,000 Walgreens Pharmacies



Spanish Generic Drug Poster in Fry's Marketplace



CVS and Kmart Pharmacy Bags

CVS/pharmacy

SH
02-03-2003

PROMISED: 03:45p
03-06-2004
Scripts: 0

CVS/pharmacy #1502 Ph:301.460-1120

5580 NORBECK RD
ROCKVILLE, MD
20853-0000

13801 DRAKE DR, ROCKVILLE, MD 20853-2543
Ph:301.460.4780 DOB:07-02-1992
OCUFLOX 0.3% EYE DROPS ALL
ALLIANTH INC.
PUT 2 DROPS IN EACH EYE TWICE A DAY FOR 5 DAYS

NDC:11980-0779-05 Days Supply: 5 Refills: 0 Qty: 5 ML
Pracbr: REALE,ELAINE
TP: 7415 GR:MMDA
AUTH#50303644

EXPRESS SCRIPTS

07 0023962 00 0003300
Date:02-03-2003 DAW:2
Rx: 923962 00

INS: \$3.01
PAY: \$33.00

Caps:Y
Count:N

001413

That
generic drug
you're about to take had to pass many rigorous tests.



We bet you feel better already.

Generic Drugs: Safe. Effective. FDA Approved.
Department of Health & Human Services • Food & Drug Administration

001219

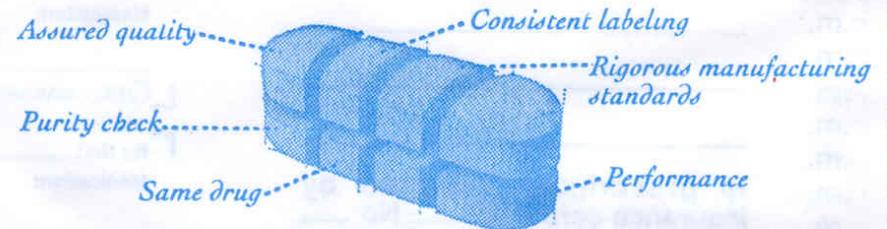
CVS Rapid Refill

Order your refills 24 hours a day!

1. Call your local CVS/pharmacy
2. Enter your prescription number.
3. Enter the time you'd like to pick up your prescription

Don't Wait, Call a Day Ahead

Think it's easy becoming a
generic drug
in America?
Think again.



FDA ensures that your generic drug is safe and effective. All generic drugs are put through a rigorous, multi-step approval process. From quality and performance to manufacturing and labeling, everything must meet FDA's high standards. We make it tough to become a generic drug in America so it's easy for you to feel confident. Call 1-888-INFO-FDA or visit our website at www.fda.gov/cder/ to learn more.

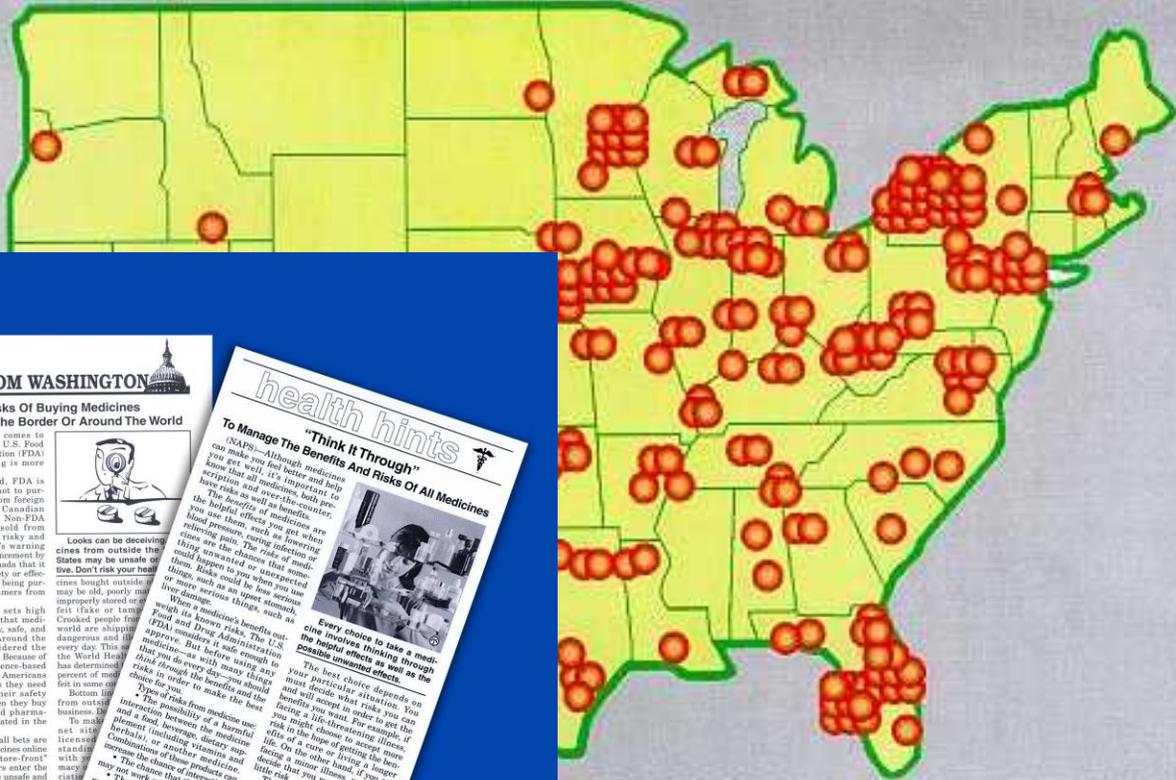


U.S. Food and Drug Administration
U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES

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Newspaper Coverage



PROTECTING OUR HEALTH

Generic Drugs: What Everyone Should Know

(NAPS)—An estimated 44 percent of all prescriptions in the United States are filled with generic drugs. These products carry all the medicinal qualities (and side effects) of their brand-name counterparts, but generally have one additional benefit: lower cost.

According to the U.S. Food and Drug Administration (FDA), a generic drug is a copy that is identical to a brand-name drug in its dosage, safety, performance and quality.

Like other non-patented drugs, generic drugs are developed under strict FDA oversight, including research, development, testing and promotion—by giving the company the same right to sell the drug while the patent is in effect. When the patent expires, other companies are free to produce generic versions of the drug.

For example, in the 1980s, when the development of a new, more effective and safer antihypertensive drug was underway, a generic version of the brand-name drug was found to have the same safety and effectiveness as the brand-name drug. Today, antihypertensive drugs are found in many other medicinal categories, including generic drugs.

FDA-approved generic drugs are bioequivalent and therapeutically equivalent to their brand-name counterparts.

Bohler, Director of FDA's Office of Generic Drugs, says that both brand-name and generic facilities are held to the same standards of good manufacturing practices. The FDA inspects about 3,100 manufacturing sites nationwide to ensure that generic drugs are comparable to their brand-name counterparts.

Outside the U.S., all beta are off. When buying medicines online or from so-called "store-front" pharmacies, consumers enter the world of what could be unsafe and risky products. Prescription medicines may cause additional health problems. Even when you take a medicine that has been shown to be safe and effective, it may have unwanted effects.

www.fda.gov

WORD FROM WASHINGTON

The Risks Of Buying Medicines From Across The Border Or Around The World

(NAPS)—When it comes to buying medicines, the U.S. Food and Drug Administration (FDA) believes that nothing is more important than safety.

With this in mind, FDA is warning consumers not to purchase medications from foreign countries, including Canadian Internet pharmacies. Non-FDA approved products sold from these outlets can be risky and dangerous. The FDA's warning follows a recent announcement by the government of Canada that it cannot assure the safety or effectiveness of medicines being purchased by U.S. consumers from Canada.

In the U.S., FDA sets high standards to ensure that medicines are high quality, safe, and effective products. Around the world, FDA is considered the world's gold standard. Because of FDA's efforts and science-based decisions, millions of Americans can get the medicines they need and be assured of their safety and effectiveness when they buy from pharmacies and pharmacists licensed and located in the United States.

Bottom line: From outside the U.S., medicines are not held to the same standards as those sold in the U.S. To make sure you are getting a safe and effective medicine, buy from a U.S. pharmacy.

Types of risks from medicine use include:

- The possibility of a harmful interaction between the medicine and other medicines, vitamins, or supplements.
- The possibility of a harmful interaction between the medicine and food or alcohol.
- The possibility of a harmful interaction between the medicine and other substances.
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- The possibility of a harmful interaction between the medicine and other substances.

Even when you take a medicine that has been shown to be safe and effective, it may have unwanted effects.

health hints

To Manage The Benefits And Risks Of All Medicines

(NAPS)—Although medicines can make you feel better and help you live longer, it's important to know that all medicines, both prescription and over-the-counter, have risks as well as benefits. The benefits of medicines are often outweighed by the risks you use them, such as lowering blood pressure, easing infection, or relieving pain. The risks of medicines are the chance that something unwanted or unexpected could happen to you when you use them. Risks could be less serious or more serious things, such as liver damage.

When a medicine's benefits outweigh its known risks, such as pain relief, the FDA considers it safe enough to use. But you should think about the benefits and risks in order to make the best choice for you.

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Even when you take a medicine that has been shown to be safe and effective, it may have unwanted effects.

Drug Facts

Active ingredient (in each tablet): Chlorzoxazone 250mg

Use carefully unless these symptoms have been treated by other upper respiratory drugs: cough, cold, sore throat, sinusitis, whooping cough, whooping cough.

Warnings: Ask a doctor before use if you have: asthma, a breathing problem such as emphysema or chronic bronchitis, a history of pharyngitis, or a history of allergic reactions to other drugs. When using this product, you may feel drowsy. Do not drive or operate machinery if you feel drowsy.

Directions: Take 2 tablets 4 to 6 hours, not more than 12 tablets in 24 hours. Take with or without food. If you are taking other medicines, ask your doctor or pharmacist for advice. Do not take with alcohol. Do not take if you are pregnant or breastfeeding. Do not take if you are taking other medicines. Do not take if you are taking other medicines. Do not take if you are taking other medicines.

Missing over-the-counter drug is a more serious problem than many people realize. An estimated 178,000 hospitalizations occur every year due to the misuse of over-the-counter drugs. Often, this misuse is a direct result of consumers' difficulty in understanding OTC labels.

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PSA's in Magazines

Parenting

november 2003

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We make it easy for you

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Kidproofing essentials, for babies on up

How to get the sleep you need (no kidding!)

Colds & flu
Keep the whole family healthy

The Year's Best
Guaranteed pleasers, again

Think other moms do it better?
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Good Housekeeping

NOVEMBER 2003

THIRD QUARTER '03

RITE AID Rite Health Journal

GUIDE TO HEALTHY LIVING

OOH, MARILU!
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THE BEST **BREAST TESTS**

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9 SIMPLE HEARTBURN HELPERS

MAKE THE **HEART DISEASE & DIABETES CONNECTION**

TAKE ONE!

Ph... Rules
Fat Fore...

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Makeo...

nksgivi
t fancy or f
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IG SUPPLEMEN

t a Top
es Ever
on't You!

a Part-t
m Job N

s Your
e Money
to know,

HEALTH * NEWS * FOOD * FITNESS * FAMILY

PREVENTION

YOUR #1 HEALTH RISK (it's not breast cancer)

Walk off weight in winter
An easy 4-week plan

FAT-PROOF YOUR KIDS
9 strategies

Meredith Vieira and daughter Lily, 10

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Beyond Botox: 1G AGE ERASERS

Dr. Andrew Weil's **NATURAL IMMUNITY BOOSTERS**

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Generic bus ads



Blue Cross Blue Shield of Michigan Billboard



Partnerships...some examples



American Society of Health-System Pharmacists

Catalina Health Resources

National Council on Patient Info. and Education

Health Insurance Industry (e.g. BCBS)

National Association of Boards of Pharmacy

National Association of Chain Drug Stores

National Community Pharmacists Association

National Consumers League

Asthma and Allergy Foundation of America

Council on Family Health

Center for Substance Abuse Treatment

National Institute on Aging

American Pharmaceutical Association

National Patient Safety Foundation

Consumer Healthcare Products Association

PSA to direct
consumers to the
FDA Web site



STOP

Stop and remember that all medicines have risks

LEARN

Learn how to use your medicine to increase the benefits

GO

Go to
www.fda.gov/usemedicine safely

The consumer education materials on our website can help you work with your health professionals to:

- choose medicine that's best for you
- buy medicine from sources you can trust
- use medicine in ways that increase its safety and effectiveness



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