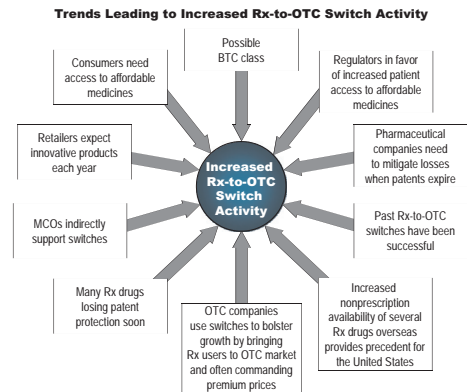


Rx-to-OTC-Switch Strategies USA

Fact Sheet

Market Trends

Several trends are impacting the OTC market and are expected to result in increased switch activity in the United States over the next few years.



Recent Switches

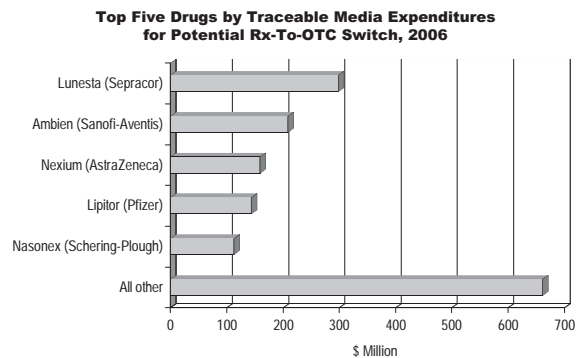
The Rx-to-OTC-switch landscape is vibrant with activity in 2007. Several high profile products, including Allii (GlaxoSmithKline) and Plan B (Barr Laboratories), have recently switched, and the pipeline is full of products that stand a moderate to high chance of switching over the next five years.

Brand	Product category	Company
Alaway	Allergy eye drops	Bausch & Lomb
Allii	Weight loss aids	GlaxoSmithKline
MiraLAX	Laxatives	Schering-Plough
Mucinex-a	Cold medications	Adams Respiratory Therapeutics
Plan B	Contraceptives	Barr Laboratories
Prilosec OTC	Antacids/acid reducers	Procter & Gamble
Zaditor	Allergy eye drops	Novartis

a- Although Mucinex was not technically brought to the OTC market through an Rx-to-OTC-switch application, the brand will still be analyzed because of its rapid growth and the impacts it has had both on the Rx and OTC markets.

Advertising

The Rx-to-OTC switch candidates that have spent the most in terms of advertising expenditures are primarily those that compete in crowded markets, such as sleeping aids, proton pump inhibitors, cholesterol medications, and allergy relief products, and primarily those that are patent protected for several more years.



Future Switches

The categories in which Rx-to-OTC switches appear most likely are allergy relief products (particularly oral antihistamines) and digestives (proton pump inhibitors). One drug in each of these two categories has already switched: Schering-Plough's Claritin and AstraZeneca's Prilosec OTC. For some categories, such as incontinence drugs, the likelihood of a switch is more moderate.

Possible Future Switches Analyzed in this Study

- Allergy relief products
- Digestives/proton pump inhibitors
- Erectile dysfunction medications
- Incontinence medications
- Migraine medications
- Sleeping medications
- Smoking cessation aids
- Statins