



The GENERIC Drug Journal

Compliments of Auburn Pharmaceutical ◉ March 2010

T If there is one industry that's weathering this economic downturn it would have to be generic drugs. People are looking to save money everywhere they can. You certainly know the savings generics can provide, so expect to see generic utilization to continue to increase. Another key factor is the growing number of brands losing patent protection. It's estimated that over the next five years \$90 billion in U.S. branded sales will face competition from generics for the first time. The number of mergers and acquisitions in the generic industry should come as no surprise and in fact will probably increase in the coming years.

It seems as though every time someone challenges the patent to Oxycontin a settlement with



Perdue is reached that allows the generic company to market a limited supply of product, for a limited time. We are running out of the product from Actavis but it now looks like we'll have another brand, made by Perdue, very soon.

I f you haven't yet signed up with Auburn to begin using our CSOS (electronic 222 form) you don't know how easy it really is.

In most cases we can have you set up in less than 15 minutes; ask your Auburn rep for details.

D on't forget to go on-line to check out our newest list of short-date specials. A small sample is on the back page of this flyer.

The list is constantly changing so check out www.auburngenics.com often!

The specials listed inside are offered through **MARCH 31, 2010**. All items on this special are net and are not subject to any additional discounts. Mention of brand name is for reference only.

Terms: Net 10 EOM Minimum order \$75

IMPORTANT NUMBERS: Customer Service: Ext. 223 Returns, Errors, and Questions

ACCTS. RECEIVABLE: Ext. 233, 224, or 206; For payments by Mastercard, Visa, or AMEX, Check by phone, Discrepancies, Questions, and Comments.