

Go With GREENSTONE— AUTHORIZED GENERICS FROM PFIZER*

Generic drugs are bioequivalent to the brand and meet the FDA’s quality and manufacturing standards. They may have certain minor differences from brand-name products, such as different inactive ingredients, and may be a different color, shape, and size.

Authorized Generics (AG) are made by the manufacturer of the original brand-name drug, but they do not use the brand name on the label and may have a different color or marking. They carry the legacy of the brand-name product’s years of clinical research, data, and patient and physician experience. GREENSTONE Authorized Generics are manufactured to the same standards and at the same facilities as Pfizer brand-name drugs.*

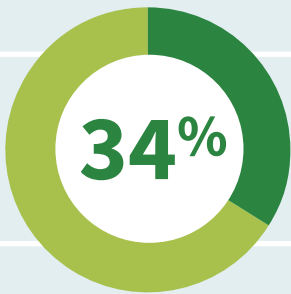
Characteristic	Authorized Generics	Generics
Active ingredients	✓	✓
Conditions of use	✓	✓
Strength and dosage	✓	✓
Route of administration	✓	✓
Inactive ingredients	✓	—
Shape and size	✓	—
Color	⋮	—

Key: ✓ Same as brand ⋮ Difference in color in limited circumstances — Permissible differences

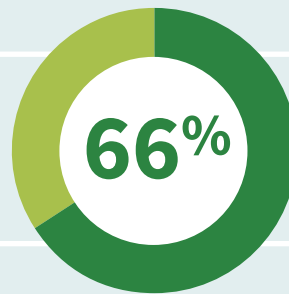
*GREENSTONE provides Authorized Generics from other manufacturers, in addition to some generic products.

Changes in the physical appearance of medications may be associated with gaps in patient medication use[†]

In a cohort analysis to evaluate the incidence of changes in color and shape among generic medication dispensed[†] after myocardial infarction (MI), a total of **29%** of patients (3,288 of 11,513) had a change in pill shape or color during the study. In a nested case-control design to determine whether the odds of nonpersistence increased after a change in pill appearance where a total of 4,573 episodes of nonpersistence were matched to 19,882 control episodes, patients were less likely to take their medication after a change in pill color or shape.



After a change in pill color, the patients in the study were **34%** less likely to take their heart medication.¹



After a change in pill shape, the patients in the study were **66%** less likely to take their heart medication.¹

Study Design

Claims were used from a US commercial health insurance database of 11,513 patients discharged after hospitalization for MI between 2006 and 2011 who initiated treatment with a generic β -blocker, angiotensin-converting enzyme inhibitor, angiotensin II-receptor blocker, or statin. Case patients discontinued their index medication for at least 1 month; control patients continued treatment. This study did not examine clinical outcomes related to cardiovascular disease.

[†]Evaluation of patients who had a change in pill shape or color due to a switch from a brand to generic medication was not evaluated in this study.

A 2010 *New England Journal of Medicine* perspective cites that poor adherence may be associated with increased morbidity and mortality, and direct and indirect costs associated with medication nonadherence can exceed \$100 billion annually.²

Visit GREENSTONELLC.com for information.

Go With GREENSTONE— AUTHORIZED GENERICS FROM PFIZER*

80 + medications

We offer Authorized Generics from Pfizer across a broad range of therapeutic areas, including many of the most prescribed medicines.

25 + years

We provide Authorized Generics that meet Pfizer brand manufacturing standards.

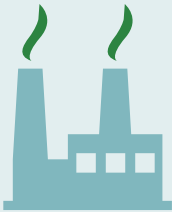
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A commitment to quality and manufacturing excellence



Quality

Product standards meet or exceed regulatory requirements and adhere to Pfizer's rigorous internal standards.³ Pfizer's goal is for patients to receive uninterrupted access to our products.



Manufacturing and supply

Pfizer continually strives to set the industry standard for quality, safety, and value in the manufacturing of our medicines. Our efficient manufacturing and supply network helps optimize how medicines are delivered to patients.⁴

Pfizer is committed to security of product

Through the latest technology, coordination with customs and law enforcement, and a diverse international team united in response, Pfizer is dedicated to the detection, disruption, and deterrence of counterfeit medicine.⁵



**241
Million
Prevented**

We are making an impact

Between 2004 and 2018, Pfizer's efforts have prevented at least 241 million counterfeit doses of Pfizer products from reaching patients.⁵

Building a more sustainable future

By 2020, Pfizer's goal is to help mitigate climate change, minimize product impact, and manage water supply, including:



in greenhouse gas emissions from 2012 to 2020⁶

in waste disposal from 2012 to 2020⁶

in water use from 2012 to 2020⁶

Beyond providing quality products, we value strong customer relationships

With a focus on understanding customer structures, goals, and needs, we strive to build trusting partnerships backed by service expertise.



To learn more about GREENSTONE products and services, visit www.GREENSTONELLC.com.

References: 1. Kesselheim AS, Bykov K, Avorn J, Tong A, Doherty M, Choudhry NK. Burden of changes in pill appearance for patients receiving generic cardiovascular medications after myocardial infarction: cohort and nested case-control studies. *Ann Intern Med.* 2014;161(2):96-103. 2. Cutler DM, Everett W. Thinking outside the pillbox: medication adherence as a priority for health care reform. *N Engl J Med.* 2010;362(17):1553-1555. 3. Pfizer Inc. (2019, February 20 Updated 6/6/2019). Quality Statements for GREENSTONE. Upjohn and Pfizer Quality Statements for GREENSTONE VID5.2 06062019. 4. Pfizer Inc. (2018). The power of science: Pfizer 2017 annual review. https://www.pfizer.com/files/investors/financial_reports/annual_reports/2017/assets/pdf/pfizer-2017-annual-review.pdf. Accessed May 8, 2019. 5. Pfizer Inc. Pfizer's role in combating counterfeit medicine. <https://www.pfizer.com/counterfeiting/fighting-counterfeit-medicine>. Accessed May 7, 2019. 6. Pfizer Inc. About Pfizer's green journey. https://www.pfizer.com/responsibility/protecting_environment/about_green_journey. Accessed May 7, 2019.