



**GENERIC DRUGS
SAME QUALITY
BETTER PRICE**

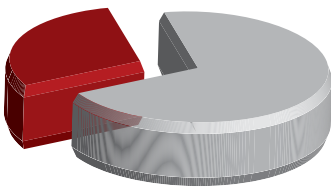


CANADIAN GENERIC PHARMACEUTICAL ASSOCIATION

THE NOVA SCOTIA PRESCRIPTION DRUG MARKET

PERCENTAGE OF TOTAL MARKET COST

GENERIC 29.7%

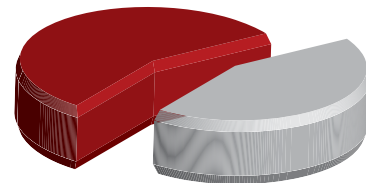


BRAND-NAME 70.3%

MARKET SIZE: \$693 MILLION



PERCENTAGE OF TOTAL NUMBER OF PRESCRIPTIONS

GENERIC 56.4%



BRAND 43.6%

11.4 MILLION PRESCRIPTIONS

-  Generic Drugs
-  Brand-Name Drugs

YEAR 2009

SOURCE: **ims**