

Advertising Drugs: A-B

Reading The Chart- most ads for drugs listed below were found in recent issues of: "People," "Entertainment Weekly," "Real Simple," "Reader's Digest," "Good Housekeeping," "Southern Living," "Working Mother," "Ebony," "Smithsonian," "Time," "Newsweek," "US News & World Report," "Elle Girl," and "National Geographic" magazines

Faux drug website (Great website to study the techniques used by drug makers in their prescription ads)

Drug Name	Manufacturer	Slogan	Purpose	Website
Abilify	Bristol Myers Squibb	For the road ahead	Bipolar disorder	www.abilify.com
Accolate	Zeneca		asthma	www.accolate.com
Actos	Takeda/Lilly	Discovering Your Balance	diabetes	www.actos.com
AdderallXr	Shire		attention deficit hyperactive disorder (ADHD)	www.adderallxr.com
Advair	GlaxoSmithKline		asthma	www.advair.com
Allegra-d	Aventis	real relief for real living; so much relief for so many symptoms	allergy	www.allegra.com
Altace	Wyeth	you can do more	high blood pressure	www.altace.com
Ambien Ambien CR	Sanofi-Synthelabo Inc.	works like a dream Tomorrow will thank you	insomnia	www.ambien.com
AndroGel	Solvay	testosterone restored	testosterone	www.adrogel.com
Aricept	Pfizer	medicine to remember; strength in the face of Alzheimer's	Alzheimer's	www.aricept.com
Arimidex	AstraZeneca		post-menopause	www.arimidex.com
Atrovent	Boehringer Ingelheim	stop it from the start	allergy	www.atrovent.com

Avandia	GlaxoSmithKline	help use the natural insulin in you	diabetes	www.avandia.com
Avodart	GlaxoSmithKline	for your growing problem	enlarged prostate	
Bextra Withdrawn by FTC 4/7/05	Pfizer		arthritis	www.bextra.com
Boniva	Roche	there's only one	osteoporosis	www.boniva.com
Botox Cosmetic	Allergan	It's not magic, it's...	facial wrinkles	www.botoxcosmetic.com
BuSpar	Bristol Myers Squibb	Relax, Buspar can help you handle it	anxiety	www.buspar.com