



Why Atopica and Not Generics

1. Novartis's Pharmacovigilance monitoring program:
 - a. Any concerning adverse events are investigated, recorded, and reported to the FDA.
 - b. Only with this program will the true safety of cyclosporine be known.

2. Atopica has 15-20% improved efficacy over generics:
 - a. Atopica and Neoral are the only unique micro-emulsified formulations that have consistent and predictable absorption.
 - b. Atopica is up to 85% effective. Generic cyclosporine is not.

3. Atopica is FDA approved.

4. With the Atopica rebate coupons and flexible pricing, Atopica can be sold for less than the generics.
 - a. Up to \$50 rebates are available with the purchase of 2 packages each and every time the client buys from you.