



Barbara Rinehart

ADVERTISING

ENDOCRINOLOGY:
THYROID DISEASE

My responsibilities were:

- Liaison to ad agency
- Research on thyroid disease treatment
- Copywriting
- Copyediting

LEVOXINE® (LEVOthyroxine Sodium Tablets, USP)

THE SECOND MOST DISPENSED BRANDED LEVOthyroxine. ARE YOU SHARING IN OUR SUCCESS?



A continual market shift, over the past 5 years, has positioned Levoxine as the second most popular brand of levothyroxine tablet. And this popularity is increasing fast.

This success is partly based on Levoxine's reputation of quality, its unique butterfly tablet shape, and its availability in all eleven different strengths in 100 or 1000 count bottles and unit dose.

There's more! A major part of Levoxine's success

is cost. Levoxine is half the price* of Synthroid®.

When you can deliver a quality product at less than half the price, people notice. Check your shelves. If Levoxine isn't prominent, you and your customers are missing a great deal.

For information on Levoxine, call Daniels Pharmaceuticals at 1-800-237-7427.

* Synthroid is a registered trademark of Boehringer Pharmaceuticals, Inc.
* Based on February 1993 Medi-Span® A/P data.



DANIELS PHARMACEUTICALS, INC.
2317 25TH AVENUE SOUTH, ST. PETERSBURG, FLORIDA 33713

SHE DEPENDS ON YOU

YOU CAN DEPEND ON **LEVOXINE**®
(LEVOthyroxine Sodium Tablets, USP)

FOR THYROID REPLACEMENT
So consistent in content and quality that Levoxine has never had a recall. Prescribing Levoxine is your assurance that she receives exactly the dose you prescribe.

Levoxine is also a brand name that will save her money. Other levothyroxine brands have drastically increased in price over the last ten years. Levoxine consistently delivers accurate therapy at a third of the cost. Why should she pay more?

Year	Levoxine	Levothroid	Synthroid
1983	~1,000	~1,000	~1,000
1984	~1,200	~1,200	~1,200
1985	~1,400	~1,400	~1,400
1986	~1,600	~1,600	~1,600
1987	~1,800	~2,500	~2,500
1988	~2,000	~4,000	~4,000
1989	~2,200	~6,000	~6,000
1990	~2,400	~8,000	~8,000
1991	~2,600	~10,000	~10,000

Levoxine is the only brand name levothyroxine packaged in 100s and 1000s, unit dose and samples in all eleven strengths.

* Synthroid® is a registered trademark of Boehringer Pharmaceuticals, Inc.; Levothroid® is a registered trademark of Forest Pharmaceuticals, Inc.