



\$111

average retail price of a  
brand-name prescription drug\*

\$32

average retail price of a  
generic prescription drug\*

## Different cost. Same result.

When you compare the costs of commonly prescribed brand-name drugs and generic drugs, you'll be surprised. Generic drugs can cost between 30 percent and 80 percent less than brand-name drugs. **Generic drugs: Safety, quality *and* savings.** Talk to your doctor about generic drugs.



generics

worth  
talking  
about