

PhRMA Guiding Principles Direct to Consumer Advertisements
About Prescription Medicines
Signatory Companies

In December 2008, the PhRMA Board of Directors unanimously adopted measures to enhance the PhRMA Guiding Principles on Direct to Consumer Advertisements about Prescription Medicines. The revised Principles took effect March 2, 2009.

Among its changes, the revised, voluntary Principles provide that companies should establish internal processes to assure adherence with the Principles.

It also states that PhRMA will identify on its website all companies that announce their commitment to abide by the Principles and complete, at the appropriate time, an annual certification that they have policies and procedures in place to foster compliance with the Principles. The certification must be signed by the company's Chief Executive Officer and Chief Compliance Officer for its United States pharmaceutical business.

The following is a list of all signatory companies that have announced that they have committed to abide by the Principles:

AbbVie, Inc.
Amgen Inc
Astellas US, LLC
AstraZeneca LP
Bayer Corporation
Biogen
Boehringer Ingelheim Pharmaceuticals, Inc.
Bristol-Myers Squibb Company
Celgene Corporation
Daiichi Sankyo, Inc.
Eisai Inc.
EMD Serono, Inc.
Endo Pharmaceuticals, Inc.
Genentech, Inc.
Genzyme Corporation, A Sanofi Company
GlaxoSmithKline
Johnson & Johnson (Pharmaceutical Companies)
Eli Lilly and Company
Lundbeck LLC
Merck & Co., Inc.
Millennium Pharmaceuticals, Inc.
Novartis Pharmaceuticals Corporation
Noven Pharmaceuticals, Inc.
Novo Nordisk, Inc.
Otsuka America Pharmaceutical, Inc.
Pfizer Inc
Purdue Pharma L.P.
Sanofi US
Shionogi Inc.
Sunovion Pharmaceuticals Inc.
Takeda Pharmaceuticals U.S.A., Inc.