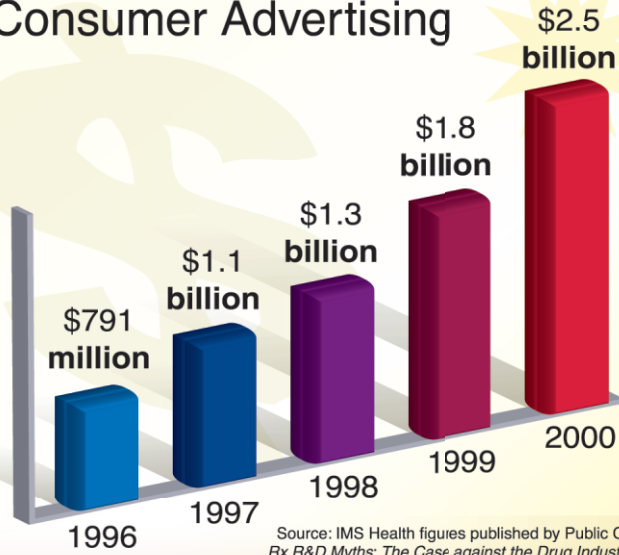


What U.S. Drug Companies Spend on Consumer Advertising



Source: IMS Health figures published by Public Citizen in:
Rx R&D Myths: The Case against the Drug Industry's R&D
"Scare Care," Congress Watch, July 2001.