

# Generic Prescription Medicine...

**SAME**  
quality  
**SAME**  
active ingredients



...for a  
**Lower Price**

## Same Quality

As brand-name

All drugs (brand-name and generic) are reviewed and authorized for sale by **Health Canada** before they are available for prescription.

A generic drug is designed to work the same way in the body as the original brand-name drug.



## Same Manufacturing Standards

As brand-name

To receive a license to manufacture and sell drugs in Canada, both brand-name companies and generic drug companies must follow the same good manufacturing practices (GMP) guidelines, which ensure consistent production and quality standards.



## More than 1.3-Million

Prescriptions filled every day

In Canada, 700 million prescriptions were filled in 2018. More than 71-percent of all prescriptions were dispensed with generic medicines. That means, on average, everyday more than 1.3 million prescriptions were filled using generic medicine.

Source: IQVIA



## Same Active Ingredients

As brand-name

Generic drugs have the same active ingredient (the chemical that makes the drug work) and that means they work the same way in the body as the brand-name drug.

Generic drugs must also have the same amount of active ingredient in the prescription.

The non-medicinal ingredients, such as fillers and preservatives, may be different from brand-name products, but they are also regulated and subject to the same review process.

## Same Safety & Efficacy

As brand-name

When a generic prescription drug has been reviewed and authorized for sale by **Health Canada**, it means the medicine is as safe and effective as the original brand-name drug and works the same way in the body.



[www.canadiangenerics.ca](http://www.canadiangenerics.ca)



## Price

Average price per prescription in 2018.\*  
Source: IQVIA

**\$105.18**

Brand-name

**\$19.45**

Generic

\* Average retail price is based on total price of prescriptions (price of drug plus any mark-ups and professional dispensing fees) divided by estimated prescriptions dispensed in Canadian retail pharmacies (excludes hospitals; includes retail new and refills).