

# Advertising Drugs: R-S

**Reading The Chart-** most ads for drugs listed below were found in recent issues of: "People," "Entertainment Weekly," "Real Simple," "Reader's Digest," "Good Housekeeping," "Southern Living," "Working Mother," "Ebony," "Smithsonian," "Time," "Newsweek," "US News & World Report," "Elle Girl," and "National Geographic" magazines

| Drug Name      | Manufacturer          | Slogan   | Purpose                               | Website  |
|----------------|-----------------------|--|---------------------------------------|--|
| Regranex       | Ortho McNeil          | renewed growth<br>Renewed hope                     | diabetes                              | <a href="http://www.regranex.com">www.regranex.com</a>               |
| Relplax        | Phizer                | Don't let a migraine<br>keep you down              | migraine                              | <a href="http://trial.relplax.com">http://trial.relplax.com</a>      |
| Retin-A Micro  | Ortho Dermatological  | clearer skin<br>is possible                        | acne                                  | <a href="http://www.retinamicro.com">www.retinamicro.com</a>         |
| Rezulin        | Parke Davis           |  | diabetes                              | <a href="http://www.rezulin.com">www.rezulin.com</a>                 |
| Rhinocort Aqua | AstraZeneca           | tough on nasal<br>allergies,<br>gentle on the nose | allergy                               | <a href="http://www.rhino-butterfly.com">www.rhino-butterfly.com</a> |
| Ritalin        | Novartis              |  | ADHD                                  | <a href="http://www.ritalin.com">www.ritalin.com</a>                 |
| Rogaine        | Pfizer                | rogaine works<br>the sooner, the better            | hair loss                             | <a href="http://www.rogaine.com">www.rogaine.com</a>                 |
| Rogisen        | Wagner Nutraceuticals | a better way to see the<br>world                   | macular<br>degeneration               | <a href="http://www.rogisen.com">www.rogisen.com</a>                 |
| Sarafem        | Lilly                 | more like the woman you<br>are                     | premenstrual<br>dysphoric<br>disorder | <a href="http://www.sarafem.com">www.sarafem.com</a>                 |
| Seasonale      | Duramed               | Fewer periods<br>More possibilities                | birth control                         | <a href="http://seasonale.com/4">http://seasonale.com/4</a>          |
| Singulair      | Merck                 | a different way to treat<br>season allergies       | allergy                               | <a href="http://www.singulair.com">www.singulair.com</a>             |
| Sonata         | Wyeth Ayerst          |  | insomina                              | <a href="http://www.sonata.com">www.sonata.com</a>                   |
| Strattera      | Eli Lilly             |  | ADHD                                  | <a href="http://www.strattera.com">www.strattera.com</a>             |
| Synvisc        | Genzyme Biosurgery    |  | Osteoarthritis                        | <a href="http://www.synvisc.com">www.synvisc.com</a>                 |