



## FDA Approved Emergency Contraceptive Products Currently on the Market

	<b>Plan B<sup>®</sup></b>	<b>Next Choice<sup>™</sup></b>	<b>Plan B<sup>®</sup> One-Step</b>
			
<b>Formulation</b>	2 tablets (each 0.75mg levonorgestrel)	2 tablets (each 0.75mg levonorgestrel)	1 tablet (1.5mg levonorgestrel)
<b>Manufacturer</b>	Teva Pharmaceuticals, Inc. (formerly Barr Laboratories, LLC)	Watson Pharmaceuticals, Inc.	Teva Pharmaceuticals, Inc.
<b>Approval Date</b>	Prescription: July 28, 1999 OTC: August 24, 2006	Prescription: June 24, 2009 OTC: August 28, 2009	July 10, 2009
<b>Type of Labeling/ Over-the-Counter (OTC) &amp; Prescription Access Restrictions</b>	Single product that is “dual labeled” for both prescription and OTC usage with the following restrictions: Rx: 16 years and younger OTC: 17 years and older Comprehensive labeling information can be found <a href="#">HERE</a> .	Single product that is “dual labeled” for both prescription and OTC usage with the following restrictions: Rx: 16 years and younger OTC: 17 years and older Comprehensive labeling information can be found <a href="#">HERE</a> .	Single product that is “dual labeled” for both prescription and OTC usage with the following restrictions: Rx: 16 years and younger OTC: 17 years and older Comprehensive labeling information can be found <a href="#">HERE</a> .
<b>Directions on Package Insert</b>	“One tablet of Plan B should be taken orally as soon as possible within 72 hours after unprotected intercourse. The second tablet should be taken 12 hours after the first dose.”	“The first tablet is taken orally as soon as possible within 72 hours after unprotected intercourse. The second tablet should be taken 12 hours after the first dose.”	“One tablet taken orally as soon as possible within 72 hours after unprotected intercourse.”
<b>Product Availability in Pharmacies</b>	Available in pharmacies for a limited time. Will be phased out and replaced by Plan B One-Step during Fall 2009.	Prescription-only product currently in pharmacies. Dual labeled product to be distributed “soon” according to Watson.	Currently being phased in to pharmacies as they phase out Plan B.
<b>Approximate Cost</b>	\$35-\$60 <sup>1</sup>	This generic Plan B is currently priced around 10% lower than the branded Plan B. (Actual pharmacy example: Plan B= \$45, Next Choice= \$41)	A spokesperson for Teva said that Plan B One-Step will be in the same price range as Plan B. Calling pharmacies who stock Plan B One-Step has verified this claim.
<b>Market Exclusivity* Period</b>	The market exclusivity period for both prescription and OTC Plan B has expired.	There has been no public announcement made about an exclusivity period.	Market exclusivity for Plan B One-Step expires July 10, 2012.
<b>Product Website</b>	N/A: (Plan B’s previous website, <a href="http://www.go2planb.com">www.go2planb.com</a> , now directs you to Plan B One-Step’s website.)	<a href="http://www.mynextchoice.com">www.mynextchoice.com</a>	<a href="http://www.planbonestep.com">www.planbonestep.com</a>

\*Market exclusivity is a competition-free period for a drug granted by the FDA, often after a drug approval or the submission of new clinical studies. A generic version of the drug cannot be marketed during this term specified by the FDA.

<sup>1</sup> <http://ec.princeton.edu/questions/eccost.html>