

Signatory Companies

The voluntary PhRMA Guiding Principles on Direct to Consumer Advertisements about Prescription Medicines (DTC Principles) state that PhRMA will identify on its website all companies that voluntarily and independently commit to abide by the DTC Principles and will identify companies that complete, at the appropriate time, annual certifications that they have policies and procedures in place to foster compliance with the DTC Principles.

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

AbbVie	Intro-Sana Laboratories L.L.C.
Alexion Pharmaceuticals, Inc.	Incyte Corporation
Alkermes plc.	GlaxoSmithKline
Allergan plc	Ipsen Biopharmaceuticals, Inc.
Amgen Inc.	Johnson & Johnson
Astellas Americas	Leadiant Biosciences, Inc.
AstraZeneca LP	Lundbeck
Bayer Corporation	Merck & Co., Inc.
Biogen	Novartis Pharmaceuticals Corporation
BioMarin Pharmaceutical Inc.	Novo Nordisk Inc.
Boehringer Ingelheim Pharmaceuticals, Inc.	Otsuka America Pharmaceutical, Inc. (OAPI)
Bristol-Myers Squibb Company	Pfizer Inc
Celgene Corporation	Purdue Pharma L.P.
Daiichi Sankyo, Inc.	Regeneron Pharmaceutical, Inc.
Eisai Inc.	Sanofi
Eli Lilly and Company	Shionogi Inc.
EMD Serono, Inc.	Shire
Forte Bio-Pharma L.L.C.	Sunovion Pharmaceuticals Inc.
Genentech, Inc.	Takeda Pharmaceuticals USA, Inc.
Genzyme Corporation, a Sanofi Company	Teva Pharmaceuticals
Gilead Sciences, Inc.	Theravance Biopharma US, Inc.
	UCB