

Appendix 1 (as supplied by the author): Top Promoted Drugs, by Year

Generic name	Brand name	Amount spent on promotion (details + journal ads (000))			Therapeutic rating (PMPRB and/or Prescrire)		
		2013	2014	2015	Major therapeutic gain	Moderate therapeutic gain	Little or no therapeutic gain
Acidinium	Tudorza Genair			5608			1
Apixaban	Eliquis	9372	6666	7653			1
Aripiprazole	Abilify	5274	7019	7046			1
Canagliflozin	Invokana		7513	13037			1
Celecoxib	Celebrex	5851	3826				1
Ciclesonide	Alvesco	4968	4702	3634			1
Colesevelam	Lodalis		3535	4478			1
Dabigatran	Pradaxa	7867	6111	4143			1
Dapagliflozin	Forxiga			10344			1
Denosumab	Prolia	5816	5836	6515		1	
Desvenlafaxine	Pristiq	7901	6952	8437			1
Dexlansoprazole	Dexilant	8266	8473	7570			1
Duloxetine	Cymbalta	8511	9466	4835			1
Efinaconazole	Jublia			3304			1
Escitaloprim	Cipraxel	5515	3322				1
Fesoterodine	Toviaz	4653	4899	3741			1
Fluticasone	Avamys	9321	7921	4221			1
Fluticasone and vilanterol	Breo Ellipta		4669	15655			1
Indacaterol	Onbrez Breezhaler	3460	3624				1
Linaclotide	Constella			6786			1
Linagliptin	Trajenta	6249	4956	3810			1
Liraglutide	Victoza	6536	4159	3517			1
Lisdexamfetamine	Vyvanse	4145	3578	3287			1
Lurasidone	Latuda		4045	3660			1
Mirabegron	Myrbetriq		3097	8094			1
Multicomponent meningococcal B vaccine	Bexsero		3711		1		
Nebivolol	Bystolic	3440					1
Olmesartan	Olmotec	3299	2850	3027			1
Perindopril	Coversyl	12279	14134	17130			1
Pregabalin	Lyrica	3209					1
Prucalopride	Resotran	5636					1

Recombinant human papillomavirus	Gardasil			3359	1		
Rivaroxaban	Xarelto	10857	11995	11486			1
Saxagliptin	Onglyza	3575		3535			1
Silodosin	Rapaflo	4743	3034				1
Sitagliptin	Januvia	3404		2934			1
Solifenacin	Vesicare	3006					1
Tadalafil	Cialis	4245	3748	2757			1
Tiotropium	Spiriva	4417	5647				1
Ulipristal	Fibristal		3514	2753		1	
Umecliniium and vilanterol	Anoro Ellipta			6769			1
Vortioxetine	Trintellix			12146			1
Therapeutic Evaluation Not Available							
Acidinium	Tudorza		4345				
Adapalene and benzoyl peroxide	Tactuo	3185					
Adapalene and benzoyl peroxide	Tactupump		3359	2905			
Budesonide and formoterol	Symbicort	10675	12133	9707			
Buprenorphine	Butrans			4171			
Calcipotriol and betamethasone	Dovobet	3847					
Ciclesonide	Omnaris	4153	4099				
Clarithromycin	Biaxin XL	7422	4172				
Epinephrine	Allerject	3222	2870				
Escitaloprim	Cipralext Meltz	4441					
Esomeprazole and naproxen	Vimovo	8343	99043	5217			
Fluticasone and salmeterol	Advair	7328					
Fluticasone and salmeterol	Advair 100 Diskus		5006				
Fluticasone and salmeterol	Advair 125		5227				
Fluticasone and salmeterol	Advair Diskus	7601					
Gliclazide	Daimicron MR	3044					
Glycopyrronium	Seebri		4785				

	Breezhaler						
Glycopyrronium and indacaterol	Ultibro Breezhaler			5376			
Guanfacine	Intuniv XR		2922				
Iron	Feramax	3348	3468	2752			
Methylphenidate	Biphentin		3790	3243			
Methylphenidate	Concerta		3666	3802			
Mometasone	Nasonex	3394					
Mometasone and formoterol	Zenhale	5359	5550	5624			
Norethindrone acetate - ethinyl estradiol	Lolo		6513	7699			
Oxycodone	OxyNEO	3014					
Oxycodone and naloxone	Targin	3718					
Pantoprazole magnesium	Tecta	8604	7615	3670			
Perindopril	Coversyl Plus			3629			
Quetiapine	Seroquel XR	3487					
Saxagliptin and metformin	Komboglyze	3478	3205				
Sitagliptin and metformin	Janumet	3590					
Sitagliptin and metformin	Janumet XR		5183	3359			
Tiotropium	Inspiolto Respimat			2779			
Tiotropium	Spiriva Respimat			5791			
Trandolapril	Mavik	7436	6966	8104			
Zolpidem	Sublinox	3633					