

## Supplementary Online Content

Garrett JB, Tayler WB, Bai G, Socal MP, Trujillo AJ, Anderson GF. Consumer responses to price disclosure in direct-to-consumer pharmaceutical advertising. *JAMA Intern Med*. Published online January 22, 2019. doi:10.1001/jamainternmed.2018.5976

### **eAppendix.** Supplemental Appendix

This supplementary material has been provided by the authors to give readers additional information about their work.

No Price Disclosure



# Mayzerium

(mazegliptin) 100mg tablets

## Strengthens your body's own ability to control blood sugar

**Mayzerium** is a prescription medicine for Type 2 diabetes that strengthens your body's ability to use its own insulin more effectively.

**Mayzerium**, along with diet and exercise, helps improve blood sugar control.

The most common side effects include cold-like symptoms and headache.

**Mayzerium** is for use in adults 18 and older. **Mayzerium** is not for use in children.

You are encouraged to report negative side effects of prescription drugs to the FDA. Visit [www.fda.gov/medwatch](http://www.fda.gov/medwatch), or call 1-800-FDA-1088.

Ask your doctor if  
**Mayzerium** is right for you.

Rockhaven Pharmaceuticals  
800-555-5555 [www.mayzerium.com](http://www.mayzerium.com)

Low Price without Modifier



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The price for **Mayzerium** is \$50 a month.

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**High Price without Modifier**

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