



# Generic Drugs

## Safe. Effective. Affordable.

Generic drugs are held to the same federal standards for safety and performance as the brand names—yet sell for 30-75% less. Ask your doctor or pharmacist if generics are right for you.

Visit [www.bcbst.com](http://www.bcbst.com) to learn more about generic drugs.

**Demand  
Generics**



**BlueCross BlueShield  
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