

IS EVERYTHING YOU HEAR ABOUT GENERICS ACTUALLY TRUE?

#BurstingMyths

We invite you to question what you've heard and discover the real story behind generics — because facts matter more than words.

Learn More

Access VETMED | Committed to animal well-being in Europe

ORIGINALS VS. GENERICS.

Are the differences truly significant? Let's burst the myths and look at the facts...

Based on European Medicines Agency document : Questions and answers on generic medicines.

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PICK A MYTH — AND LET'S



Myth 1 | Myth 2 | Myth 3 | Myth 4 | Myth 5

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MYTH 1:
“GENERICS DON’T HAVE THE SAME ACTIVE SUBSTANCE AS REFERENCE MEDICINES”

Generic medicines contain the same active substance and have the same strength as the reference medicine. They deliver the same therapeutic effects but with a major benefit: They promote competitiveness and improve availability.

While inactive ingredients (excipients) may vary, Regulation allows manufacturers to use an equivalent form of the active substance, for example, if it is more stable and does not compromise the safety and efficacy of the finished product.

But, don’t worry! This can only happen if it doesn’t change the medicine’s effectiveness.

WATCH NOW

Myth 1
Myth 2
Myth 3
Myth 4
Myth 5

MYTH 1: WATCH NOW

“GENERICS DON’T CONTAIN THE SAME AMOUNT OF ACTIVE SUBSTANCE AS THE REFERENCE MEDICINE”



Hear KOL burst this myth.

Nynke Dekers
Managing Director at Regivet BV

Myth 1
Myth 2
Myth 3
Myth 4
Myth 5



MYTH 2: “*GENERIC MEDICINES ARE LESS EFFECTIVE THAN REFERENCE PRODUCTS*”

Generic medicines are approved based on extensive and already existing knowledge of the reference medicine, which has already been authorised for several years. Before generics are approved, they must undergo a strict scientific evaluation by regulatory experts, who review its safety, quality and efficacy, just as they do for every other medicine on the market. This provides robust data on safety and efficacy.

One key requirement is that for systemically acting products, companies must demonstrate bioequivalence which means showing the drug reaches the bloodstream at the same rate and extent as the reference product. For locally acting products, therapeutic equivalence must be shown, typically through pharmaceutical equivalence supported by relevant in vitro data.

WATCH NOW

Myth 1
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Myth 5

MYTH 2: WATCH NOW

"GENERIC MEDICINES ARE LESS EFFECTIVE THAN REFERENCE PRODUCTS"



Hear KOL burst this myth.

Rob Joosten
Co-founder Access VetMed

Myth 1
Myth 2
Myth 3
Myth 4
Myth 5



MYTH 3:

“GENERIC MEDICINES ARE MANUFACTURED WITH LOWER QUALITY STANDARDS”

Generic medicines are manufactured according to the same strict quality standards as all other medicines and all pharmaceutical manufacturers in the EU need to fulfil the requirements of Good Manufacturing Practices (GMP) .

Manufacturers must submit comprehensive quality data to regulatory authorities, and manufacturing sites are regularly inspected to ensure compliance with GMP.

Quality is a basic requirement, not a claim.

WATCH NOW

Myth 1
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Myth 4
Myth 5

MYTH 3: WATCH NOW

“GENERIC MEDICINES ARE MANUFACTURED WITH LOWER QUALITY STANDARDS”



Hear KOL burst this myth.

Stephanie Eichhorn-Mayer
Teamlead Pharmaceutical Development. Vet Viva Richter.

Myth 1
Myth 2
Myth 3
Myth 4
Myth 5



MYTH 4: *"GENERIC MEDICINES ARE NOT PROPERLY TESTED OR AUTHORISED"*

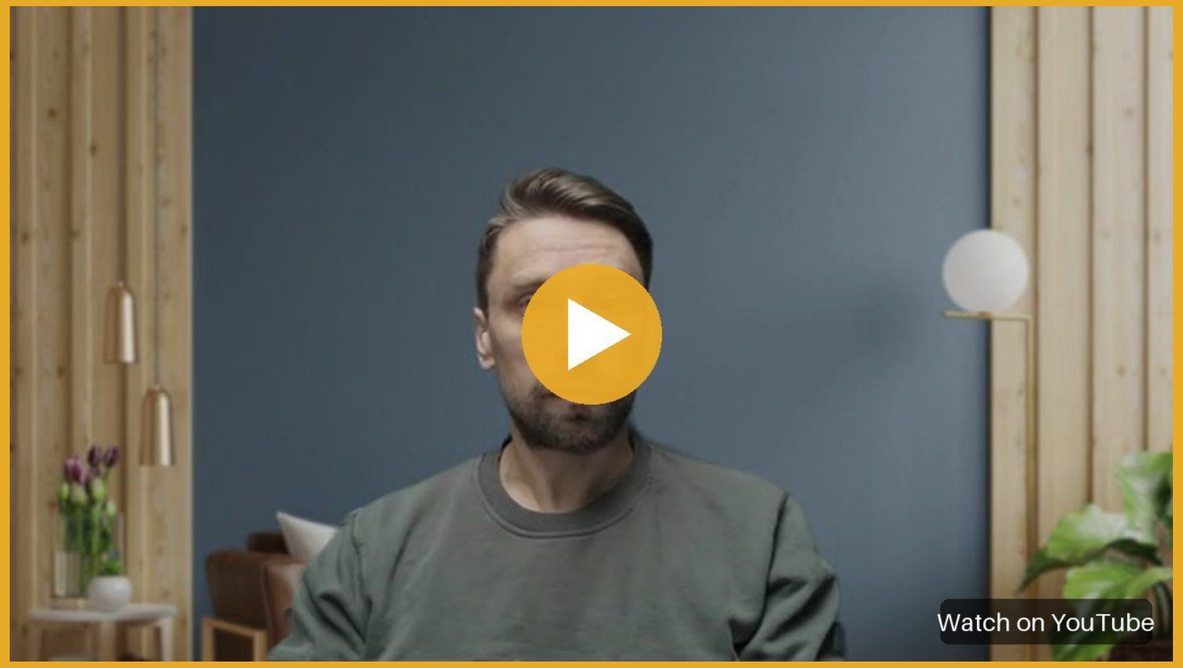
Generic medicines undergo a rigorous scientific evaluation before they can be authorised.
Its authorisation is only granted after regulatory authorities evaluate quality, safety and effectiveness, using both existing evidence from the reference medicine and any additional data required.
This includes -when required- bioequivalence studies to confirm that the medicine behaves in the body in the same way as the reference medicine.
Testing may be different, but the standards are just as high.

WATCH NOW

Myth 1
Myth 2
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Myth 4
Myth 5

MYTH 4: WATCH NOW

“GENERIC MEDICINES ARE NOT PROPERLY TESTED OR AUTHORISED”



Hear KOL burst this myth.

Pauli Laiho
Senior Pharmaceutical Chemical Expert Oy Medfiles Ltd. (Finland)

Myth 1
Myth 2
Myth 3
Myth 4
Myth 5



MYTH 5: “*GENERIC MEDICINES ARE LESS SAFE IN THE LONG TERM*”

Just like any other medicine, the safety of generics remains continuously monitored even after approval.

Each company must have systems in place to monitor and report any safety information according to current Regulations, and Competent Authorities do inspect these systems on a regular basis.

If additional safety precautions apply to the reference medicine, the same precautions will usually apply to the generic as well.

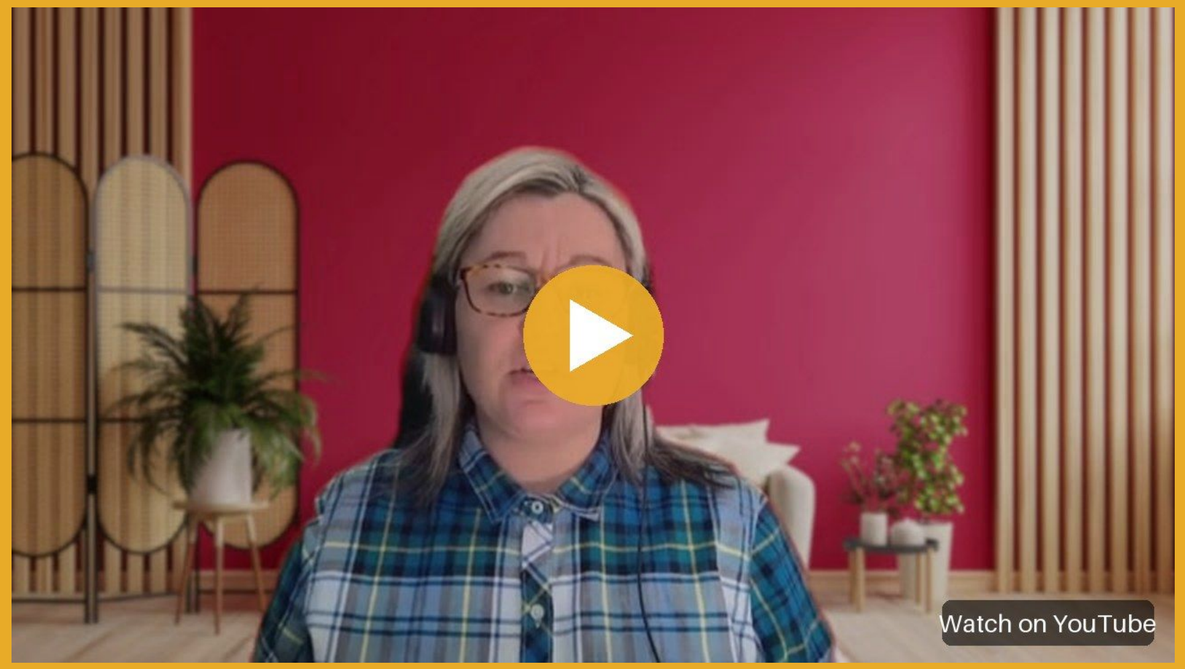
The choice should be medical, not emotional, as generic medicines are as effective and safe as the original (innovator) medicine.

WATCH NOW

Myth 1
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MYTH 5: WATCH NOW

“GENERIC MEDICINES ARE LESS SAFE IN THE LONG TERM”



Hear KOL burst this myth.

Rachel Mallet
Europe’s Technical Veterinary Advisor.
Bimeda Animal Health Limited

Myth 1
Myth 2
Myth 3
Myth 4
Myth 5

THANK YOU.

Now you know the truth- Veterinary generics expand access to high-quality, safe and effective treatments while supporting compliance and cost efficiency.

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